

Event Fundraising Toolkit.

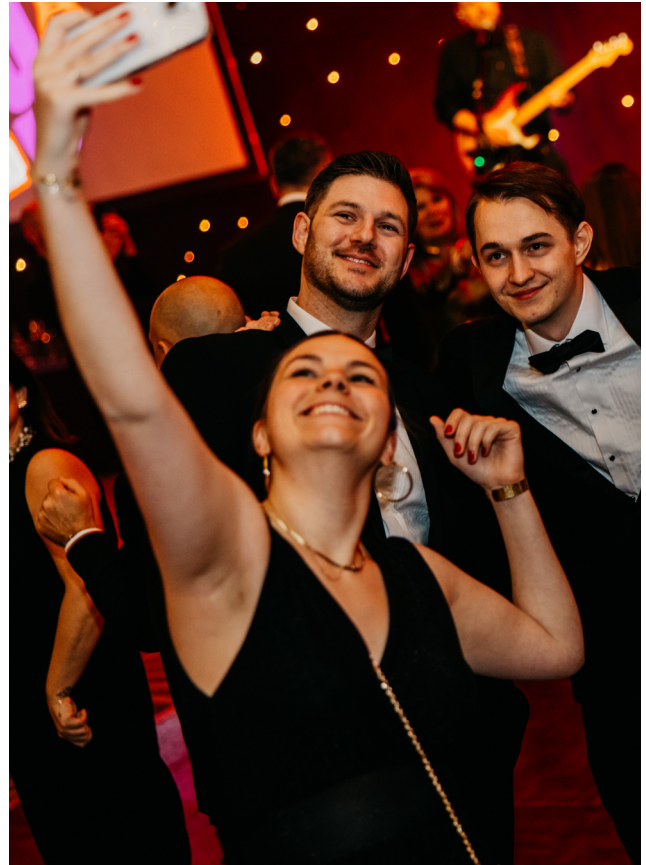
Thank you for choosing to support Hospitality Action at your event. We can only assist our industry thanks to people like you and we're so grateful for your support. This toolkit is designed to help us work together smoothly and maximise fundraising. We hope it comes in handy!



Event overview and planning.

To help us prepare effectively, please confirm:

- **Event date and location**
- **Event format**
e.g. gala dinner, drinks reception, conference or exhibition.
- **Expected guest numbers / table count**
This helps us determine how many volunteers are required.
- **Recommended arrival time for setup**
So our team can coordinate efficiently with your schedule.
- **Floor plan (when available)**
A copy will help us plan positioning for tables, banners, and any fundraising stations.



Volunteer logistics.

Please bear in mind we are a small team based in London so may struggle to physically attend your event even though we would love to be there.

- **Catering**
Would it be possible to provide crew food for our volunteers?
- **Reception space**
Can we have a table and/or banner in the reception area during drinks?

Our team can:

- Welcome guests
- Promote fundraising activities
- Sell physical or digital raffle tickets



Fundraising options.

There are several fundraising options to suit your event style and audience. Each helps us to raise crucial funds which we put to the best possible use. Which of the below fundraising mechanisms would you be happy to have at your event? Successful fundraising events tend to have a mix of two!

Option A: Live auction

We could potentially help with auction spotting and taking payments.

Depending on your audience size, we advise between four to six live auction lots.

You will need an auction brief for your host; please ensure all T&Cs are included. We recommend you keep a record of the winning bidder's details, and we advise you to keep a copy of all prize vouchers on file; the winning bidder may have questions at a future date.

- How will prizes be distributed if not given out at the event?

Option B: Silent auction

We can introduce you to our preferred silent auction supplier and work with you to create the silent auction website. We recommend the website being ready one week prior to your event so you can send the link to guests in advance to help maximise funds raised.

- How will prizes be distributed if not given out at the event?

Option C: Raffle / Prize draw

Can your industry contacts and network help provide prizes? Our sector is hugely generous and often willing to support.

For digital raffles or prize draws, we can be on hand to provide tech support.

Alternatively, we can supply raffle tickets or physical envelopes to collect cash with an entry QR code on the front.

Regardless of the method, we can let you know the total raised if you'd like to announce it once the raffle has closed. We can also draw the raffle during the event, and, if you have opted for a digital raffle - all winners will receive an email and/or text.

- How much will entry be?
- What time should we close the raffle and stop selling tickets?
- How will you display the winners?
- How will prizes be distributed?
E.g. by us the following working day, or by you/your sponsors who supplied the prizes?

Handy tip: You needn't have lots of prizes; three of four is more than enough, especially if you have a sought-after first prize!

Option D: Donations

Simply asking your guests to donate without offering a prize in return can be a great way to raise funds. We can provide physical donation envelopes or set up a donation QR code depending on your preference.



Event promotion and messaging.

Maximising fundraising impact often depends on visibility, [click here](#) to download our logo, charity copy and other useful assets. Please also consider:

- Sharing pre-event comms to let guests know you will be fundraising for Hospitality Action and how they can support.
- Mentioning Hospitality Action and the fundraising activity in the welcome speech and throughout the evening in 'voice of god' announcements. We can help prepare any wording to make the most of the opportunity.
- Showing a short charity video, you'll find a selection online [here](#).
- Having a slide promoting the chosen fundraising method on screen.
- Including a dedicated space for Hospitality Action in the programme or menu (if applicable).
- Including Hospitality Action in your post-event comms, letting guests know how much was raised. We can provide a bespoke charity HTML should you wish.

These small touches significantly increase participation and donations.

Marketing.

We would love to raise awareness of your fundraising. Please:

- Email us your event logo and booking URL. We will add your event to our [website](#) and social media.
- Email us photos once the event has taken place or tag us across socials so we can like, comment and re-share. You are welcome to tag us a collaborator on Instagram and if our busy comms calendar allows, we will hit accept.

We can also post you a large cheque once you have your final total so you can take a photo with it alongside your team.



Paying in your funds.

When you have your final total to donate you can:

- Let us know the amount you've raised, and, if needed, we will email you an invoice ASAP.
- Make your donation online:
www.hospitalityaction.org.uk/donate
Please make sure you include brief information in the reason for donating box so we know the funds are from you.
- Donate via BACS:
Account Number: 87014696
Sort Code: 60-24-07
Ref: name of event

Thank you again for considering fundraising for Hospitality Action. We receive no government funding and every single penny we award in grants is only possible thanks to people like you.

To discuss your event please email Katie:
klestner@hospitalityaction.org.uk

#wevegotyou

