

FREEDOM GATHERINGS HOST BOOKLET

BeHERS.

Be Inspired, Be Empowered, Be Her Freedom.



STEPS TO SUCCESS

Before you start organising your fundraising event, check out our simple step-by-step guide below. If you get stuck at any point in the process contact us, we are here to help.

STEP ONE - SET UP EVENT PAGE

Setting up a free online fundraising page takes less than five minutes and is a simple way for people to purchase tickets and donate. Your Online Fundraising Page helps you raise funds before, during and after your event quickly and easily.

Visit mycause.com.au/BeHersFreedomGatherings and create account to set up your personal Freedom Gatherings fundraising page, and personalise it with details of your event, customising it to suit your event/theme. Use photos, videos and include details such as date, time, location, what to bring, what the cause is, how to your guests can donate.





STEP TWO - PREPARE A BUDGET

Financial preparation is imperative when it comes to planning events. Setting a budget will help you determine your monetary limitations. This will also allow you to identify how much money you need for your Freedom Gathering and how much money and in-kind support you will need to secure from sponsors and collaborators. Your budget should include all necessary expenses. Here is a list of common expenses during events:

- Venue
- Entertainment or speaker
- Staff, Catering and Bar Service
- Decorations and goodie bags
- Incidentals

Consider that start-up money may be needed to purchase materials necessary for holding the event.

Work out what percentage or dollar amount of the ticket price will be a donation to The Be Hers Foundation. Every fundraising event must include a minimum donation amount.

STEP THREE - SPONSORS & COLLABORATORS

Securing sponsors and collaborators are essential for covering costs for your event, this also ensures that as much money is given to the cause. Sponsors and Collaborators can provide money, in-kind support, discounted goods or services, vouchers, prizes, and other support.

1. Look at a potential sponsor's and collaborator's websites, LinkedIn profile, and social media accounts. Identify any overlaps between their audience and Be Hers. Research the sponsor to find out if they've sponsored any other events recently.

Find a way your event can offer value.

2. Prepare a list of potential sponsors and collaborators for your Freedom Gathering Event.

3. Send your list to Be Hers staff for sponsors and collaborators approval. Be Hers staff will check alignment, current sponsors and collaborators and provide feedback, opportunities and/or approval.

4. Once approved you can start connecting with sponsors and collaborators.





STEP FOUR - BUILD YOUR TEAM

For small events, you may be able to handle many or all of the tasks.

However, for large events, it helps to have an organised team to help execute the event. If you are building a team from the ground up, the first starting point is recruiting volunteers to assist with the event. Look for people with various skills and that can help manage different components of the event.

Reach out to us if you need any assistance in finding volunteers for your event, we may have existing volunteers that are happy to assist.

Once you have a team it is important to designate roles early on to ensure accountability.

All members of the team should report into an event manager who has visibility across all of the moving pieces.

STEP FIVE - SET UP TICKETING EVENT PAGE

Set up a Ticketing Page through Eventbrite <https://www.eventbrite.com.au/> or Humantix <https://humanitix.com/au>. Both platforms allow for monies of ticket sales to be accessed as required to assist with funding the event.

Remember to think about ticketing fees – these fees should be accounted for or included in the ticket price (both ticketing platforms allow for ticket sale fees to be transferred to ticket purchaser) Noting to purchasers that the more money to cover operational costs will allow for a greater donation amount for the event.

STEP SIX - PLANNING & PROMOTING

Spread the word - the more people who know and care about your event the more funds you'll raise. Whether you want to pull out all the stops with a theme, decorations and activities or just keep it simple, we have plenty of ideas to inspire you.

- *Start selling tickets.*
- *Share the link among all your friends, family, and colleagues.*
- *Promote your event on socials.*

It's always best to collect as many donations, and sell merchandise prior to the event as you can, so the event is a celebration of all your hard work.

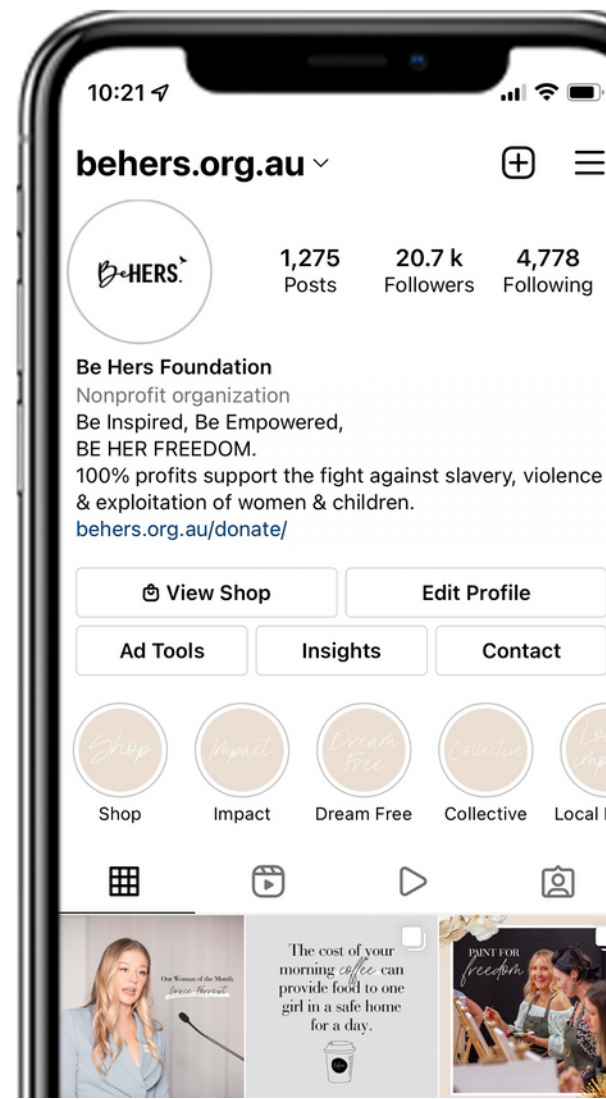
Visit our Social Media Sites to get inspiration:

PINTEREST: @behersevents

INSTAGRAM: @behers.org.au

FACEBOOK: @BeHers

Please share your events online with us using the hash tag **#freedomgatherings**



STEP SEVEN - DOWNLOAD YOUR FREE RESOURCES

We are here to help make your event as successful as possible, therefore Be Hers are able to support your activity in the following ways:

- *Free Templates including posters, decorations, invites, etc.*
- *Videos about Be Hers, our impact partners, and stories*
- *Certificate of Appreciation*

Purchase a Be Hers Merchandise Host Pack

The Be Hers Fundraising Merchandise Packs are available for purchase for \$50, and include a Be Hers Quote Frame, Thank you Cards, Stickers, and Temporary Tattoos for 20 guests.



CELEBRATE YOUR FREEDOM GATHERING EVENT

Set up your event, use your free downloadable decorations.

Have a donation box or donation envelopes handy.

Welcome your guests, host any games you've been planning and celebrate your event!

Share your heart for fighting human trafficking. Use the videos and resources available to spread the word and raise awareness of the issue.

During fundraising you may be asked by donors or sponsors for proof to fundraise, please let us know if you have not received your Letter of Consent to Fundraise, make sure you have this letter with you during your fundraising timeline.

Please note that fundraising is only permitted during the time period specified on the letter and for the purposes stated on your application.

Have merchandise posters and QR codes available for guests to purchase Be Hers merchandise or donate.

SAY THANKS

Thank your supporters and sponsors for their donations, volunteering and assistance with your Freedom Gathering. We'd love to see photographs and stories of your fundraiser to share in our publications. Please send these to info@behers.org.au. and don't forget to share them to your socials too!

We'd love to hear from you!

Keep in touch along the way with any questions, challenges, or stories of success.

THANK YOU

We exist because of dedicated people like you.
Thank you for all your time and support – you're amazing!

FOR FURTHER ENQUIRIES PLEASE CONTACT

Be Hers

info@behers.org.au

0477 293 934