



CREATING A CHARITY DAY AT YOUR WORKPLACE

A Step-by-Step Guide





STEP 1

Define the purpose

Consider what you'd like to achieve and set your purpose and goals for the Charity Day.

STEP 2

Secure Executive Support

Present the idea to company executives to gain their support & approval. Highlight the benefits of the event, including enhanced company reputation, employee engagement and community impact.

STEP 3

Form a Planning Committee

Assemble a team of dedicated employees to plan and execute the event. Assign roles and responsibilities, such as project manager, communication lead, logistics coordinator and finance officer.

STEP 4

Select a Date and Venue

Choose a date that aligns with your business operations and allows for maximum participation. Decide whether the event will be held in-person, virtually or as a hybrid model.



STEP 5

Identify Beneficiaries

Talk to Down Syndrome NSW about the type of programs and services your workplace can support as part of your Charity Day.

STEP 6

Engage Celebrity Partners & Influencers

Down Syndrome NSW can provide celebrities, athletes, artists, and influencers who can help generate interest and excitement, leading to increased visibility and donations.

STEP 7

Plan Fundraising Activities

Organise activities that encourage donations, such as trading commissions, auctions, raffles, or sponsored challenges. Ensure activities are engaging and accessible to all employees and clients.

STEP 8

Promote the Event

Develop a marketing and communication plan utilising both internal and external channel.



STEP 9

Coordinate Logistics

Arrange necessary logistics, including technology setup for virtual events, venue booking, and catering for in-person events. Ensure all legal and compliance requirements are met, particularly for fundraising activities.

STEP 10

Execute the Events

On the day of the event, ensure all team members are clear on their roles and responsibilities. Provide support and guidance to celebrity partners and participants. Monitor activities to ensure everything runs smoothly.

STEP 11

Collect & Distribute Funds

Calculate the total funds raised and bank transfer to Down Syndrome NSW.

STEP 12

Report back to your supporters

Down Syndrome NSW will report back on the impact that your generosity has made to our community. This impact can be shared with all supporters of your charity day event.