

Black Tie Event Guide

Organising a charity black tie event can be a daunting prospect, but with proper planning and organisation this can be a huge money-maker!

Getting ready for the event

- Find a venue - Remember that the main objective of a charity ball is not to stage the most lavish spectacle, but to raise money for the cause whilst providing a good old knees-up! You could ask your local town hall, community centre, or a hotel if they can offer you a discounted rate as the event is for charity.
- Organise food and drink - In order to reduce costs you could make this yourself, or see if catering companies would be willing to cater at a discounted price. or for free in exchange for being a 'sponsor' of the event.
- Find some entertainment - Consider your audience before booking any entertainment, you want it to be suitable for everyone attending. Ask around friends and family to see if they have any connections to a band or entertainment group.
- Advertise the event - Set a date and start publicising the event through social media, and make posters or flyers to put up in and around the venue.



What you'll need

- Venue
- Large tables and chairs
- Food and drink
- MRF decorations (balloons, banners, etc.)
- Entertainment, and any equipment they need to perform (e.g. speakers/ sound equipment for a band)

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Dawn raised £11,490.00 at her charity ball!

- Dawn Whiteman

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On the day

- Arrive at the venue early to ensure you have plenty of time to get everything ready and decorate the venue.
- Greet your guests, check their tickets and show them to their seat.
- Recruit volunteers to help you on the night and give each of them a different responsibility - one person can sell raffle tickets, one person can check tickets on the door, one person can help with serving drinks etc.
- Don't forget to give a brief speech to thank everyone for coming, and to talk about the life-saving work that the money raised will help to fund.

Top tips

- Run a raffle and have collections boxes dotted around the venue to help bring in extra donations.
- Give your event a theme! Such as Masquerade, Mad Hatter's Tea Party, or a Night With the Stars
- Ask your venue if they have a cloakroom that you can run for the night to bring in additional donations.
- Ask any friends or family who were unable to attend to make a donation to your fundraising page instead.

The important bits

- Be aware of alcohol consumption at the event and try not to promote drinking. Make it clear that non-alcoholic drinks are available and make sure nobody under the age of 18 is consuming alcohol.
- Keep the money you raise safe and pay it in to MRF as soon as you can.

**For more information contact
fundraising@meningitis.org**

"Definitely run a raffle as part of your event,
I raised around £400 extra from mine!"

- Glenn Worth, London Marathon

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