

Top Tips for Event Success

Here are a few helpful hints and tips to help you when planning an event for Tarporley Hospital

- 1. Stick to what you know** - if you have a keen interest or hobby, then base your event around that, it will make it more enjoyable for you and those attending or helping you.
- 2. Timing is everything** - Look at other similar events or fundraisers in the area, at a similar time, that might draw crowds away from your event.
- 3. Target Audience** - Who is your event aimed at? Does your theme match your audience?
- 4. Sponsorship** - Can you get a local business to sponsor your event to help out with the costs, donate items for raffles or even donate coffee and milk for coffee mornings.
- 5. Goal** - Make sure it's realistic. What do you want to achieve from your event? Do you want to raise money or get people talking about the Hospital?
- 6. Venue** - Will you be using a village hall, or will your event be in an office? At home or at school? Either way you need to book, or get permission in advance of inviting people to your event. (It's important to remember to apply for a Temporary Events Notice Licence if you are playing music, serving alcohol or are running a ticketed event with food, you can find all of the information here - <https://www.cheshirewestandchester.gov.uk/business/licensing-and-permits/entertainment-and-alcohol/licensing-act/licensing-act.aspx>)
- 7. Promotion** - You may want as many people there as possible, or you may only have limited numbers available. Remember to always include "What (is your event)?, When (is your event?), Who (for?) Where (is it being held?) How much? Who to contact? Posters are a great way of promoting your event, however, free forms of promotion such as email and social media are a great way to get the message out, as well as asking local newspapers and newsletters to promote your event.
- 8. Donating the funds you've raised** - We are always so grateful to receive donations, and we love to hear about how the money was raised . Please always pop in and if you take some photographs of your event, please send them to events@tarporleyhospital.co.uk .



"Plan your event as early as possible and research your dates to make sure that it doesn't clash with another similar event"

David Moore, Fundraising
Co-ordinator, Tarporley Hospital



9. Thank you - It's always important to thank any helpers, sponsors and businesses that have helped you in the run up to and after your event. You can send them a thank you email, letter, card and let them know how much was raised.

10. Post Event PR - We will also promote your events and write about them on our website and include them in our newsletter (where space is available).

Always tell us when you're holding an event and we will promote it for you by posting it on our website, and promoting it on social media.

Fundraising Event Ideas

At Work

Skill Auction: Offer your skills to the highest bidder. You could offer to fetch your colleagues lunch, type their emails etc.

Dress Down Day: Have regular Friday dress down days e.g. once a month but charge for it. See how much you could make in a year.

Talk, Don't Type: Have a non-email day at work i.e. no emailing between colleagues. Everyone pays to take part and if they break the rules they have to pay a penalty.

Step back in time: Go back to the 80s, 70s or 60s by coming in to work in clothes from those decades: pay to take part.

Famous for a day: All your colleagues put the names of their favourite celebrities into a hat, pay to pick a name, then, for the day you have to adopt the mannerism of that person.

Who's the baby? Get everyone to bring in a photo of themselves as babies, then charge people £2.00 to guess the identities.

At Home

Dinner Party: Invite guests to dinner and ask them to pay what they would if they were going out for a meal- and get them to bring a bottle!

Quiz Night: Organise your own e.g. along the lines of Who wants to be a Millionaire. Pay to enter of course.

Sports Day: Get teams together to have an old fashioned sports day in your local park.

Cheese & Wine Evening: Charge to enter, buy wines on offer, have a raffle and have a theme for the evening e.g. wine from Australia.

Garden Party: If your garden is worth admiring, invite friends and incorporate afternoon tea.

Contact details

For more information please contact the Fundraising office on **01829 732 436** or email **fundraising@tarporleyhospital.co.uk**

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