HOW TO
ORGANISE A CHARITY
BALL OR DINNER

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 CHARITY BALL

- **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 that gives you time to plan effectively.

- **Book an appropriate venue**
  Do not forget to let people know it is for charity as you may get offered a reduced rate for hiring the venue.

- **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 and emails.

- **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@anthonynolan.org and we can provide gift aid envelopes for you or call us on 0303 303 3002.

- Prepare a three minute presentation on why you’ve chosen to fundraise in aid of Anthony Nolan or we can provide you with a video – email us on community@anthonynolan.org.

Contact community@anthonynolan.org | 0303 303 3002 | www.anthonynolan.org/myway
RUNNING YOUR BALL

• Remind your helpers and volunteers a couple of days in advance
• Run through your equipment check list 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 and send them to us and the 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
• Consult everyone that helped run the event to find out what went well and what could be improved
• 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 where those who attended can see it
• Send a short press release about the event to local media with the photos.