

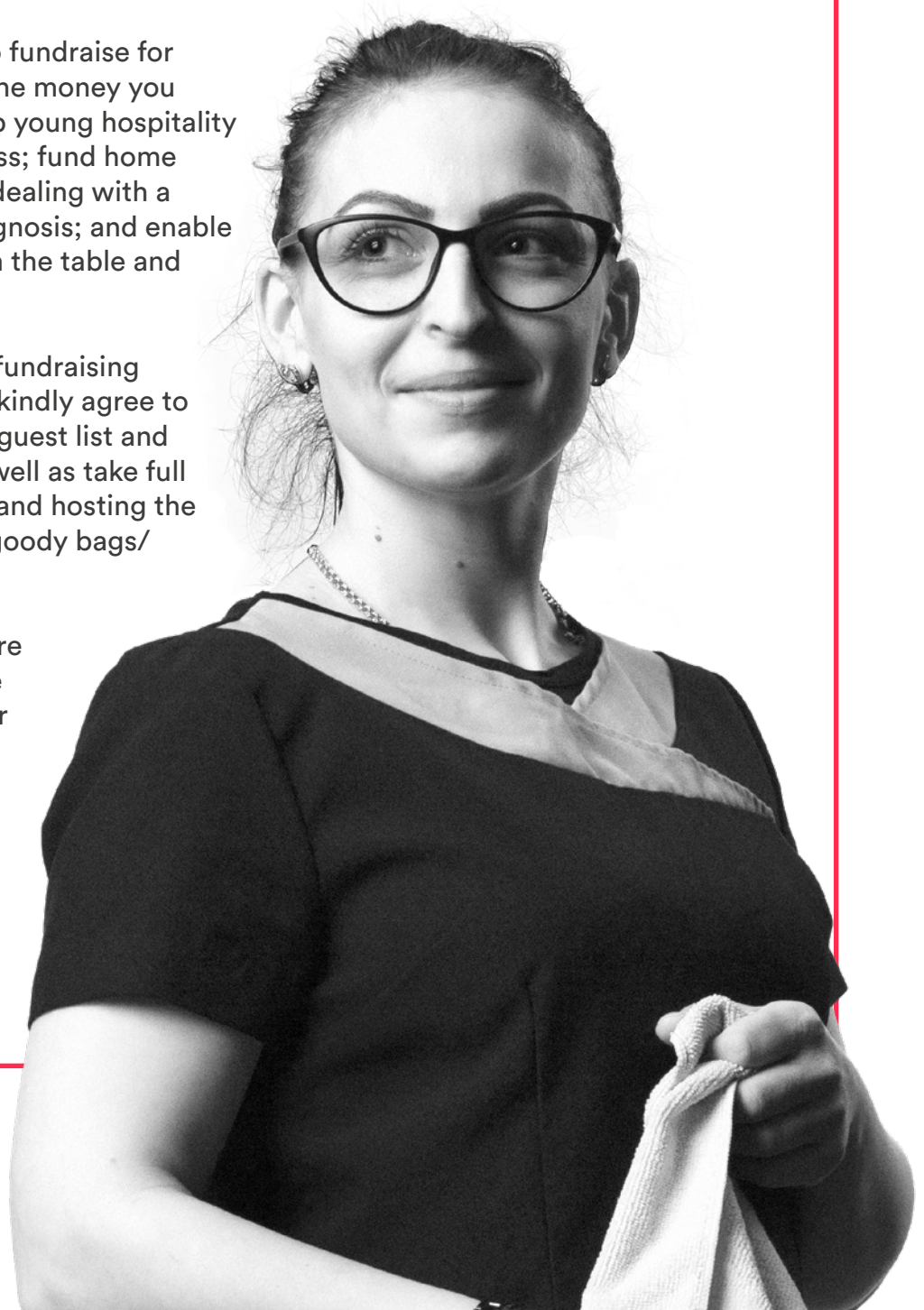
# How To... Host a Fundraising Dinner for Hospitality Action.

Thank you for choosing to fundraise for Hospitality Action. With the money you raise, we'll be able to keep young hospitality families from homelessness; fund home modifications for people dealing with a life-changing medical diagnosis; and enable households to put food on the table and keep the heating on.

By volunteering to host a fundraising dinner on our behalf, you kindly agree to manage all bookings, the guest list and dietary requirements, as well as take full responsibility for staffing and hosting the event and supplying any goody bags/ gifts you wish to offer.

Your efforts will also ensure all hospitality people have somewhere to turn in their hour of need.

We hope the following information comes in handy and serves as a useful guide to your special event.



# Chefs

If you're hosting a fundraising dinner you might like to consider asking some well-known guest chefs along to cook a course on the night. Contact your chosen chef's directly to see if they'd like to be involved. Before they agree to take part, be sure to consider the following:

- What dish/course are they cooking?  
Be mindful of the other chefs involved.
- Will they take care of all dietary requirements/allergens. A back-up plan is needed if not!
- Can they supply the ingredients needed for their course free of charge? Or as close to free as possible!
- Will they need to see the cooking space prior to the event?
- Will they prep any of their dish off-site?  
If so, do they need help transporting their dish to your venue?
- Do they need any specialist equipment to prepare their dish or a particular plate/bowl to serve their dish in?
- What time will they arrive on the day?
- Will they bring a colleague or two with them? Or will they need help from your team? (This is a great opportunity to learn!)
- Will they need accommodation on the night of the event?
- Might they be able to donate a prize towards the fundraising? A masterclass or meal for four always go down a storm.
- Will they be willing to participate in any press/media interviews?
- Will they be willing to share news of the event across their social channels, websites and e-shots?
- Would they be willing to participate in a Q&A on the night? Chef Q&As always add a touch of extra sparkle to any event.
- Will they be willing to mingle with guests once their course is over?

It is also worth considering who will supply canapés / the bread? Can your venue do this?



## Sponsorship

We rely on the generosity of the industry to support our fundraising endeavours. Sponsorship can take many forms: perhaps your in-house AV team will work on the event free of charge? Perhaps your drinks suppliers will donate towards the reception or meal? And perhaps your produce suppliers can support the courses on offer?

### **In return, you could offer:**

- Advert in the event programme
- Logo on the AV
- Promotion across social media
- Verbal recognition at the event

For extra generous sponsors or gifts-in-kind, you could offer them one or two complimentary tickets to the occasion or key sponsors could be invited to the stage to say a few words.



## Marketing

Can your marketing team get behind the event and embrace it as one of your own? Sales of the event will fall on you; can you employ your regular marketing tactics to help the event sell out in record time?

### **Hospitality Action will:**

- Add the event to their regular emails, to a database of over 20,000
- Share news of the event to their 150 strong Ambassador cohort
- Promote the event on their popular blog
- Add the event to their online “Supporter Events Calendar”
- Share news of the event across all their social media channels (audience of over 70,000 combined)
- Share their logo for you to add to any assets you create

To make the above possible, we will need event copy of e.g. 100 words, an image (high res jpeg in both portrait & landscape if possible) and a link to an online booking form.

Hospitality Action will also provide you with charity copy for any collateral you'd like to create, including event programmes/menus.

Visit **this page** of the Hospitality Action website to download various helpful assets, e.g. videos to play at your event, the Hospitality Action logo, which you can add to any collateral and copy/adverts for your event programme.

**You are advised to reference the following in small print on any marketing materials: Hospitality Action is a registered UK charity, number: 1101083.**

Please let Hospitality Action know if you'd like any hard-copy fliers posted to you at least three weeks before your event.



# Fundraising at your event

There are many ways to raise additional funds at your event, over and above donating a percentage of your ticket price. Here are just a few tried & tested methods:

## Live Auction

- 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.
- Keep a record of the winning bidder's details.
- We advise you to keep a copy of all prize vouchers on file; the winning bidder may have questions at a future date.
- You can take payment for auction prizes via roaming PDQs, invoice or the Hospitality Action website.

## Raffle

- A simple £10 raffle is a great way to engage your guests. Use cloakroom tickets for ease. £10 for a stripe of five tickets is our suggested price point.
- You needn't have lots of prizes; three or four is more than enough, especially if you have a sought-after first prize!

## Donations

You can encourage your guests to make a straightforward donation to Hospitality Action. Direct your guests to: **[www.hospitalityaction.org.uk/donate](http://www.hospitalityaction.org.uk/donate)** and **create a QR code** to add to your programme/AV.



# Paying in your funds

It's always best to seek your own advice when raising funds on behalf of charity. You can **email us** if you have any specific questions or **click here** for independent guidance. When you have your final total to donate you can:

- Let us know the amount you've raised, and we will email you an invoice ASAP.
- Make your donation online:  
**[www.hospitalityaction.org.uk/donate](http://www.hospitalityaction.org.uk/donate)**
- Donate via BACS:  
**Account Number:** 87014696  
**Sort Code:** 60-24-07  
**Ref:** name of event

Putting on a special event for Hospitality Action is a great way to connect with your customers and celebrate our diverse and vibrant industry while raising crucial funds. 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:  
**[fundraising@hospitalityaction.org.uk](mailto:fundraising@hospitalityaction.org.uk)**

