



Events do's and don'ts

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Start taking the best pictures you can straight away – volunteer role description for a keen photographer?



Invaluable for future publicity, social media, reports & funding applications, newsletters, websites. Collect quotes too!



Visual + heritage can be a powerful combo. Check out the Cambridgeshire Collection



Curb appeal! Make it visual and inviting and something you can grasp/read from a distance!



Have an opener: do you have any ideas for our map/directory? Can I ask your opinion on.....? Do you have two minutes to take a quiz?



Generally avoid:

- School summer holidays and the first week after Sept term starts
- Clashing with other huge local events Big Weekend, Cambridge half etc
- Friday evenings and Sundays (huge generalisations)



Have a narrow entry and exit point!

This prevents swarming, allows you to engage, hand things to people, check tickets, welcome people etc

At the exit someone can be there to say thank you, goodbye, get feedback and sign-ups, encourage donations



Volunteer briefings on Zoom! Replace long written briefings for volunteers with briefings on Zoom/Teams etc. They can meet one another, saves time and much clearer.



Don't become complacent esp when you are familiar with an event or venue. Do check where the first-aid box and fire extinguisher are, do write allergens on your refreshments etc.



What gets counted counts!

It can be a pain but feedback provides great quotes for your future publicity, will help you know what went well and what didn't, is great to include in your volunteer thank yous and for applying for funding, reporting.

- Markers/flip chart paper. Simple ticks next to different options/questions at the exit.
- A volunteer roving around with clipboard getting feedback
- Follow up email with questions/link to a jotform
- iPad or laptop to input results into a sheet/questionnaire directly



Have fun but make sure your message is getting across:

- Display
- Flyers on entry
- Info sheets on refreshment tables
- Use CCF's Footprint Calculator
- Project info onto a wall

Do plan for pull through to engage your visitors to next level:

- Newsletter sign-up
- Mention upcoming events
- Ask along to an introductory evening/drinks



