



# How to organise...

## A charity night

Organising a charity night is a great way to get lots of family, friends and colleagues together for a fun night as well as raising vital funds for the Scottish Burned Children's Club. It's an ideal event to organise as your first venture into fundraising or if you want to build up to organising a ball in future years.

### Venue and date

The key to a good venue is somewhere with plenty of space for your guests, easy to get to, ample parking and somewhere that won't blow the budget! Some places, like working men's clubs, a room in a pub, a sports and social club or a room in a hotel may not charge you anything for the room as they will make money from the bar takings. This is a great option. You may also want to ask if they can provide food or if they have facilities for you to bring in outside catering or arrange for family and friends to help.

You can decorate the room on the day with SBCC banners, balloons and posters and ask to put collection tins on the bars too.

When booking a date, you might want to consider staying away from school and bank holidays where lots of people may be away or have prior commitments. Also, give yourself at least three months to organise the event and sell the tickets. As soon as you have a date, spread the word to everyone to put it in their diary!

### Entertainment

People who attend a charity night are coming expecting a great fun night, and the right type of entertainment is key for this. A band and/or a disco is essential and it's important that you choose the right one for your audience. If you are booking a band, you should go and see them play first to make sure they are what you are looking for. You could have a theme to the charity night and ask people to come in fancy dress – such as '60s or '70s, black and white, famous people or pop stars. This will certainly add to the fun atmosphere.

### Food

You don't necessarily have to provide food at a charity night. If you decide that you would like to, keep it simple with something like a buffet, pie and peas, jacket potatoes and toppings or a buffet.

## **Guests, marketing and ticket price**

Produce tickets; Nan at the SBCC office for) can help you with this, and take them with you to work, and when visiting friends and family. Ask everyone who buys a ticket if they will take a further ten to sell on to their friends.

If you would like to open the event to the public, to promote your event you can:

- Ring or write to your local newspaper to see if they will write an article about your event or put it in their 'what's on' section.
- Contact Nan at the SBCC office to add it to our Events Diary on the SBCC website and if you wish the SBCC Facebook page.
- Produce a poster, Mark at the SBCC Office can help you with this and put it up in the local area.

Make sure that you at least cover the cost of putting on the event in your ticket price and also add on a few pounds so that you have raised some money before the day of the event.

If you don't have any food or venue hire costs your ticket price could be as little as £5 or £10 to cover the entertainment costs.

If you are offering more in the ticket price such as food and covering venue and entertainment costs, take this in to consideration when pricing the ticket up to £20.

Make sure that you don't price-out your guests, keep it at a level people can afford and are willing to spend. Generally, £10 seems to be an acceptable amount.

## **Volunteers**

To support you on the night, ask a few friends in advance if they will help with taking tickets and money on the door, selling raffle tickets, serving food, the auction (if you have one) and tidying up at the end of the night.

## **Fundraising ideas on night**

- **Raffle** – When selling your tickets, you could ask if anyone would like to donate a prize for a raffle on the night. If you intend to sell tickets on the night only then buy cloakroom tickets and sell them on the night for £1 a strip.  
If you intend to sell tickets in advance and on the night these are carefully regulated and the only type of raffle that can be operated without a licence is one for which the tickets are sold and the prizes given on the same day. You cannot pre-sell tickets without a licence. Check the rules with your local council licensing unit or the Gambling Commission [http:// www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)
- **Auction** – If you know anyone who can donate any auction prizes suitable for the audience, this could be a good idea to boost the funds. A maximum of three to five items is recommended as people may lose interest after that.

- **Roll the coin** - See if anyone can donate a good quality bottle of spirit (such as whisky) and place it in the centre of an empty dance floor. One at a time, people come up and roll their own £1 coin to the bottle. Collect up the coins as they are rolled, except the one closest to the bottle - keep a note of their name.

After everyone has emptied their pockets of £1 coins; present the bottle to the person who was the closest at the end.

- **Karaoke** – You may want to have a karaoke competition where your guests either pay to take part or pay £5-£10 to make someone else take part and choose a song for them!
- **Bingo** – Sell bingo tickets for £1 each and add up how much has been collected. Up to half of this amount can go in the prize fund and the rest to your fundraising total. For example, if you have £100, you can have £10 for a line, £30 for a full house and then £60 to the SBCC. The SBCC does own a small electronic bingo machine, if you need to borrow.