

Summer fair checklist

Before the event...

- Make sure your lottery licence is up to date if selling raffle tickets prior to the event. Secure prizes as far in advance as possible. Read our guide at letsgetfundraising.co.uk/licences.
- Start your publicity drive at least six weeks in advance. Place posters in libraries, doctors' surgeries, leisure centres, etc. Send a media release to local newspapers and radio stations. If using street banners to advertise your event, seek permission from your local authority. Contact them early to establish any criteria. Charity Print Shop produce editable posters and flyers at extremely low prices (10 A3 posters for £9.95, excl. p&p). To see their summer fair designs, go to charityprintshop.com.
- Refreshments are guaranteed to make a profit. If selling alcohol, you will need to complete a TEN at least 10 working days before the event. Read our guide to TENs at letsgetfundraising.co.uk/licences.
- If inviting external food vendors (i.e. ice-cream van) to your event, charge a pitch price, rather than a percentage of takings. Check that they have public liability insurance.
- Create a ground plan, outlining where each stall and activity will go.
- If providing a programme, sell advertising slots to local businesses. Use this to publicise event timings and to thank key supporters. Find tips at letsgetfundraising.co.uk/fairs.
- Do a leaflet-drop to local residents just prior to the event. Offer them free entrance and, if appropriate, tell them how to book any specific attractions. If producing a programme, consider distributing this to residents.

- Find an MC/announcer and appoint a few 'runners' who can provide details and updates about particular attractions throughout the event. Give them a schedule – of performances, raffle draw, etc. Provide them with identification badges so people at the fair can go to them if they need help.
- Finalise your volunteer rota and circulate a spreadsheet listing each stall, with time slots, outlining who is signed up to help out where and when. Identify gaps and initiate a final recruitment drive.
- Ask volunteers to check whether their employers offer match funding. For more information, visit our website: letsgetfundraising.co.uk/funding.
- Consider first aid requirements by conducting a 'needs assessment'. If your event is quite large, you may need to enlist the help of a local ambulance service.
- Risk assessments will need to be carried out for each element of your fair, as well as for the overall event itself. Ask stallholders to complete these, using guidance from the Health & Safety Executive (hse.gov.uk/risk).
- Have a wet weather contingency plan in place and if any changes need to be implemented based on a poor forecast, allow enough time to do this. Read our online guide at letsgetfundraising.co.uk/planning.
- Create signs for the basics – toilets, first aid, refreshments.
- Based on previous experience, put together running notes for each stall, with details of costs per go, rules, instructions, tips... Laminate these and stick them on each stall.
- Work out how much float each stall requires and order this from the bank.

On the day...

- Prepare a box containing essentials such as marker pens, sticky tape, scissors, string and paper, etc.
- Prepare a list of jobs ready for when volunteers arrive to help set up.
- Once your event opens, keep checking that stallholders have everything they need – that stalls are well-staffed and well-stocked – and offer to take refreshments to them if they have no chance of a break.
- Safe collection and storage of cash during your event is essential. Appoint at least two people to be responsible for floats, collection and counting of cash and safe storage during the event. Have a book listing each stall, with details of the float they started with. Each time cash is collected, a note should be made.
- Food hygiene is key, so if using charcoal BBQs, make sure these are lit in advance, ensuring that coals have reached maximum temperature before cooking begins. Read our guide to catering at events: letsgetfundraising.co.uk/licences.
- Remember that clearing up is the event organisers' responsibility, so have plenty of bin bags at the ready!

After the event...

- Thank all your volunteers and write to the businesses who gave donations or supported your event – let them know how much was raised and what you plan to use the money for.
- Ask all stallholders to complete a feedback form, so you will know if anything needs to change for next year. Download and distribute our 'Knowledge Capsule' template: letsgetfundraising.co.uk/planning.

For more ideas and advice, visit letsgetfundraising.co.uk

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