

## LandAid Day 2021 Events Guide

In London, the number of young people sleeping rough on the streets has risen by 80% since the start of the pandemic.

The ONS predicts that youth unemployment will rise by 600,000 this year.

Young people facing homelessness need our support more than ever.

By putting on an event for LandAid Day you'll be supporting young people in their first step out of homelessness. Here, you'll find lots of information and ideas on how you can put on an event within your company whether it be virtually or in person.

Within this guide you'll find help on how to put on a Virtual and Physical Event, along with some event inspiration. If you want to chat through any idea's in more detail we're hand, just get in touch to book in a call.

### Feeling Lucky – LandAid Day - Event Inspiration

- **Casino Games:** Poker, Roulette, Bingo, Human Fruit Machine, Card games – the list goes on!
- **Dress to impress** - It's been a while since we've been able to get dressed up so why not organise a Cocktail Making Evening or perhaps a Wine, Chocolate or Beer Tasting evening
- **James Bond Themed** – James Bond must be the luckiest man alive, if you've been inspired by his latest film could you organise an event based around it? Martini's all-round?
- **TV Gameshows** - Organise your own Deal or No Deal, Family Fortunes or maybe even a TV Talent Show!

Read on below, to find out how to plan a virtual or in person event and how we, the LandAid Events team, can help you.

### Six steps to planning a virtual event

We're happy to support on all of the below, so please do let us know if you need any help.

#### 1. Plan

Choose your event and make a project plan, assigning tasks to those involved

## 2. Marketing

Get the word out early via internal comms, email marketing, social media

## 3. Sign up list

Use an online form or alternative to collect participant names and emails (and addresses if you will be sending them something for the event)

## 4. Get the tech ready

With the event being virtual, it's likely you'll need to use some form of tech - whether it's just Zoom or something a little more complicated. Our advice is test, test and test again!

## 5. Keeping in touch

Send participants the relevant information they need for taking part prior to the event and again on the day as a reminder

## 6. Host the event!

## In Person Events

Putting on an in person can be a great way to bring people together

### Five Things to think about before putting on an in person event

1. What policies/procedures do your company have in place around events?
2. How can we ensure that everyone feels comfortable to attend?
3. What venue/location do you need for the event and do you need their permission before organising anything?
4. What costs might be involved and how will I fund them?
5. How will I raise funds for LandAid through the event?

## How LandAid can support you putting on an event

We have lots of experience of putting on our own outdoor and virtual events and we'd love to support you as much as possible with your own event. Below are some of the ways in which we can help.

### Planning and organising

- Brainstorming - we would be happy to call or chat with you to have a brainstorm about what event to put on
- Planning - we can also sit down with you to plan the event, to ensure you have a workable timeline to get everything sorted
- Supporting on the day – we can come and support you on the day as an extra pair of hands, as well being happy to speak during the event if appropriate.

## Ticketing and fundraising platform

- We can create a bespoke ticketing platform for your event to collect entry fees and participant details
- You will be able to download a list of people signed up for the event and send confirmation emails and information about the event
- You can create your own fundraising page here, where you can ask for donations from participants or colleagues/friends and family depending on the type of event.

## Sharing on social and in our newsletter

- We would love to shout about your event on our social channels and increase exposure through our events email newsletter
- We could also support you in putting together a marketing plan for the event to maximise its exposure for your company.

## How to fundraise or send money to LandAid

Three easy ways

### Create a fundraising page

You can create your fundraising page for your event here: <https://www.justgiving.com/landaid> just click 'fundraise for us'

### Create a ticketing page

Want people to pay a registration fee? We can create a ticketing page to capture the info you need and take any necessary payment. We can also do this for free events where you just need to capture who wants to be involved

### Make a bank transfer

If you collect the cash offline or want to make a donation via your company. Drop us an email to [events@landaid.org](mailto:events@landaid.org) and we can send across our bank details.