



Organise a Charity Gala

Do you want to plan a Gala to fundraise for one of our hospitals? There are lots of fun and imaginative ways to get involved and a Gala is a perfect example. Here are some top tips and key things to think about.

Planning checklist

- ✓ **Choose your venue.**
You'll need to think about the amount of people you hope will attend, as this will factor into which venue you choose. Some venues will donate their space for free if you specify that you are fundraising, we can provide an authorisation letter for this.
- ✓ **Choose your date and time.**
Make sure that this doesn't clash with any other key events or dates in the diary to ensure maximum turn out.
- ✓ **Think about your guest list.**
Don't just limit your guest list to friends and family. Why not invite local businesses? This sort of event is a great networking opportunity.
- ✓ **Do you want a theme?**
You can have a bit of fun with your event and make it themed? There's so much to choose from and you can really get creative!
- ✓ **What fundraising elements will you have on the night?**
You could use ticket sales to contribute towards your fundraising. You could also host an auction with items that have been donated to the evening. Or you could include a raffle with prizes that have been donated. You could have fundraising envelopes on tables or collection tins or buckets scattered around the venue.
- ✓ **What entertainment will you have?**
Could you ask a local band or musician to perform? You could also have some interactive games or activities. You'll also need to think about whether you'd like to have catering and refreshments for the evening. If you'd like to have some guest speakers, let us know and we can speak with the hospitals to see if any clinicians or staff members would be available.
- ✓ **How much do you hope to raise?**
Think about a realistic fundraising goal and how this can be achieved. Planning is key to also ensure that the effort you are putting into the event will pay off.



Key resources

Don't forget to check out the Institute of Fundraising's website for some further advice when it comes to organising your event:

- [Planning and preparation](#)
- [Hosting an auction](#)

Promoting your event

Think about how you can spread the word for your event. If you have a specific guest list, this might be easier as you can contact those invited directly and ask them to RSVP, so that you know the number of attendees you are expecting.

If you want to promote your gala to the masses or to your whole network, you could use a free event platform, which will ask people to book their ticket for your gala, ensuring you have an idea on numbers.

You could also display posters in local shops and community spaces. We have poster templates that you can use. Are there any local websites or newsletters that you could also contact to see if they can advertise your event for you? Be sure to promote your event over social media too, this is a great way to spread the word!

Decorations and fundraising materials

We have lots of materials that you can use to decorate your event and to promote the hospitals. Let us know what you need, and we can post these to you:

- Balloons
- Bunting
- Invite templates
- Poster templates
- Pin badges
- Collection tins and buckets
- Donation envelopes

If you have any questions or would like to discuss decorations or fundraising materials, please get in touch via info@supportgsth.org.uk or for Evelina London; info@supportevelina.org.uk



Paying in your fundraising

If you have collected any cash donations, please collect all the money you have raised and then pay it into your bank. You can then pay the money via our website [here](#).

Alternatively, if you would like to pay by cheque, please make it payable to, 'Guys and St Thomas Charity' and send it to:

Fundraising Team
Virginia Woolf Building
22 Kingsway
London WC2B 6LE

Please include your full name and details of your event so we can process the donation smoothly. If you are fundraising for Evelina London, please be sure to specify this.

After your event

It's always a nice touch to thank everyone that attended. This could be over email, or you could send thank you cards out to them to add a personal touch.

We'd love to know how you got on and how your event went! We'll be in touch with you throughout your planning to lend a hand if you need it, but please do share photos of your gala with us. We'd also love to share these photos on our social media channels to celebrate your fundraising success and to inspire others.



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www.twitter.com/EvelinaLondon

If you're in the beginning stages of planning your Gala, please fill out our form on our website and we'll get in touch to help you with your fundraising.

www.supportgstt.org.uk/do-your-own-thing

www.supportevelina.org.uk/do-your-own-thing

For any other questions, don't hesitate to get in touch by popping and email to

info@supportgstt.org.uk

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