

## Tips for hosting an event on a budget

**The cost-of-living crisis has taken its toll on the voluntary sector, with many organisations facing funding cuts, impacting their ability to operate effectively. Despite these challenges, planning an event for Volunteers' Week may remain a priority for you and with a little creativity and resourcefulness, a successful event can still be possible.**

Here are some practical tips to support you in organising an event without exceeding or going over your budget:

- **Set Clear Objectives:** Define the purpose and goals of your event. Whether it's raising awareness of your volunteering with a recruitment event, a networking event with other local organisations and charities, or an awards night for your volunteers, having clear objectives will help you focus your efforts and resources effectively.
- **Aim to use Free or Low-Cost Venues:** Look for venues that offer free or discounted rates for community events. Local parks, community halls or centres, libraries, or schools can often be cost efficient.
- **Partner with Local Businesses or Organisations:** Collaborate with other local charities, community groups or organisations that share an interest in your event's theme or cause. They may be interested in co-hosting (and split cost) or willing to provide support, sponsorship, or in-kind donations such as equipment, food, or venue space or even guest speakers. Local businesses may be interested in sponsoring your event in exchange for visibility and promotion at your event.
- **Digital Promotion:** Utilise social media, email newsletters, and online event listing platforms to promote your event at little to no cost. Create engaging content, such as event teasers, attendee, or volunteer testimonials to generate interest. Also consider digital invitations instead of printed ones. There are FREE graphic downloads you can use to keep your digital promo Volunteers' Week branded. Check out the Resources page for all the assets you'll need.



# VOLUNTEERS' WEEK

40th Anniversary



- **Decorations:** Get creative with decorations and supplies by making use of inexpensive or recycled materials. There are FREE printable event decorations including bunting, banners, and photo props available in the resources section of the website that could help enhance your event space.
- **Simple Catering Options:** Instead of providing a full sit-down meal, consider offering simple refreshments such as snacks, finger foods, or beverages that can be prepared or donated at a low cost. Buffet style foods can also be a budget-friendly option where attendees can contribute food items.
- **Focus on the agenda:** Prioritise the quality and relevance of your event programme/agenda to ensure a memorable experience for all attendees. Whether it's guest speakers, interactive workshops, or entertainment performances, focus on providing value and engaging content within your budget.
- **Hosting online:** Events don't always have to be in person. Hosting something online can be a great way to minimise or eliminate cost. Platforms like skype, zoom, and google hangouts are low cost and easy to use with large or small groups. Virtual coffee mornings, online quizzes or recognition events can be fun online and allows people to attend from the comfort of their own home.



#VolunteersWeekScot

