Events Group Guidance

What is an Events Group?

Events Groups are made up of CLAPA volunteers who want to help their local cleft community come together to share experiences and meet each other in a fun and relaxed environment.

These events might be a family-friendly trip to a local farm or park, a Christmas Party in a community venue, or whatever you think would help CLAPA reach out to people in the community. Events Groups can connect people directly to CLAPA's work, give a voice to their local area, and help to provide the support that people need and benefit from.

An events group will be established following discussion with the Regional Coordinator or Engagement Officer and will be planned in advance of the event and subject to available funding. There is no minimum number of volunteers required to run an Events Group, this will depend on the type of activity and support needed to run the event.

All volunteers will receive an induction and ongoing support from their Regional Coordinator or Engagement Officer.

Aims of an Events Group

Following discussion with your Regional Coordinator or Engagement Officer, your group may provide some or all of these activities as appropriate:

•Provide opportunities for children, young people and families to meet, including signposting to other local opportunities e.g. Happy Faces groups, Cleft Team events.
• Provide opportunities for adults with a cleft to meet others in their local area (e.g. local groups, social events).
• Promote and encourage local parent-to-parent support through trained CLAPA Parent Supporters.
• Promote and encourage peer-to-peer support through trained CLAPA Peer Supporters.
• Share information about CLAPA with the local community.
• Raise awareness of cleft in the local community.
• Foster links with the local Cleft Team.
• Share best practice with other Events Groups.

If the aim of your group is fundraising to the general public then this would be a Fundraising Group for which there is further guidance on the Volunteer Resource Centre.

Resources

Volunteer Resource Centre
Your one-stop-shop for forms, policies, information, templates and everything else relating to your volunteering with CLAPA. You can find it by visiting www.clapa.com/volunteer-resource-centre. This is a hidden part of our site, so we advise saving a bookmark on your browser for easy access.

Staff Contacts
CLAPA Staff are here to help you! Find a full list of staff here: www.clapa.com/about-us/meet-the-team/

Roles within the Group

There are no formal roles within the group, but, for each event, one member of the group will need to communicate with their Regional Coordinator/Engagement Officer and to act as the Event Coordinator. This role may change for each event depending on the type of activity, the time commitment available from group members, etc.

One member of the group will need to oversee the financial arrangements for each activity; this may be the group coordinator or another member of the Events Group.

TOP TIP: If you need some extra help with small tasks like picking up raffle prizes, CLAPA has a bank of Helpers who may be able to lend a hand.

Planning Events

Your group members may want to meet in person or by tele or video conferencing and we can support you to arrange these meetings. There is no requirement for a minimum or maximum number of meetings and no need for an AGM (Annual General Meeting).

You can also join CLAPA's Slack Workspace., where you and your group can stay in touch, make plans and share updates with each other on your computer, phone, or tablet. You'll also be able to communicate with other Events Groups to share ideas and best practice.

See the Slack Guidance on the Volunteer Resource Centre or ask your key contact at CLAPA for more information.

Contacts

Your main point of contact will be your Regional Coordinator/Engagement Officer. However all other staff in finance, fundraising, and communications will also be available to support you.

Every Group is different, and you might prefer to use something like Facebook Messenger or WhatsApp. It's up to your Group to decide!

Things to consider when planning an event:

Information regarding everything from social media use to keeping your event legal can be found in the Volunteer Handbook, available on the Volunteer Resource Centre. This should be carefully read by all members of the Events Group. If you have questions or concerns about anything in the Volunteer Handbook, get in touch with your key contact at CLAPA.

✅ Aim and Audience of the Event

It helps to have a specific audeince in mind when planning an event, e.g. 'young people aged 8-12'. CLAPA can help by letting you know how many people we have in this group on our database, so you'll have an idea of how successful your event might be.

✅ Venue

Is it on public transport routes, does it have parking, is it accessible for those with additional needs? Does the venue have insurance, do they have a first aider and will they provide a charity discount?

✅ Catering

Will you provide food?   Remember to check you have asked for dietary requirements on Eventbrite and that these are catered for and clearly labelled.

✅ Photo and Filming Consent

Ensure you have this on the Eventbrite booking. It is essential that you identify to the photographer people that do NOT want their photos taken. Any photos taken by volunteers should be deleted after they are sent to CLAPA.

✅ Funding

Is this event in your approved budget? Have you included volunteer expenses? If your suppliers are sending invoices, please get these as early as possible and forward to CLAPA's finance team . One volunteer should be in charge of keeping your budget on track.

✅ Advertising Your Event

Have you set up Eventbrite using CLAPA's template (see below)? Would you like us to send out a targeted email or create a bespoke poster? Do the Cleft Team know? Have you advertised on Facebook?

✅ Risk Assessment

Identify one member of the group to visit the venue beforehand and carry out the risk assessment. Speak to your key contact for guidance.

✅ Stay On Track

Create a checklist for the day well in advance to help delegate. Agree timings, who will carry out each task, including preparation and tidying up. Consider asking CLAPA to contact our bank of Helpers if you need some extra hands.

All of CLAPA's events are listed on Eventbrite and then pulled through to the main website. Eventbrite is how we manage all aspects of our events, including signing up and contacting attendees.

CLAPA Staff can manage this for you and provide updates on demand, but many of you will wish to manage this yourselves.

Setting Up Eventbrite

If you'd like to manage your own events, we can add you to our Eventbrite account. You must use an email not already associated with any existing Eventbrite account. Ask your key contact at CLAPA to arrange this for you.

Creating Events

You should never create an event from scratch. Please always copy one of CLAPA's sample events, or one of your existing events. This is so we can make sure all the legal information we're providing people in the sign-up process is up to date.

To copy an existing event, click your name in the top right, find 'Manage Events', and use the search bar to find the event you'd like to copy. Click 'Manage', and once you're on the event dashboard, click 'Copy' on the right.

TOP TIP: Eventbrite have a great 'Getting Started' guide which goes through how to create and manage your events: www.eventbrite.co.uk/support/GettingStarted

To get your event ready to publish, follow these steps:

Check all the key details on the 'Edit' page. Update the name, location, time/date, and the event photo. Update the description to make sure it's relevant and informative. If you find you often get the same questions about events (e.g. 'can siblings come?') it's a good idea to put the answers here in advance!

Check your tickets on the 'Edit' page, especially the start/end date for 'sales'! See 'Setting Up Tickets' below for more information on this.

On the 'Edit' page, scroll down to the very bottom and make sure your event is set as 'Public'. CLAPA's Sample Events are set as private and password protected, and unless you change it this will stop your event from showing up on the website.

In the 'Manage' tab, you'll need to check and update two things:

Under 'Order Options', click on 'Order Form'. This lists all the questions your attendees will be asked, including some custom questions at the bottom. You may not need all of these, or you may need more, so feel free to add and remove as necessary. You must NOT remove the 'Photo Consent' or 'Join the CLAPA Community' questions.

Under 'Order Options', click on 'Order Confirmation'. This is the confirmation message and email your attendees will receive after registering. Feel free to add a more relevant, personal message here with any other details you think they should know after sign up.

Under 'Order Options' you can set up a waitlist. This is useful if you think your event might fill up quick! Under 'Invite & Promote' you can add your event to Facebook. This can be a great idea if you plan on doing most of your marketing through Facebook, as it makes it much easier for attendees to sign up.

In the top right, 'Preview' your event and try getting some tickets for yourself to make sure the explanations are clear and your order form is asking for all the information it needs to. If you like, you can send a preview link to CLAPA Staff and ask them to have a look.

Tickets

Even for free events like Happy Faces Group meet-ups, you need to set up tickets. There are a few different ways you can do this:

Group Tickets

Perfect if you just need very basic information, or if you want to have a price per family. Create one ticket which attendees can use to book places for a group. Use the ticket description to clearly explain the rules of these tickets (e.g. 'For families of two adults and up to two children only'). You can also add more information in your general event description to make sure it's crystal clear. If you need information for each person in this group, add some custom fields to the Order Form to collect this.

Individual Tickets

If you need to know about each person coming to an event, you can set up your tickets so each individual attending needs to book one. It's a good idea to split these up into adult and child tickets. Use your ticket descriptions to make the rules clear, e.g. 'Child tickets are for 5-18 year olds. Under 5s do not need a ticket'. Use your Order Form to collect the information you need for each ticket type.

Optional Donations

Add this to your list of existing tickets, or use it in place of tickets when you'd like people to decide for themselves what to pay to attend. As always, use the description to clearly explain any rules.

Edit your ticket descriptions by clicking the little gear icon to the right of the ticket name on the Edit page. You can also use this area to change when the tickets start/stop selling, and to change the minimum or maximum number people can book.

Tickets can be confusing at first – get in touch with your key contact at CLAPA if you need some advice around this.

Promotion

When you publish your event on Eventbrite, it will appear on CLAPA's website in your Region within 24 hours.

As well as your own marketing on Facebook etc., feel free to get in touch with CLAPA's Comms team to ask for help with spreading the word. They can send out a targeted email, post on social media, and even create a bespoke flyer for your event!

You can get in touch directly, or ask your key contact at CLAPA to pass on the message.

Data Protection

It is your responsibility to ensure you have read and understood CLAPA's Data Protection Policy in full. People signing up to our events trust us to keep their personal data safe and to treat it with respect. We also have a legal obligation to comply with the UK's strict data protection laws.

- Don't access the data more than necessary. It's one thing to log in to check how many people have signed up, but you shouldn't be regularly checking the names and other details of your attendees without a good reason.
- Don't set up your browser so it logs you into Eventbrite automatically. This makes it very easy for anyone to access confidential information.
- Don't download and save the data, email it to anyone, or print it.
- If you need an attendee list to tick people off on the day, you can download a list, remove all unnecessary information (like addresses), and print this. But if you don't need to save it, don't! You must look after this list very carefully and let us know straight away if it gets lost.
- If in doubt, get in touch!

ENJOY!

We want volunteering with an Events Group to be fun and fulfilling. If there's anything we can do to better support you, or to improve your volunteering experience, please get in touch!

Share Your Knowledge

Each event will teach you something new - give all CLAPA's Events Groups the benefit of what you've learnt by sharing your own top tips for running a successful event.