



Top Ten Tips for Running an Exclusive Event

1. Carry out market research into the type of event that would attract your supports – destination, length, cost etc
2. Set a realistic budget and fundraising target, taking into account funds to market your event to your target audience
3. Ensure you have enough man power within your team to market, recruit and manage participants
4. Have a realistic time plan in place both to allow participants to reach their fundraising target and train for the event
5. Choose a charity rep for the event who will enhance your participants understanding of the work your charity does
6. Have a realistic idea of the number of participants you are aiming for before booking flights
7. Avoid school holidays for overseas trips, as the flight prices tend to increase dramatically
8. Gain support from your corporate partners
9. Get celebrities involved, whether in promoting the event or taking part
10. Choose a supplier you can trust and develop a good working relationship