

# Party Your Way

## Black Tie and Evening Events



**In support of:**

North Manchester General Hospital  
Manchester Royal Infirmary  
Wythenshawe Hospital  
Royal Manchester Children's Hospital  
Manchester Royal Eye Hospital

Saint Mary's Hospital  
University Dental Hospital of Manchester  
Withington Community Hospital  
Trafford General Hospital  
Altrincham Hospital

Manchester Foundation Trust Charity is registered with the Charity Commission as  
Manchester University NHS Foundation Trust Charity. **Registered charity 1049274.**



Manchester Foundation  
Trust **Charity**

# Our family of hospitals



North Manchester  
General Hospital **Charity**

**North Manchester General Hospital** has a full Accident and Emergency Department, which includes a separate paediatric A&E unit. It also offers a full range of general and acute surgical services and is the base for the region's specialist infection disease unit.



Manchester Royal  
Infirmary **Charity**

**Manchester Royal Infirmary** cares for over 630,000 patients every year with over 135,000 people attending our Accident and Emergency Department. The hospital provides specialist services in haematology and sickle cell disease and is a specialist regional centre for kidney and pancreas transplants.



Wythenshawe Hospital  
**Charity**

**Wythenshawe Hospital** is a major acute teaching hospital that provides district general hospital services and specialist tertiary services. The hospital's main specialisms include cardiology and cardiothoracic surgery, heart and lung transplantation, respiratory conditions, burns and plastics, cancer and breast care services.



Royal Manchester  
Children's Hospital **Charity**

Our young patients come to **Royal Manchester Children's Hospital** from across the North West but also nationally and internationally. As the largest single site children's hospital in the UK, Royal Manchester Children's Hospital offers specialist services including bone marrow transplantation and paediatric intensive care.



Manchester Royal  
Eye Hospital **Charity**

Since 1814 **Manchester Royal Eye Hospital** has provided world class ophthalmic care to the people of Manchester, today providing an extensive range of eye services for both adults and children across the North West and beyond.

# Our family of hospitals



Saint Mary's Hospital  
Charity

**Saint Mary's Hospital** has successfully developed a wide range of world class medical services for women, babies and children as well as a comprehensive Genomics Centre and Sexual Assault Referral Centre (SARC).



University Dental Hospital  
of Manchester Charity

The **University Dental Hospital of Manchester** is one of the major dental teaching hospitals in the UK. The hospital provides specialist treatment and the highest standards of care for patients in a number of areas including oral and maxillofacial specialities, restorative dentistry and child dental health.



Withington Community  
Hospital Charity

**Withington Community Hospital** provides specialist care to those patients requiring diagnostic treatment, day surgery and community services. The hospital's main specialisms include dermatology, urology, audiology, ENT and therapies.



Trafford General  
Hospital Charity

**Trafford General Hospital** is a district general hospital providing a range of services to patients in its community, including general surgery and medicine, children's services, cardiology, elderly care, dermatology and rheumatology.



Altrincham  
Hospital Charity

**Altrincham Hospital** opened in April 2015 and is a purpose-built facility providing a high quality, modern, user-friendly environment for patients and staff and a range of general and specialist outpatient and diagnostic services.

## Let's get started

Whether you want to hold a sophisticated black tie dinner at a top notch hotel or host a pie and peas supper at your favourite pub, to make your event a success, it's all in the planning. If you need advice on what kind of evening event you could organise, contact our Charity team – we are here to offer guidance and can provide plenty of ideas to help, from a sportsman's dinner to a relative's birthday party.

To ensure you have plenty of time to prepare and organise your event, we suggest you start planning as early as possible – we'd recommend that you give yourself at least three months to prepare.

Try to pick a date that doesn't clash with any sporting, local or school events or religious festivals, and try to avoid bank holidays.

Everything is always more fun with a team, so gather your friends, family or colleagues to help with all the planning and on the night activity – this can be as formal or informal as you like. Try to allocate everybody a job that they are comfortable with and one that utilises their skills.

Make use of all of their various contacts to help you sell tickets, obtain raffle prizes, and get sponsors for the food, drink and entertainment. You never know what you can get for free – if you don't ask, you don't get!

Does your event have a theme? This will influence many aspects of the event such as dress code, food, music and any decorations, so be sure to make this decision early on in your planning.

### Managing your budget

First, set yourself a target for how much you want to raise on the night, and be realistic. Then calculate how much you are likely to spend on the venue, food and drink, entertainment and decorations.

### Venue

Your venue choice will all depend on the size of the event and how many tickets you are likely to sell. We would suggest visiting more than one venue before you make your decision to get an idea of how far your budget will stretch.

Most venues will be willing to negotiate the cost for charitable events

– so don't forget to state the purpose of your event and see if a discounted rate is available. We can provide you with a letter stating that you are fundraising on behalf of our Charity that will help with your negotiations!

Does your event require a Temporary Events Notice? You can find further information at: [gov.uk/temporary-events-notice](http://gov.uk/temporary-events-notice)

The venue may be able to tell you if they hold a licence you can use. Alternatively, you can contact your local authority for further information. Another consideration is whether a refundable deposit is required and what are the conditions for getting the whole amount back?

**Organising a charity black tie or an evening event is a fantastic way to bring friends, family, colleagues and your community together for a great cause. Throughout this pack, we will share our top tips and advice to ensure that not only will your guests have a night to remember but that you raise as much money as possible for our Charity!**



## Keep it safe and legal

Before you start on your fundraising journey, please check out our How to Keep it Safe and Legal guidelines, which you will have received along with this pack, for everything you need to know to ensure your fundraising is above board.

## Decoration

Don't forget to reinforce the purpose of your event with charity branding. Your named contact in the Charity team can provide you with a variety of branded materials.

You could ask the venue, or a local business, such as a local pub or wine merchant, to sponsor the event by providing a few bottles for the tables or as part of a drinks reception.

## Food and drink

If you decide to serve a meal as part of your event, it's important that the food is of good quality. However, be cautious not to overspend. To avoid wastage, check for any dietary requirements and ask for menu choices beforehand.

## Entertainment

When it comes to organising your event entertainment, make sure your chosen performers are appropriate for the event and your guests. Utilise your existing contacts and ask friends and family if they have any musical contacts. Be sure to let your entertainment know that you are supporting our Charity; they may be willing to perform at a discounted rate.

If you're playing music, you may require a license. A PRS for Music licence allows you to play music on your premises, so make sure to check if the venue already has one of these.

Have you considered how you will collect any on the night donations? Why not set up a [JustGiving page](#), so people can donate online. It's a simple and easy way to raise more money, especially when more and more people are donating on the go through smart phones, tablets and laptops. Or you can contact the Charity team for a bespoke Text To Donate code or QR code for your event.



# Preparation for the big event

## Tickets

**Once you've calculated the total cost of your event, you should have a better idea of how much you'll be able to charge per ticket.**

The money you make on ticket sales must at least equal your outgoings, so that any money raised on the night is donated to our Charity.

Don't be tempted to undersell your event to secure attendance! So long as you market your event well, people will pay for good food and entertainment, and are more likely to be generous knowing that the proceeds are going to a good cause. You may choose to pay for your event by using some of the proceeds. If you decide to do so, you'll need to be transparent about the percentage of ticket sales that will be used to pay for the event. Ensure that you include this information on any event and marketing materials you produce. If you're not sure how to convey this message in your promotion of the event, your named contact in the Charity team will be able to help you with this.

## Event sponsorship

Offering sponsorship is a great way to secure extra funds and save money for your event. It's also a great way to support and promote local businesses! Whoever you choose to approach, remember to explain that you're fundraising on behalf of our Charity and suggest what they will get in exchange for sponsoring your event. We recommend starting with companies and contacts who already know you as they will be more inclined to lend their support.

You may choose to adopt one 'headline sponsor' or a variety of different sponsors supporting the various elements of the evening.

Sponsorship opportunities may include sponsoring a table, the wine or the entertainment.

It is important that the sponsors receive something in return for their sponsorship so be clear about what you can offer when you approach any potential sponsors. Depending on the level of sponsorship, in return you can offer to display a sponsor's logo at the venue, dedicate a page in your evening brochure, thank them during the speeches, provide a specified number of tickets for free or at a discount. If you would like more advice on sponsorship, please get in touch with your named contact at the Charity.



## Selling tickets

Once all of the details are finalised, you can start selling tickets. Invite everybody that you and your planning group can think of, from friends and family to members of local organisations and groups. Don't forget to explain on your invites that you're raising money for our Charity and encourage guests who can't attend to make a donation instead.

You may find that when you start promoting your event, people will start showing enthusiasm and insisting that they will buy a ticket and you may feel that you've already sold out. We would advise not to presume that anyone will attend until they buy a ticket, so start selling them as early as possible. Alternatively, you could offer your guests the option to pay a deposit initially, with the total balance to be paid the week before you need to confirm final numbers to your venue.



## Promotion is key

Create posters and ask if you can display them in your work place, local shops, libraries and community centres. Keep everyone in the loop and share details about your event on your Facebook, Twitter and Instagram pages. Local Facebook group pages are a great way to publicise your event to your local community. Don't forget to tag the Charity in your posts so that we can see them and so that your guests can see who you are supporting.



@MFT\_Charity



Manchester Foundation  
Trust Charity



@MFTCharity

## On the night

Creating a timeline, schedule and assigned tasks for the night is important and will help with the smooth running of your event. Make sure your timeline is realistic and you factor in the time needed to set up and tidy up at the end. Be sure to check when you can gain access to the venue and what time you need to leave.

The more fun your guests have, the more money people are likely to donate. Therefore, it is important to make your event as interactive and as fun as possible. Why not try out some of our FUNdraising games on page 9 which will provide plenty of fun on the night?

### Guest speakers

It's really important that the charitable purpose of the event is reinforced throughout the night, so you may consider arranging a master of ceremonies to commentate throughout the evening. We can try our best to have a member of our Charity team attend but this can't be guaranteed so please get in touch early to discuss this option.

**Helen Houston and Mairead Wood are committee members of Friends of Ward 86 at Royal Manchester Children's Hospital. They organised two charity balls to support the oncology and haematology department, where Mairead's daughter Aoife was treated at just 11 week's old, and raised £30,000 from both events. Helen was kind enough to share with us her experience and tips to ensure your event can be just as successful.**

- “** Don't be put off by stepping into the unknown, it can feel scary and uncertain but the rewards are so worth it.
- Speak to people who have organised events before and ask for their 5 top tips – most importantly, what didn't work!
  - Lean on the experts in hospitality at the venue – what deals can they throw in?
  - Lean on your friends and contacts to get the word out there via social media.
  - Budget for the unknown, which will allow you some flexibility.
  - Bring in 'runners' on the night to help with last minute unexpected jobs. **”**





## And one last thing...

**Make sure you take lots of photos on the night and encourage your guests to do so too! It's a good idea to task a friend who is good with a camera to undertake this role, to ensure you get plenty of photos and capture those highlight moments. At the end of the night, or after you've reconciled all of the money taken; remember to announce the total amount you've raised.**

A few days later, follow up the event with photos, details of how much was raised and further thanks to all of those who made it possible.

Once your guests have left, thank everyone who has supported you and for their help. Remember to thank sponsors, the venue and the catering company for their time and support.

### Money

Consider what money you need to have available on the night (e.g. a float for a raffle) and how you plan to manage this.

- Ask the venue if they have a safe you can use. Make regular deposits on the night to ensure volunteers aren't holding on to a lot of money all evening – this will also help you keep track of your fundraising.
- Ask guests to Gift Aid their donations. Let us know if you would like a supply of gift aid forms in case someone does make a one-off donation. Please note that Gift Aid can't be claimed on ticket costs, entrance fees etc.

Please ensure you have two people present when counting any money you've raised on the night. You should do this in a secure location and not in public.

We would love to know how your evening went and how much you've raised so please do get in touch as soon as you can to tell us all about it. Once you have collected all of your donations in full they should be sent to the Charity within six weeks of collection. Please get in touch with your named Charity contact to discuss your options to pay in your fundraising.

We love to share stories and pictures showing what our fundraisers have been up to across our own channels. Please speak to your named Charity contact about this and we can advise how we can share your fundraising activity. For more ideas, tips and materials, visit: [mftcharity.org.uk](http://mftcharity.org.uk)



## Putting the 'fun' into fundraising

Planned activities and games can not only add an element of fun to your event but will help increase your fundraising total. We've listed a few of our own ideas below to give you some inspiration for your event...

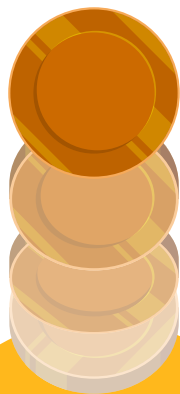
### Dance off

Whether disco or Strictly is your thing, get everyone onto the dance floor and find the best dancer.



### Heads or Tails

This favourite is bound to get your fundraising started with some fun.



### Best dressed

This can be applied whether you have a theme or not.



### Roll the £1 coin

The person who rolls their £1 coin closest to the bottle or target wins it (we recommend a nice bottle of bubbly!).



A bottle of fizz or wine is a good prize for any game. See if you can get something similar donated for the event to boost your fundraising!



Auctions and raffles are a fantastic way to engage with your guests and to get people spending money. Unlike raffles and lotteries, auctions have the benefit of not falling under gambling law. However, there are a few bits of legislation you need to be aware of before deciding to opt for an auction, so please check out our [How to Organise a Raffle or Auction and Sourcing Prizes](#) guide which you will have received along with this pack.

# Get in touch

Contact the Charity team

[charity.office@mft.nhs.uk](mailto:charity.office@mft.nhs.uk)

0161 276 4522

[mftcharity.org.uk](http://mftcharity.org.uk)



As a charity our mission is simple: to support the excellence in treatment, research and care we provide to our patients each and every day.



We would love to stay in touch!

Sign up to receive our regular e-newsletter at [mftcharity.org.uk/keep-in-touch](http://mftcharity.org.uk/keep-in-touch)

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