



How to hold a

# Charity ball, party, dinner

**To help you raise much-needed funds for victims of crime, We've listed a few tips to make your event a success.**

## Planning

Create a committee to spread the work. Make sure your event date doesn't clash, give yourself time.

## Choosing your venue

If you are planning a ball or posh nosh, a hotel function room might be best; if cheap and cheerful, try a local school hall, church hall or pub function room. How many people do you want? Make sure your venue is not too big or too small. Think about how your guests can get there and parking facilities. Include directions with your invitations.

## Who will attend?

Who do you plan to invite? Friends, colleagues, business associates, the public. Send out a hold that date invite so that people keep date clear while you sort out details.

## How much?

Make sure your budget works. Choose a price that covers costs and raises money for victims of crime. Use the template in our fundraising pack to help. Consider venue costs, catering, entertainment, marketing. See what you can get for free or at a discount.

## Entertainment and photography

You could have a DJ, live band, choir or even a dance group. Often community groups are happy to perform for free, but remember to book in advance. Could a friend take photos on the night? Can people offer a donation?

## Keeping it safe and legal

Check out our website for more details and consider the following points:

- Do you need a risk assessment?
- Does the venue have insurance?
- Licensing – the venue should cover you for selling alcohol, collections, raffle etc. but check if you are unsure.

## Advertising

Use social media, create posters and flyers, contact your local paper and radio, advertise on what's on sites, ask venue to help promote, promote through your networks.

For help with poster design email:  
**design@victimsupport.org.uk**

For advice on press releases:  
tel: **020 7268 0202**  
email: **press@victimsupport.org.uk**

## It'll be alright on the night

Decorate the room! We can provide bunting, donation envelopes, collection tins etc.

Arrange for volunteers to help on the night.

Collect cash using a secure container and pay in your money as soon as possible. Ideally have two people with money for safety.

## Fundraising on the night

Include a live auction, silent auction and raffle. Let your guests get excited! Promote best prizes before the night and display on the night to build excitement.

Ask for £5 donation to play heads and tails at beginning of evening, winner gets a prize.

## After your event

Congratulations! All your hard work has paid off but don't forget to thank everyone who volunteered, donated prizes, sponsored or participated in your day. Let them know the final total raised and how that money will help those affected by crime.

Hot off the press – your event was a success! Contact your local newspaper with a press release, the final total and pictures.

## Get in touch

We are here to help you plan and make your event a success so please get in touch!

**fundraising@victimsupport.org.uk**