



WELCOME TO THE ORGANISE YOUR OWN EVENT GUIDE



NAVIGATE YOUR EVENT GUIDE

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WHAT IS THE BIG BUSK?

The Big Busk strikes a chord like no other! It brings communities together to end homelessness. **By sharing your talent, you raise vital funds to help people get back on their feet and into homes.** Every performance creates hope and drives meaningful change, every note played builds towards a future without homelessness.



WHO CAN TAKE PART

Everyone can take part and help fundraise - we are calling for all talented musicians, choirs, singers, buskers, community groups, clubs and schools, whether you're a solo artist, part of a band, or part of a group showcasing your collective creativity - we want YOU to take centre stage at The Big Busk for Focus Ireland!

WHY DO WE NEED YOUR SUPPORT

Homelessness affects real people; men, women, children, families, young people, elderly, and people with disabilities. Focus Ireland has been around since 1985 (yes, that makes us 40 years old this year!), and during this time, we have supported thousands of people during the toughest of times to ensure that people can stay in their homes, or find and keep a new home. We know a stable home is the foundation for overcoming challenges like mental health, addiction, and unemployment. With your support, we can be there for the most vulnerable people in our communities.

But we can only be there if you're there too.

HOW TO GET STARTED

1. CHOOSE YOUR EVENT LOCATION

You can choose where and when it suits you. Consider local venues such as **schools, community centres, shopping centres**, etc.



2. PLAN YOUR EVENT

Take the lead and organise a busking event in your local community to be a part of The Big Busk taking place across Ireland.

3. START FUNDRAISING

Set up and personalise your **fundraising page** on [The Big Busk website](#). It takes less than 5 minutes!

4. SPREAD THE WORD!

Make sure your friends, family and colleagues know about your local busking event and share an invitation.



4. BUSK ON MARCH 7TH!

On **Friday 7th March**, take part in our collective movement to raise vital funds for homeless services.

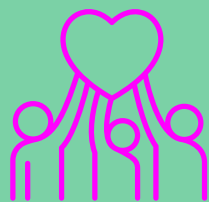
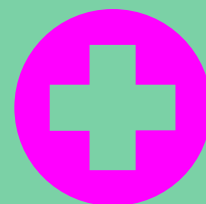


HOW TO ORGANISE YOUR OWN BUSK?



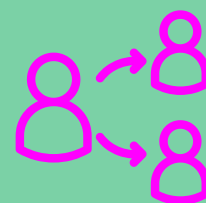
Location: When choosing your event location you should consider local venues who may be able to host your event. Please ensure that you have the **necessary permissions** from your chosen venue. We advise that you do not busk in open public spaces i.e., streets, or public parks, unless you have the correct permits.

Health & Safety: We would advise that you conduct a thorough risk assessment of your busking location before the day. Make sure that the location is safe and that you have sufficient space for equipment and yourself (or group).



Let's start fundraising: First step? Simply ask! Share your fundraising page and ask your friends and family to support your busk and help you reach your fundraising goal. Make sure to read our **fundraising guidelines** on page 7 of this document for further guidance. Every contribution counts and all funds raised will help people who are experiencing, or at risk of, homelessness.

Promote your event: Spread the word to friends, family, neighbours, colleagues, and community. Use social media, posters, emails, local media and word of mouth to promote your event. Be active on social media, use **#TheBigBusk** and tag **Focus Ireland** to get even more people involved.

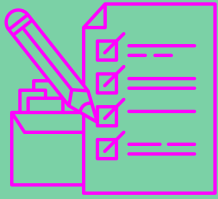


Be prepared: First things first – make an event checklist to ensure everything is on point: busk set-up, sound check, lighting, props and decorations, tasks for your helpers, and don't forget to add some rehearsals to your diary in the lead up to The Big Busk!

Event Support: Get help from friends, family, colleagues, or your local community. Ensure you have enough help to set up, collect donations and clean up after your busk.



ON THE DAY & POST EVENT



Event set-up: Arrive early to your busking location and make sure everything is set up with help from friends and family. Check your equipment and complete some final sound checks for the best performance!

Encourage donations: Make donating easy for your audience. Download and print your personalised QR poster which links directly to your fundraising page, and have collection boxes available for any cash donations.



Run your Event: Be proud that you are joining hundreds of people across the country busking against homelessness. Share your photos and videos on your social media and use the dedicated hashtag **#TheBigBusk**, tag **Focus Ireland** and don't forget to ask for donations!

Post Event: Thank you for taking part! Take a moment to thank your supporters and share your highlights on social media. Don't forget to send in your donations, every donation drives real change. For details on how to submit funds, check the following page.

Thank you!



FUNDRAISING GUIDELINES

So, you're gearing up to put on an awesome event to raise money for Focus Ireland, that's fantastic! We're seriously excited to have you on board.

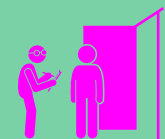
We've put together some handy fundraising guidelines and a few important Terms and Conditions. Think of it as your fundraising survival kit – it'll help make sure your event is not only a roaring success but also safe and sound (and totally legal!).

Rules of the Road: All fundraisers need to play by the rules set out by the [Charities Regulator](#). This basically means keeping things legal and transparent. If anything seems a bit fuzzy, just give us a shout.



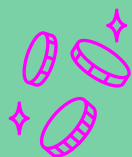
Permits and Permissions: If you're planning on collecting money in public, you'll likely need a Garda permit. It's better to be safe than sorry, so if you're unsure, check it out. **We would advise that you do not busk in open public spaces i.e street.**

No Door-to-Door: We don't allow door-to-door collections, just a heads-up.



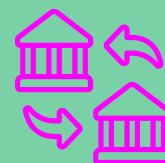
Venue Vibes: If you're holding your event at a school, company, or other institution, make sure you've got their permission. It's always good to be polite!

Advertising Ace: When you're promoting your event, make sure your materials say "In aid of Focus Ireland" and include our registered charity number (Registered Charity Number: **20015107**). It's a small but important detail.



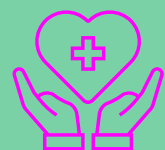
Cash Counting Crew: When counting the cash, grab a buddy! Two sets of eyes are always better than one. And remember to be careful and prioritise your personal safety when handling money.

Transfer Time: Once the event is over, please transfer the funds to Focus Ireland ASAP. We'll send you an official receipt you can share with your generous supporters.



Material Return: If we've provided you with any fundraising materials like collection buckets, please return them if requested by our team.

Safety First: Focus Ireland can't be held liable for any loss, damage, or injury that might happen during your event. So, please take health & safety, fire safety, and first aid into account. And remember to make sure your event is accessible to people with disabilities.



That's it! Not too scary, right? If you have any questions, don't hesitate to get in touch. We're genuinely excited to see what amazing things you'll achieve!

Thank you for organising a fundraising event for Focus Ireland.

SENDING YOUR DONATIONS

DONATE ONLINE

If you have set up an online fundraising page on [The Big Busk website](#), your supporters can donate **directly to your fundraising page** automatically transferring your donations to Focus Ireland.

Share your fundraising page link via email and social media. Alternatively your supporters can find your fundraising page on the website by selecting 'Donate to a busker' and searching for you.

If you have collected any cash donations, you can also add this to your fundraising page by selecting '**Bank my funds**' on your personal fundraising dashboard.



CHEQUES/CASH

Cash collections and cheque donations can be sent to our office at the address below. Please ensure all cheques are made payable to:

**Focus Ireland,
9-12 High Street
Christchurch,
Dublin 8**

Please make sure to include your **name/details**, and reference that your donation is towards **The Big Busk**.

BANK MY DONATION

You can make the donation directly to our bank account using the details below. Please make sure to add your **name/details** when transferring donations and **reference The Big Busk!**

Name: **Focus Ireland**
IBAN: **IE30 BOFI 900017 15834518**
Sort code: **90-00-17**
A/c No: **15834518**
BIC: **BOFIE2D**



ADDITIONAL RESOURCES

Now that you've signed up for The Big Busk, you're all set with access to your fundraising dashboard. Here, you'll find everything you need to hit the right notes: a **QR code poster**, **social media guide**, **fundraising tips**, **email and social media templates**, and more.

DIDN'T FIND WHAT YOU WERE LOOKING FOR?

Have you tried looking through the downloadable resources on our website?

thebigbusk.focusireland.ie

We also have a list of FAQs that might be able to answer your question.

If you still haven't found the answer to your question, don't worry we are here to guide you in organising a successful busking event. If you are wondering about your choice of location, how to plan your busk, or have any other questions, please don't hesitate to contact us.

T: 01 881 5900

E: busk@focusireland.ie

Together, we have moved one step closer to ending homelessness.

