

HOW TO ORGANISE A CHARITY BALL OR DINNER



saving the lives
of people with
blood cancer

Holding a charity ball or dinner is a great way of raising money in aid of Anthony Nolan. With some helpers and our 'how to' guide, it really is easy and very rewarding.

PLANNING FOR YOUR BIG EVENT

- **Who will you invite?**
Decide who your audience is: adults, families, club members, business contacts or the general public? Consider how many people you think will attend your event. Use this number to book a venue of the right size.
- **Date**
Book a date when people are likely to be free, and give yourself enough time to plan effectively.
- **Book an appropriate venue**
Don't forget to let people know it's for charity as you may get offered a reduced rate for hiring the venue - result!
- **How to set the price of your tickets**
Will the price of the ticket to your ball include food and drink?
- **Selling tickets**
How many tickets will you need to sell to make sure the event raises money? How will you sell these?
- **What format will it take?**
Decide upon the duration of the event and whether you think it's a good idea to book some entertainment.
- **Volunteers needed**
Recruit volunteers or set up a fundraising committee to help you run your event. Allocate everyone a job that they are comfortable with and which uses their skills.
- **It's all in the details**
Source a reliable photographer and catering team.
- **How will you let people know about it?**
Promote your event through local press, radio, posters, newsletters, emails and social media.
- **Timings**
Create a realistic timeline for the evening and take into consideration the time needed to set and clean up.



OTHER ACTIVITIES ON THE NIGHT AND FUNDRAISING

- Will you run a raffle, auction or Higher and Lower competition?
- Organise entertainment like a live band, disco, magician or casino.
- If you're asking for donations on the night, contact the community team by emailing community@anthonymolan.org and we can provide collection tins or buckets for you.
- Prepare a three minute presentation on why you've chosen to fundraise in aid of Anthony Nolan or we can send you a speech to read on our behalf - email us at community@anthonymolan.org

RUNNING YOUR EVENT

- Remind your helpers and volunteers a couple of days in advance.
- Run through your equipment checklist the day before.
- Check with your suppliers that they know delivery addresses and times.
- Welcome your guests as they arrive.
- Advise your guests of any fire escapes or health and safety matters.
- If you can, take photos of the event to post on social media and send to us and your guests.
- At the end of the event take the opportunity to announce the amount you have raised.
- When your guests have left, thank all your volunteer helpers.
- Count any money raised that evening in front of a witness.



FOLLOWING IT UP

- Count, record and bank funds raised.
- Ensure the businesses and individuals that provided auction and raffle prizes are informed of the event's success and thanked.
- Announce the amount of money you have raised from the event on social media or via email – somewhere where those who attended can see it.
- Send a short press release about the event to local media with the photos. You can email community@anthohnolan.org for support with this.

