

How to Organise

a Charity Ball or Dinner



Saving lives through stem cells

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!

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:

- Will you run a tombola, raffle or auction to help raise even more funds?
- 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@anthohnolan.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@anthohnolan.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.

We are here to help

For further help and advice please do not hesitate to contact us by emailing community@anthohnolan.org or calling **0303 303 3002**.

