

BASIC CONSIDERATIONS

FREE/DONATION/FEE

It is entirely down to you and your church whether you wish to run your group as a free to access group, a group where donations are encouraged, or whether you charge a fee. If you're running the group as a regularly weekly event, then charging a small fee to cover the cost of materials is sensible. If the group is run just once a month, then the lifespan of your art materials will be much longer, so a fee may not be required.

If you do need to charge a fee

If you're considering charging a fee, then you should first establish if the money will go directly to your church/community organisation, or if you will be running the group as a private organisation.

If your church/community organisation is funding the group

You should check that they have all the correct public liability insurances in place, and that you are covered by their policies to run the small group in their building.

If you are funding the group and taking a fee, as a separate entity to a church/community organisation

You will need to take out the appropriate public liability insurance and check that this insurance is suitable for the venue you are using to host the group. You will also need to ensure that any income made from your group beyond the personal £1000 self-employed annual threshold is declared to HMRC. [Further information here.](#)

NAMING YOUR GROUP

If your group is being run as a voluntary, free-to-access group, you can call it whatever you like! However, if your group is tied to a church or community organisation, it is worth checking that the leaders are happy with what you have selected.

If you are running the group as an income-making organisation, there are specific legal restrictions that you must follow, including ensuring that you do not infringe on any existing trademarks. [Further information here.](#)

PROMOTING YOUR GROUP

Promoting a group can take considerable time and energy. You may wish to establish early on how you will promote the group to people in your community in a way that is going to fit with your own personal capacity and availability. Social media marketing is a full-time job when done well, so although this might seem like the best way to get the word out, it can soon burn you out! especially if running the group is a voluntary role for you. Consider instead of working too hard to bring new people in, first try praying to God, asking Him to bring people who He knows will benefit from what you're providing – you may be pleasantly surprised at how powerful at marketing He is! ;)

There are plenty of other ways to get the word out about your group including existing church/community group newsletters, word of mouth (talking about it with people you meet!) and asking participants to invite their friends.

ATTENDANCE

It's up to you how you manage a register of attendance. It can be helpful to know how many people will be in attendance at least 48 hours in advance of your group, so that you can ensure everyone coming will have access to the appropriate materials. If you're running your group through your local church/community group, they may be able to manage this for you. Capturing a register of attending participants is also helpful if for whatever reason you need to cancel the group, you can ensure everyone is informed in advance.

If you're managing your group independently, you can set up a free sign up form using Google Forms. With this, consider the information you wish to capture about each participant (Name, email address, telephone number, any health or dietary conditions to be aware of, photo consent etc). You could also consider making a simple website to capture this information, however this of course comes at a cost. If you are capturing people's private contact information, you must ensure that you're complying with the current GDPR Consent Rules.