



BRAINS MATTER **HOSTING GUIDE**



What event can I host?

Open garden

Do you have a beautiful garden or an unusual house? Why not organise an 'open garden' and charge people a nominal fee to enjoy the garden you've created.

Picnic

Buy or cook up a feast and head to a venue such as a local park or beauty spot.

Cocktail party

Get the shakers out and dust off the little black dress. Don't forget to create a signature drink for the evening.

Xbox tournament

Perfect for game consoles fans! Players make a donation to take part and you could charge a set amount per person for every different game played.

Combine an Xbox competition with another event so the day appeals to all generations.

Karaoke night

Players make a donation to take part and you could charge a set amount per song.

Film night

Ask for donations. Sell popcorn and snacks to raise extra money.

Coffee morning

Get baking – cakes and biscuits never go out of fashion. If you don't fancy baking, ask local cafes or bakeries to donate goodies.

Cream tea afternoon

Gather up your tea cups, cake stands and doilies. Offer a relaxing afternoon of scones, clotted cream and jam and, of course, tea or coffee.

Garden party or BBQ

In the summer go al fresco. Have a barbecue. Either charge a ticket price or ask for a minimum donation. Run some outdoor-friendly games such as boules or hula hooping to raise extra money.

Champagne breakfast

Hold your event early in the day. An ideal option if you have friends whose days are always blocked out with hobbies and family activities. Serve a traditional British cooked breakfast or go for a lighter option with croissants, pancakes, yogurts and fruit.

Hold a sports tournament

Hold a sports tournament and ask for an entry fee to take part. Have prizes for the winners or the fittest mum or the longest welly throw.

Themed fancy dress party

Do your family and friends have theatrical leanings? Organise a fancy dress party with a prize for the best homemade costume.

How do I plan an event?

Prepare

- Choose a date that doesn't clash with other major events or make the major event, the theme of your day.
 - Choose your venue: at home, in a local community centre, church hall, outside or even at work. Try and get a venue for free or at a discounted cost.
- Decide whether your event is invitation only or one that is open to a wider audience of friends and acquaintances. A dinner party may be invitation only, but a coffee morning or fancy dress party may be open to everyone.
 - Send out invitations in good time.
- Make it clear on the invitations that you are hosting a fundraising event, including brains matter's contact details and registered charity number.
- Decide if you need tickets and what they will look like or if you will keep a list of attendees and check them off at the door.
- If you are going to be handling money e.g. selling items or competitions fees, the week before the event get a float together so you can give people change. (Make a note of the float amount so you don't include it in your final fundraising total.)
- Get a lidded container(s) so you can keep the money safe in one place.
- Ask local companies for donations such as drink, food or flowers. Ensure that any companies that have donated services or items are acknowledged at the event with, for instance, a sign or in a programme.

Spread the word

If your event is an open event and not invitation only you will need to generate awareness.

- Use every opportunity to tell people about what you are doing. Let them know what brains matter does and that it is a local charity.
- Spread the word on-line. Use social media such as Instagram or Facebook.
- Get your event in any local papers or newsletters.
- Advertise your event at work, at social clubs and in local businesses. Make a poster and put up in appropriate places.
 - Make sure publicity material from posters to press releases give all the crucial information you want the reader to know. For example who brains matter are, what you are doing, where it will be, when it will be, why you are doing it and how you will raise funds.

Keep it safe and legal

- If you are going to sell alcohol or free alcohol is included in a ticket price, you may need to obtain a temporary bar licence. These are straightforward to obtain, but can take 28 days. Contact the local authority to discuss the matter as soon as you can.
 - Take care when preparing food to stick to good hygiene standards. It is good practice to accurately label any food with any ingredients such as nuts that could cause an allergic reaction. The Food Standards Agency website has information about allergens, food preparation and hygiene.

How do I raise money at my event?

Corporate Matched Giving

Corporate gift matching schemes enable you to increase the amount that Brains Matter receives, thanks to an employer matching it to a varying percent.

Often Corporate Matching needs to be set up before the event happens and before money is raised so start talking to your company HR department early and finding out what information or completed forms they require.

If you can arrange for your employer to match the money that you raise, this is an easy way to give more vital funds to Brains Matter, who can then mention them in the bi-monthly newsletter.

Gift Aid

If you can collect gift aid from people who make donations you will be able to increase the amount that we receive. Gift Aid is an income tax relief designed to benefit charities. If your donors are UK taxpayers, Gift Aid increases the value of donations by 25% because the charity can reclaim the basic rate of tax. Gift Aid gives an extra 25p for every £1 donated. Please ask Brains Matter for gift aid forms.

Ideas

- Ask for a donation for drinks and food.
 - Sell food, drink, gifts, secondhand books, plants and art.
 - Sell tickets to your event
 - Hold a raffle or auction.
- Print out posters with a QR code linked to the Brains Matter Just Giving page.
- Showcase a fashion show where people can bid on outfits.
 - Place Brains Matter donation boxes and information about in very visible places: (These can be provided by Brains Matter upon request and availability).
 - Ask local people such as craft people or Avon sellers or Usborne books if they would like to have a stall at your event and give a percentage of the profit to Brains Matter.
- Run competitions charging guests to participate
 - Guess the weight of the cake
 - Guess the number of sweets in a jar
 - Guess the name of the teddy
 - Spot the ball (good for world cup themed events)
- Penny collections
- Promote donations to a specific fundraiser, fun run or sponsored walk.

What do I do after the event?

What to do with the money?

Money raised at your event can either be posted to the centre as a cheque, brought to the centre as cash or cheque.

Alternatively you can transfer it directly in to our bank account, please let us know when you would like to do this and we will provide you with the bank details.

After hosting your event

- If hosting in a public space ensure all rubbish is collected and the space is left as found.
- Send a letter, email or text to anyone who helped with your event or donated goods.
- Send any photos of the event you hosted to info@brainsmatter.org.uk for inclusion on our bi-monthly newsletter and on our social media pages.
- Send a press release with a photo and final total raised to the local paper.
- Send your money to Brains Matter.

Thank you for your support



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