



Planning and Running an Event for the PTA

This document will help you to organise your event for The PTA. It offers you all the support and help you need to get your event off the ground.

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Purpose of this document

We have put the following Event Planning Guidelines together to help you organise successful and profitable events for the WPS PTA. If you have any questions, please contact us via woodstockprimarypta@gmail.com

Introduction

The schools budget is in great shape and is impeccably managed by Lisa Rowe, her team and the school Governors.

The PTA helps to provide your and our children with the *Little Extras* which are not covered by the school budget. In the past we have raised a significant amount of money which has supported the provision of items big and smallfrom Play Equipment to Ice Lollies at the School Sports Day. Every day your and our children enjoy the benefits of the PTA.

Organising an Event for the PTA

Organising an Event for the Woodstock Primary School PTA is incredibly rewarding, relatively easy and so much appreciated by all.

There is *always* a huge team of experienced and very willing parents who will help to make it a huge success.

There's a misconception that the current, nominated PTA Committee is the only team who can and should organise an Event.

This is far from the case: the Committee is there to provide structure for the Charity Status which enables the PTA to function. Although they are very active in helping to organise and deliver Events throughout the school year, it also provides guidance and support for *anyone* who wants to organise an Event ...and in fact the Committee will be all the more sustainable if you offer your help to put forward and take ownership for an Event.

We have set out some Guidelines below to help your event run smoothly; be fun; hopefully not too stressful and also profitable.

What sort of Events have we organised recently?

The list is endless and includes:-

<ul style="list-style-type: none">● Christmas Fair (DecemberFest)● Family Quiz● School Discos● Summer BBQ● Film Nights● Cake Sales	<ul style="list-style-type: none">● Second Hand School Uniform Sales● Second Hand Book Sales● Christmas Cards● Tea Towels printed with children's drawings of each other
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Please don't see these ideas as the only ones available to us. Please bring your experience of other great fundraising events you know about from other schools etc.

You can also look at Pinterest or simply do a "PTA Fundraising Ideas" Google Search if you're looking for inspiration.

What should I do if I have an idea for an Event I would like to run?

Brilliant! We would love to consider any ideas for an event which will help us to raise money for the school. We are always looking for new, interesting, fun and creative ideas. We don't necessarily have to run the same schedule of events each year.....although some are so successful and popular that it's a shame not to repeat them.

Please bring your idea to the PTA. You don't have to wait for one of the termly PTA Meetings, please just email woodstockprimarypta@gmail.com with your plans and we will no doubt give them the go ahead!

If my idea is given the go -ahead, how do I organise an event?

Please send your ideas on email to woodstockprimarypta@gmail.com and include:-

<ul style="list-style-type: none">ï What your event is?	<ul style="list-style-type: none">ï What do you anticipate charging for the event?
<ul style="list-style-type: none">ï When you would like to run it (we just need to check it with the school diary to make sure there are no clashes)?	<ul style="list-style-type: none">ï Roughly, how much profit do you expect to make?
<ul style="list-style-type: none">ï Who will run it with you? Would you like extra support other than those who you have already spoken to, to help with the event.	<ul style="list-style-type: none">ï Speak to the PTA to get help with creating posters / flyers etc. Or have a look at www.canva.com and get creative!
<ul style="list-style-type: none">ï Where would you like to run the event?	<ul style="list-style-type: none">ï See below about how to Market your Event.
<ul style="list-style-type: none">ï How much it will cost to run? (If you are using local suppliers please see notes below about marketing of their good / services if you are negotiating good rates).	<ul style="list-style-type: none">ï Other considerations we need to take into account are general <i>Health and Safety</i> requirements so please run all those details via the PTA and also Lisa Rowe.

If I don't have enough people to help pull the event off really successfully, what should I do?

We are fortunate to have the largest PTA Committee EVER and also the largest list of parents who have volunteered their time and support to help deliver your event.

We have a database of names and email addresses which we can help you reach for your event.

There will ALWAYS be lots of people willing to help you. There is no way you'll be on your own and most of us have made incredible friends through the PTA. Please just ask us and we will help you pull a great team together who you can lead to help run your event.

Does the School help to organise the event?

The PTA is just thata Parent and Teachers Association: we are so lucky to have so much support and help from the WPS staff at our PTA events. We do try not to take up too much of the teaching staffs time in terms of event organising.

That said, Lisa is always very keen to engage the children in helping is where it's appropriate. For example, she will engage with class teachers to enlist the help of children to bake cakes to sell or make the items we sell on the children led stalls at the summer BBQ.

Who can I invite to my Event?

We typically invite teachers, governors, children, their parents and families to all our events.

Often we also invite members of the local community who offer their support to the school. If you would like to invite anyone else, please speak with the PTA.

How do I market my event?

We are grateful to have huge support from all angles in terms of marketing your event. If you need to call on us, there are many creative parents (including those who offer their support to the PTA), who will help you to create posters / flyers / emails etc to advertise your event. Do have a play with www.canva.com to see if you can get creative and design your own posters / flyers etc.

Please let us know if you have used any local suppliers so that we can give them a mention. It will help if you let any supplier know that they have access to our marketing team (as above), which has a HUGE reach across Woodstock and beyond so if they wanted to offer us a discount for their goods / services, we would give them an extra special mention!

In line with current School policy, please do not use Facebook or other Social Media platforms to market the events.

We will also support you to:-

- Print and put posters up throughout the school in appropriate, eye catching areas
- Send flyers home in every child's Book Bag
- News Alerts to all parents via our Parent Mail system (all text must be submitted to Lisa Rowe for sign off and dates for alert requests should be listed within the text)
- Advertise the event in the weekly Newsletter for several weeks (or as necessary), before the event.
- Please draft all text and literature to this extent.

- The PTA can help with that tooa quick glance over what you have drafted for example, and you must then have this signed off via Lisa Rowe by 12pm on the Friday before the Monday of the Newsletter you are hoping to target.

What about all the Finances for the event? How do I manage those?

- Our PTA Treasurer will help you to manage these but please also follow these guidelines:-
- The event must be organised in a way which allows a profit to be made. We can help you with this to a large extent.
- Please keep all receipts for expenditure and send them to the Treasurer to allow you to be reimbursed by Cheque. We can only reimburse by Cheque since our charity status requires two signatures.
- If you require a Float for your event, please speak to the Treasurer.
- You are responsible for counting and bagging up your takings to pass to the Treasurer for banking.
- Please do all you can to count the takings carefully. If your Event is large, we will help you.

Can I run this event each year?

Yes....most definitely and especially if it proves to be a success!

It would be very useful if you could document the organisation of your event in an XL Spreadsheet or similar so that it is then easier for us to organise the next time around. Please send all files to the PTA email woodstockprimarypta@gmail.com. Please include any literature (marketing, posters, flyers, communication etc) so that we can store and re-use this.

The sorts of things to record (and send to the PTA for saving to our DropBox files) include:-

- Event title
- Who organised it and their email addresses
- Which suppliers did you use and their contact details
- Did they offer and discount and if so how much

Other considerations

- Any third party services we use MUST be authorised via Lisa Rowe and Must be CRB checked.
- Please speak to Lisa Rowe and / or the PTA should you require special licences such as a Bar Licence for your event.
- The school has a Risk Assessment format that can be used as well as completed examples that will help with the assessment.'

If I have any further questions who do I ask?

- Please send all questions and queries to woodstockprimarypta@gmail.com and we will answer your queries as soon as possible.
- Please ensure that each event has clearly labelled recycling bins available. Labels for bins are available in the PTA Cupboard.
- Where ever possible please use bio-degradable cups etc if disposable cups etc are being used for your event. We appreciate these are more expensive but the current schedule of fundraising events is healthy and we believe we can offset these costs