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step plan

How to hold a lawn bowls fundraiser

A lawn bowls fundraiser can be just a straight game of lawn bowls, or you can get creative and add some other activities. You may consider having a sausage sizzle (quite often there is a BBQ at the venue), having a raffle or some silly games. Even consider fancy dress bowls as a novelty...

1. Set your goals

Set yourself a clear goal of what you want to achieve from the event. Be specific, I want to raise \$500 from entry fee, \$500 from donations and \$500 from a raffle.

2. Plan, plan, plan

Prepare a checklist. Think about all the jobs you will need to do in lead up to the event and during. What lawn bowls venue will you use? What date and what time? Will it still be light? How will you attract people to your event? What are the prizes? How will you get the prizes to the venue? Do you need to hire equipment? Who is the MC? Who is setting up the venue for the event? Do you need to consider any contingency plans – what could go wrong?

Include all the things you need: refreshments, equipment, transport, prizes. This will help you remember what you have / haven't already done.

3. Delegate

Write a running sheet. Break down your plan into steps of what needs to be done. If you have a group of people helping you, assign them jobs. Always think about what people are good at when allocating tasks. Be clear on the timetable for each job, some jobs can't wait. Always allow more time than you think. Don't do it all yourself!

4. Will this raise money

Go through your plan and determine a budget. List all of the costs and subtract the total costs from your fundraising target. What's left – is this the amount you want to raise. Rethink your plan if necessary. Your total fundraising should be at least double the amount you are spending otherwise it may not be worthwhile.

5. Plan your advertising

Think about how you plan to let people know about your lawn bowls fundraiser. Can you place flyers at the venue to advertise to regular customers? Get your friends to spread the word. Place posters in venues or on community noticeboards in the area? Can you advertise in the local newspaper? Can you advertise at your work place? Will any of this advertising cost money?

6. Get Support – ask for donations

Ask local businesses if they will donate an item to you. You should explain exactly why you are

raising money, who you are raising it for, what you would like from them and what they will get out of it. This may be acknowledgment on the tickets, at the event where the winner is drawn, by being issued a tax deductible receipt or simply being given a certificate of appreciation.

7. What are some of the things I need for my lawn bowls fundraiser

Rules: There is usually a person at the bowling club that can elaborate on the rules and provide instruction and tips on bowling style. You can also make your own rules up. There are a lot of different suggestions on the internet. What rules you are using needs to be determined before the event.

Venue: Research bowling clubs in your area, or in an area central to most of the people you plan to invite. Find out if they have a BBQ, allow music or have any other restrictions on what you can/cannot do.

8. Equipment

Your venue should include music facilities, microphones, tables and seating. Confirm that if they don't have this equipment do they mind if you bring a CD player and a microphone. They should also have a BBQ, check if you can use this for a sausage sizzle. The venue will most likely have a bar. See if you can get part of the proceeds of the bar donated to your event.

9. Keep it legal

Investigate if you need any special permissions or licences. Do you require public liability insurance? Will people be making donations – do you need tax deductible receipts. Are people buying items from you – this requires a different type of receipt. You also need your 'authority to fundraise' from us. If in doubt, contact us. If you are arranging food you will need a permit to be able to serve it.

10. Bank & thank

Funds raised must be banked with MS Australia within 1 month of the event. Keep records of all the money spent and received. Return any receipt books you have requested. Thank everyone who helped and thank all your sponsors.