



# Fundraising Event Guide

**BARRETSTOWN**  
a seriousfun camp



# Serious fun starts here

*Thank you for deciding to fundraise for Barretstown. Whether you are thinking about running a golf classic or a garden party, we are delighted that you have chosen to do so for Barretstown!*

*Organising fundraising events for Barretstown is a simple four step process, let us take you through the steps!*

*Our camps and programmes give children more confidence, self-esteem and the reassurance that happiness is not just for healthy children. All this happens because of supporters like you.*



## STEP 1

# Decide what you'd like to do

The first step is to decide what sort of event you'd like to organise. To give you some ideas, read about the events that others have organised.

## Brogan's haircut

Eleven year old Brogan cut and coloured her hair to raise money for Barretstown. Brogan's brother Max got very sick with cancer in 2010. The following year when Max had gone through successful treatment, the family got the chance to attend a weekend family camp at Barretstown. For Brogan it was a magical experience and it took her mind off the fact that her brother was sick.

Brogan wanted to raise money for Barretstown so that other children who were sick could attend camp. She decided to cut and colour her hair. To promote the event she did interviews with East Coast FM and the Wicklow People. A hairdresser in Avoca styled and dyed her hair. Everyone thought it was a brilliant idea and started to sponsor her. **She had hoped to raise €100, but ended up raising €1,035.00. Well done Brogan!**



## Footprints for Leah

Over the past two years Tom Kelly has undertaken two sponsored walks, from his home in Tallaght to Killarney, and from Malin Head to Mizen Head. He took on the challenges in memory of his daughter Leah who passed away in 2013 having battled with Ependymoma, a rare form of cancer.

Tom and his wife Rachel struggled to come terms with losing Leah. In 2014 Tom decided to undertake the mammoth walking challenges to help keep Leah's memory alive and to help other families faced with the same situation. **To date Tom has raised €17,229.35 for Barretstown.**



## Kate's events

Kate has been volunteering in Barretstown since 2011 and during that time she has organised two events. Here Kate gives us some tips and tricks she picked up from running the events.

"My first event was an **Afternoon Tea event in Clontarf Castle Hotel that raised €2,000** and the second was a **stall in Marlay Park Market that raised €400**. When organising an event it's important to have fun – the more fun the easier it is. The Afternoon Tea event was Mad Hatter themed. At Marlay Park Market we had Christmas music at the stall. It's good to sell things ranging in prices from low at €2/€3, to higher at €15-€30 – people often want to support the event and charity but don't have a lot of surplus cash. Forward planning is key when organising an event – anticipate every eventuality. Don't be afraid to be cheeky when asking for donations or prizes – it's amazing what people are willing to give if you just ask."





## STEP 2

# Get in touch with the Community Fundraising Team

Fill in the **Event Registration Form** and return it to the Community Fundraising Team.

The Community Fundraising Team have helped hundreds of people organise fundraising events and reach fundraising targets and are only a phone call away. To help you plan the perfect event we can provide you with the following:

### *Fundraising materials*

- T-shirts
- Bandanas
- Posters
- Information leaflets
- We have a limited stock of banners and pop ups so if you would like to borrow one for your event just provide us with some advance notice

### *Logos*

The "In aid of Barretstown" logo for print and the web.

### *Letter of authorisation*

We will provide you with a letter of authorisation stating that you are fundraising for Barretstown, you can show this to anyone you might be looking for raffle prizes from.

### *Cheque presentations*

If you would like to do a formal cheque presentation at our site, or at yours, just let us know.

We can thank you on our Facebook page, publish any photos from your event and tag you.





## STEP 3

# Create an event plan

List all the tasks that need to be carried out and put a date on them.

### *Form an organising committee*

Recruit as many people as possible to help and delegate jobs to. If you're organising a quiz get someone outgoing to MC the night, get helpers to collect answers sheets and do the corrections. Ask friends to source prizes for you. Set up a committee!



## STEP 4

# Tell everyone!

Set up events and pages on Facebook and other social channels and ask your friends to share your updates. Send emails. Create posters and flyers and display them locally. You can create event materials very easily by simply using the templates in MS Word.

Local press always need content, so send them information about your event using the Barretstown Supporter Press Release template.

## Law and order

If you're doing a street collection you need to apply for a permit from the Gardai. Phone or drop into the station in the division you will be collecting in and the Gardai will give you the necessary forms to fill in. Give yourself time as it can take up to eight weeks for the permits to come through. A permit will allow you to have nine other collectors along with yourself collecting on the day.

The Barretstown logo you need to use for your

event is the "In aid of Barretstown" one and the Community Fundraising Team can provide you with versions for print and the web.

You don't need insurance for the majority of events you'll be organising, but if you're in any doubt call the Community Fundraising Team and we will be able to advise you.

Barretstown's registered charity number is CHY10715



# Ways to return your funds

The following are the ways you can return your funds to Barretstown:

## Online

This is the quickest and easiest way to return your funds and can be done at [www.barretstown.org/donate](http://www.barretstown.org/donate)

## Bank lodgement

You can pay directly into our bank account

IBAN: IE81 BOFI 9009 7344 6816 61

Bank Identifier Code/Swift: BOFIE2D

Sorting Code: 90-09-73

Account No: 44681661

If you are paying in this way please let the Community Fundraising Team know so that we can identify who the amount is from when it comes in. Please also include your unique Barretstown ID in the narrative, the Community Fundraising Team will be able to give you this.

## By cheque/postal order

Please make cheques payable to "Barretstown" and post to: Barretstown, Barretstown Castle, Ballymore Eustace, Co Kildare.

## By phone

Call us on 045-864115 to pay in your funds by credit card.



# Thank you

We wish you the best of luck! Your fundraising will help bring more children living with serious illness to camp and your activities will help spread awareness of our work. On behalf of everyone at Barretstown, thank you so much!

### Please contact:

Community Fundraising Team

Barretstown

Barretstown Castle

Ballymore Eustace

Co Kildare

**tel:** 045 864115

**email:** [fundraising@barretstown.org](mailto:fundraising@barretstown.org)

**web:** [barretstown.org](http://barretstown.org)



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**tel:** +353 (0) 45 864 115 **email:** [info@barretstown.org](mailto:info@barretstown.org) **web:** [www.barretstown.org](http://www.barretstown.org)

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