



[Use advertising to increase the income for your fundraising event](#)

## Catalogues brochures & programmes

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If you are running an event where there will be a large number of people attending, or a prestige event with a high ticket price, it is worth considering producing some sort of publication you can sell to visitors and that you can sell advertising in. This might include a:

- catalogue at an [auction](#) or art exhibition
- brochure of goods for sale in advance of a Christmas or summer craft market
- programme at a golf tournament or village fete

You'll need to generate significantly more income from advertising than the cost of producing the publication, so check who is willing to buy space before you commit to printing.

You need to make the quality and content of the publication appropriate to your audience. You could probably print something in A4 in black and white, with a coloured, card cover for a beetle drive or small auction in your community hall. But if you are running a prestigious event like a golf tournament or a summer ball then you may need something more glossy.

Think about the articles you will include on the publication to make it worthwhile reading. Don't forget to include a schedule for the day and a calendar of future fundraising activities if you are planning more. Ask the cause you are supporting if they would like to include a donation form for people to complete and send to them.

Decide the size of your publication and how many advertising slots there are and work out a price for each. Check that you will have covered the cost of production and made a healthy profit to donate to your cause. It will take lots of energy and enthusiasm to sell the advertising spaces, so make sure it is worth your while.

One factor that will influence this decision is who is going to attend your event and read, or at least buy, the publication? This in turn will help you decide who you can approach for advertising. When you have written down a brief profile of the people who will be attending your event, think about who might be interested in advertising to them. If you have a themed event, consider companies with a link to that theme also. You will find it helpful to have a clear reason, or sales pitch, as to why your selected companies should take advertising space. You can include the worthiness of the case, but they will also be interested to know who is going to read the advert they are paying for.

Now use the local telephone directory and internet to draw up a contact list of all the companies you hope will buy advertising. For a local village event, look at who advertises in the parish magazine as they will have already decided that it is worth targeting local people. Another place to look is at advertisers in your local papers and free magazines.

Circulate the list among the volunteer fundraisers and other supportive people to see if anyone has contacts with the companies you want to approach. A company is much more likely to buy advertising space if they are approached by someone they know, ask everyone to help out.

If you don't have personal connections with a number of the companies on your list you will have to just call them up. Just before you pick up the phone, remind yourself of why this particular company might be interested in advertising in your brochure. Then dial up and bowl them over with your passion and enthusiasm.

Before you go ahead with publication, do a double check, have you sold enough advertising to make it cost effective to print?

This approach has raised significant sums for many volunteer fundraising groups, though it should be acknowledged that personal business contacts are very helpful in making it work.

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