

Your CLAPA Group Guide



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Aims of a CLAPA group

Following a chat with your CLAPA point of contact, you'll need to decide what your group is going to aim to provide for the local community:

- Provide opportunities for children, young people and families to meet, including signposting to other local opportunities e.g. 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 then this would be a Fundraising Group instead. Check the Volunteer Resource Centre for more guidance!

Resources

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.

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



Setting up your group

Getting people interested

Find out who is interested in joining the group and/or helping to run the group using social media, talking to your friends and family and possibly to the local Cleft Team too.

Your CLAPA point of contact will also help by sending out targeted mailings to our members in the area to let people register their interest.



Roles within the group

There is no need for formal roles within a CLAPA group, but, for each event, if your group is made up of a number of people, one member of the group will need to communicate with their CLAPA point of contact and 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

Getting your group together

If your group is made up of more than one person, 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).

Contacts

Your main point of contact in CLAPA will be able to answer questions and help you as you set up a group and run events. However, all other staff in finance, fundraising, and communications will also be available to support you.

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



Your audience

It helps to have a specific audience 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.

CLAPA keeps all its most up-to-date volunteering policies, documents and resources on a hidden page on our website. Find the page at: www.clapa.com/volunteer-resourcecentre

Funding

As you plan your event, think through the answers to these questions:

- Is this event in your approved budget?
- Have you included volunteer expenses and any other costs you will have for the event? 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.

If you're unsure about anything, just speak to your key contact at CLAPA and they will be able to help you.

Regional Fund Application:

CLAPA's Regional Fund is open to you as a CLAPA Group. If you would like to apply to the CLAPA Regional Fund to pay for the costs of an event, please complete an [Application Form](#). Just get in touch with your key contact and CLAPA will send this to you.

The Regional Fund is available to any individual CLAPA volunteer or group to cover/help to pay towards the cost of an event for people affected by cleft.

Tip!

Don't forget that everyone at CLAPA can help you if you ever have any questions! Just get in touch with your key contact or the communications, finance or fundraising teams.



Finding a venue

Search for community spaces in your area such as Children's Centres, Community Centres, Church Halls, schools or Youth Clubs. Venues like this will often offer up the space for free or at a discounted rate for charity support groups like this.

CLAPA can provide authorisation letters or anything else you need to secure a venue. Consider this checklist when choosing:

- Access to refreshments or space to bring and use your own (you can claim the costs back through a volunteer expenses form)
- Access to toys and games (if you aren't holding your groups in a Children's Centre or similar space which will already have them)
- Toilets and baby-changing facilities
- Space for buggies
- Car parking (preferably free)
- Close to public transport route
- Accessible for those with additional needs
- Does the venue have insurance?
- Does the venue have a first aider?

Tip!

Think about catering as you plan your event - will you provide food? Remember to check you have asked for dietary requirements on Eventbrite and that these are catered for and clearly labelled.

Risk Assessments

It is important that you complete a [Risk Assessment](#) for every CLAPA event you organise (there is a guide and a form that we can send you to help with this). This is to ensure there is no unreasonable risk to anyone attending. A Risk Assessment for a CLAPA group would usually include the following:

- Safety of children attending – is there a secure entrance and exit so children and young people can be kept safe?
- Is there a First Aid trained member of staff on the premises?
- Children will be supervised by a responsible adult, usually their parent/carer at all times.



For risk assessment forms and further information, please visit the Volunteer Resource Centre at clapa.com/volunteer-resource-centre

Promoting your event

It's best to organise your event well in advance so we have time to promote this to local families on our website, through social media and using our large database of over 22,000 members.

Contact your local paper to tell your story – articles about new support groups are often very popular with papers, and your Regional Coordinator or Engagement Officer can help with this.

Consider answering these questions:

- Have you set up Eventbrite using CLAPA's template?
- 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?



If you're looking for help with posters and other promotional materials, the CLAPA Communications team will be happy to help. For more information, get in touch with your contact at CLAPA or call 0207 833 4883

Fundraising

Whilst it isn't a key part of your role as a Coordinator to fundraise for CLAPA, it would be amazing if you could look out for opportunities to raise funds! As an organisation, we don't receive any statutory funding and rely on donations to fund much of our work. Coordinators in the past have:

- Sold CLAPA badges and wristband
- Asked for donations towards the cost of parties
- Organised sponsored walks (supported by CLAPA's Fundraising Team)

CLAPA have a dedicated Fundraising Team who can send you balloons, t-shirts, CLAPA packs and posters/leaflets. You could also promote fundraising to people who attend the groups and point them in the direction of the Fundraising Team.

Using Eventbrite

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 probably wish to manage this yourselves.

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 an event

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 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

Step by step

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 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!

Holding a raffle?

In short, there are two types of raffles (or lotteries as called by the Gambling Commission), one is an **Incidental Lottery** and the other a **Small Society Lottery**.

Incidental Lottery

An **Incidental Lottery** is probably the simpler route to go down, but you cannot sell tickets in advance. It is any kind of raffle or game where people will find out if they have won on the day/ straight away.

So for instance, something like 'guess the name of the teddy', once someone has picked a name they find out if it is the correct name straight away or later that day. You could do this for a raffle, as long as the tickets are bought on that day and the draw is made on that day. For this, you don't need any kind of license.

A Small Society Lottery

A **Small Society Lottery** is one where you sell the tickets in advance. You do not need a license from the Gambling Commission for a Small Society Lottery (as CLAPA has one and this will cover your raffle). For this type of lottery, you can sell tickets in advance. However, you cannot do 'deals' such as '£2 a ticket, or 5 for £8', as all tickets need to cost the same amount.

In order to sell tickets in advance, printed on your tickets there needs to be:

- Name of 'promoter' which is the person/group responsible for the raffle (not CLAPA)
- The name of the society on whose behalf the lottery is being promoted (CLAPA)
- The price of the tickets
- The name and address of the promoter
- The date of the draw



CLAPA also needs to fill out a **'returns form'** once your raffle is complete, CLAPA can do this however you will need to provide the following information within 10 weeks of your raffle taking place:

- Dates tickets were on sale for
- Date of the draw
- Arrangements for prizes (were prizes given on the day of the draw, how did people get the prizes)
- Details of donated prizes (what were the prizes, who were they donated by)
- How much the raffle raised
- Costs including prizes (in case you bought any of the prizes)
- Did you take any money out of the proceeds of the raffle for any other costs (e.g. promotion)

In order to ensure this is done and to make life a bit easier, we would strongly recommend keeping a details record of these things as you go. That way you won't have to rely on memory a month or so after your raffle!

Things you may also want to consider with a small society lottery are:

- Who you will sell the tickets to
- Where you will sell the tickets
- How much you will sell them for

Please don't hesitate to contact our friendly fundraising team if you have any questions about running a raffle.



We'd also really appreciate it if you'd let us know as far in advance as possible if you are running a raffle which involves selling tickets in advance, so we can be on hand to support you.

You can reach our fundraising team on 020 7833 4883 or fundraising@clapa.com

Important things to note

Safeguarding

It is essential that you are familiar with processes for safeguarding children, young people and adults who may be vulnerable, with whom you come into contact with whilst volunteering for CLAPA. As a charity, we have a duty of care to ensure that families accessing CLAPA's services are kept safe from harm.

Please familiarise yourself with [CLAPA's Safeguarding Children Policy and Procedures](#) and also [Safeguarding Adults at Risk Policy and Procedures](#) and please get in touch with your main point of contact at CLAPA if you are unsure of anything in the policies.

Please familiarise yourself with the contact details of your [Local Safeguarding Children's Board](#) and your [Local Safeguarding Adults Board](#). All boards have a website which will give you a central contact and out of hours emergency number and you should be familiar with both of these. There is a notes section at the end of the guide where you can make a note of local contact numbers.

If you are concerned about the welfare of a child, young person or adult and CLAPA's Designated Safeguarding Officer (DSO) is not available to offer you support or advice, please call your Local Safeguarding Board for advice and guidance.



Photo and filming consent

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

Data Protection

Under the [Data Protection Act](#), there is a duty to [hold personal details only where it is absolutely necessary](#). You should, where possible, avoid holding email addresses, phone numbers and postal addresses of the people you support as part of your CLAPA group.

For example, you should aim to avoid holding details of a parent attending your group and instead pass their contact details to CLAPA for personal details to be held on our secure central database. This avoids you needing to store information yourself.

Some tips for using [Eventbrite](#):

- 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.

You can ask CLAPA to send newsletters, news and information on group dates to all of your group contacts on your behalf. Just get in touch with your key contact at CLAPA to arrange this.

Branding

We ask that you use [standard templates](#) for any [newsletters, leaflets and posters](#) you create. We also have template business cards and can support you with creating any other promotional materials you would like to use for your events.

We just ask that you send any designs to us so we can check them and make sure they fit with our branded colours and have the correct CLAPA logo.

Support you can expect from CLAPA

Your key contact at CLAPA can help with finding and booking venues, carrying out Risk Assessments and promoting your event through CLAPA communication channels including our very active Facebook groups.



Expenses

You shouldn't be out of pocket for volunteering with CLAPA. You are entitled to claim back all reasonable expenses which you incur in your volunteering activity (providing receipts where applicable). Please see your [Volunteer Handbook](#) for more information.

Sharing Expertise

CLAPA's main Facebook group, at the time of writing, has over 10,000 members who support one another and share ideas and experiences related to cleft. We also encourage all group Coordinators and other volunteers to create or maintain a regional CLAPA group to promote events and build up an online presence. This provides a great platform to reach families with information and increase numbers attending activities you are organising.



Cancelling Events

Sometimes you might need to cancel an event. If you do, the best thing to do is:

1. Contact your CLAPA point of contact - they can give you advice on cancelling
2. Contact the venue to cancel
3. Post on social media pages to let families know

Where possible it's great if there can be two CLAPA volunteers running a group, to make sure event cancellations are less likely. We will work with you to try to identify any parents who might be willing to volunteer and co-run the group.

Top tips

Some top tips from other volunteers for setting up a CLAPA group and organising events are:

- ✓ "I think if people are starting up a CLAPA group it is good to have a launch event and make something special of it."
- ✓ "Join forces with someone else if possible to share the load of organisation."
- ✓ "Advertise as much as possible – use all of CLAPA's resource to your advantage."
- ✓ "Try to do at least a yearly funded special event to promote the group."
- ✓ "Be patient and persevere!"

Event Ideas:

- ✓ Sharing ideas sessions such as - how to make play dough at home, finger paints made simple.
- ✓ Some groups want to share ideas on how to cope with teething, feeding, sleepless nights and potty training.
- ✓ A member of the Cleft Team or other health professional to come and talk about a topic that parents are interested in.
- ✓ Birthday celebrations - for parents as well as children!

Stay connected!

Tip!

Create a checklist for the event 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.



Registered office The Green House, 244-254 Cambridge Heath Road, London, E2 9DA



www.clapa.com



020 7833 4883



info@clapa.com



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