



# The **evh** Guide

to Fundraising for



Children's  
Hospice  
Association  
Scotland



# My Background

- 4<sup>th</sup> Year Student at Glasgow Caledonian University
- Studying BA (Hons) Business with Law
- Previous employers in Public, Private and Third Sectors
- Involved in a multi-million pound merger 3 years ago
- Current committee member for BBC Children in Need

# Common Good Employability Competition

The Common Good Employability Competition (formerly known as the Real World Competition) is an exciting and challenging opportunity for students to improve their employability skills and contribute to the University's common good mission.

- To work on a real-life task for a social enterprise.
- Successful applicants work on the task for the equivalent of 4 days/32 hours over a 4 week period
- Based on employer feedback, the competition steering group chooses a winner and a runner up.

# Project Specifications

- To “recommend a fundraising event that the EVH team can engage in in the future so that we can further fundraise for CHAS, the Children’s Hospice Association for Scotland”
- To provide a written report or presentation with recommendations for the event being suggested.
- With a preferred focus teamwork and team building activities.

# Why chose this project?

- Close connection to CHAS
  - Variety of work
- <http://www.bbc.co.uk/programmes/p03802gb>
- The project emphasises GCU's mission
  - My background in Events and Marketing
  - My experience of charities and fundraising



# The Guide

- Variety of Events
  - Cost
  - Size
  - Adaptability
- Each event includes
  - A description/Details
  - Expected running costs
  - Suggested price/donation
  - A calendar
  - Key contacts
  - Additional Guidance for running the event

# The Guide

- Promotion and Collecting
  - Facebook
  - Twitter
  - Youtube
  - Periscope
  - JustGiving
  - Eventbrite
- Additional Documents
  - Posters
  - Quiz sheets

# Low cost events ☑ Less than £50

- Film Anniversary Days
- Dress up Days (Neon, Onsie, Character, Celebrity)
- Quizzes
- Guess the Sweets in the Jar
- Lets go Hunting



# Medium cost events - £50 to £250

- Showcase events
- Pledges
- Challenges
- Making and tasting events
- Auctions
- Jailbreak and Lost
- Multi-challenge Races
- The EVH Factor

# Higher cost events ☐ Over £250

- Abseil
- Big Swing
- Bungee
- Gala Dinner

# Any Questions?

