



DementiaUK

Helping families face dementia

How to...

**organise
a charity
night**

There are so many different kinds of charity night, from band nights to balls.



There's an event for all budgets, it's just having the confidence to see it through (and asking for help if you need it!). Whatever style of event you decide to organise, here are some tips and things to think about.

What's the plan?

Be clear about what you want the event to be, what you want it to achieve, and its size and scale.

- **Who will attend and how many?**

The number of people and their interests will be important when picking a venue, choosing entertainment and/or a theme, how you'll tell people about your event and how you will fundraise



- **Money, money, money...**

Choose a realistic fundraising target and use this figure when working out your budget for the event. No more than 50% of what you raise should be spent on costs



- **Pick a date**

Make sure your event doesn't clash with other big events happening in your community or major sporting and public events, and consider whether inside or outside of school holidays would be most appropriate for your audience. Remember to leave enough time to organise your event





Make a plan

Your plan doesn't have to be as fancy as your invitations or canapes, just write down everything that needs to be done and when you need to do it by. It can help to work backwards from the date of the event.

Think about your networks – who can help with organising the event, securing a free venue, donating a prize or offering their talent as entertainment?

Set your budget

Make a budget plan of your costs and then set a ticket price per head to cover your costs. (If you are planning to raise money through ticket sales you will need to increase the price of tickets.)

Think about venue hire, food, publicity, equipment hire, decorations, entertainment, insurance, prizes and licence fees (see page 8 for tips for reducing these costs). Be realistic, it's better to underestimate income and overestimate costs!

Get help

Two heads are better than one. Even better, have a committee of family, friends or colleagues who can take responsibility for certain tasks. Keep everyone updated about what is going on to keep people engaged and avoid duplication of work.



Keeping it safe and legal



Food safety

Read the advice about providing food and labelling allergens at charity events on the Food Standards Agency website. Search 'charity community groups' at: www.food.gov.uk



Alcohol

You don't need a licence to provide alcohol at a private event as long as it's not being sold. You also don't need a licence if the venue has a 'Premises Licence' and that there is a named supervisor who holds a 'Personal Licence' to sell alcohol, or a 'Club Premises Certificate' which includes the sale of alcohol.

If the above doesn't apply and you want to have a bar where alcohol is sold or sell alcohol in another way, you will need a Temporary Events Notice (search 'Temporary Events Notice' on www.gov.uk). You will then need to send the TEN to the local licensing authority and police at least 10 working days before your event.

Insurance

It's a good idea, and sometimes a requirement, to have public liability insurance. It's available from as little as £50-£60 for cover from £1million upwards. Before you buy, check if your venue already has insurance that will cover your event. If you're holding your event in your home or garden you may be covered by the public liability section of your home insurance policy – you can check this yourself and talk to your insurers or insurance providers if you have any questions. Remember to check your suppliers have insurance and that it will be in force on the day.

Fundraising

There are strict regulations around activities like raffles and lotteries. If you're planning an activity like this please get in touch so we can help you keep it legal.

Risk assessment

Some venues may require you to write and submit a risk assessment before your event. If you need any help conducting a risk assessment please get in touch with your Dementia UK contact.

Please note, we cannot take responsibility or liability for your event.

Materials

You must clearly state that your event is in aid of Dementia UK and what percentage of the profits are coming to us. Our charity numbers should be included on all printed materials. Please get in touch for our 'in aid of' logo and charity numbers.



Choosing a venue

- Is there parking?
- Is it easy to find and accessible?
- How many people can it accommodate?
- What is the catering situation? Does it have a kitchen and fridge you can use? Or, does it require you to use their catering staff?
- What audio/visual equipment and support is there?



These are all important questions to consider when choosing a venue. Don't forget to let them know your event is for charity as they may offer you a reduced rate.

Your venue can be the biggest attraction for guests, so think outside the box. Any location can be dressed up to look fabulous!

If you are holding an open air event, remember the weather can be fickle. Ask yourself what impact rain, strong winds or very hot weather could have. Is there any shelter or shade for guests?

Spreading the word



People need to hear about your event if you want them to turn up! Use all the communication channels available to you: social media, your workplace, family and friends, and local media (please get in touch for our pre-event press release template or our guide for getting your event in the news).

Top tips

- Send out invitations early to give people as much notice as possible
- Tell people they will be supporting Dementia UK by attending and explain any personal connection to the cause
- Ask 10 friends to each invite 10 people
- Offer discounts for early booking or buying a full table of tickets



Checklist

- ☐ Have you considered what licences, permits or insurances you might need?
- ☐ Have you checked your suppliers know the delivery address and time?
- ☐ Have you requested materials, such as posters and balloons, from Dementia UK?
- ☐ Have you made a list of roles that need doing on the night and do you have enough helpers to get them all done?



Reducing costs

Ask a range of venues about availability and costs.

Enquire about a few different dates and you may discover a cheaper option! Try to visit the venue in person and don't be afraid to ask if there are any ways you can lower the costs.

Some venues will waive the room hire fee if you're buying food from them, but you will need to work out the cost benefits of this.

Minimise the number of third parties at your event, especially those requesting a fee. Ideally you will be able to find guest speakers and performers who are willing to donate their time for free – make sure you tell them your event is raising money for Dementia UK and they may be more inclined! Is there a local band or university society who will perform for free in exchange for publicity?



Raising money

Hold a raffle and/or auction:

Raffles are a fantastic way to boost your fundraising total, but are strictly regulated. Please get in touch for our guide on organising raffles and sourcing prizes.

On the night: Plan a moment to say a few words about our Admiral Nurses and your experience of dementia so people understand the difference their support will make.

Ask if you can you take a percentage of takings on the bar.

Heads or tails is a fun and easy way to raise money. Guests pay to enter and then place their hands on their heads or bottoms. Toss a coin and if it lands on tails all the players with their hands on their head sit down (or vice versa). Repeat until there's one person left standing who wins a prize.

Ask your employer if they offer match funding – it could double your fundraising total!



After your event

Update your guests in the days after your event with how successful it was and thank them for coming along.

Thank everyone that made the event possible, e.g. companies that donated a prize or discounted services, and let them know how much has been raised. If you organise something in the future they will be more likely to help you again!

Share your success with the local press by sending a press release

and some photos. This will help to raise awareness of Dementia UK and inspire other people to support us too. Get in touch to request our post-event press release template.

Count up the funds you raised and send them in to Dementia UK. The sooner you send them to us, the sooner we can get them working to support families affected by dementia. Find out all the ways you can send your donation in at www.dementiauk.org/sending-in-funds

How your fundraising will help

By choosing to raise money for Dementia UK, you will be making a difference to thousands of carers, families and people living with dementia.

Dementia UK's specialist dementia Admiral Nurses work with people with dementia and their families, giving them one-to-one support, expert guidance and practical solutions people need to face dementia with more confidence.

The money you raise will help us provide more Admiral Nurses to the families that need them, in their communities, in hospitals, in hospices and taking calls on the Admiral Nurse Dementia Helpline.



To find out more visit www.dementiauk.org



£840

could pay for an Admiral Nurse to answer calls for five weekdays

“I went through a long period of finding difficulty in coping with my mother’s behaviour and my response to it – the Admiral Nurse who listened to me was patient, inspiring and honest.”

– Admiral Nurse Dementia Helpline caller



Any questions?

Get in touch with the fundraising team by calling

020 8036 5440

or emailing fundraising@dementiauk.org

We receive no government funding and rely on voluntary donations, including gifts in Wills. For more information on how to support Dementia UK, please visit www.dementiauk.org/donate or call **0300 365 5500**



www.dementiauk.org

fundraising@dementiauk.org

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Dementia UK is a registered charity in England and Wales (1039404) and Scotland (SC047429)

