



Top tips on running charity events

Events for non-profit companies are often organised in-house by staff who have an awful lot more on their plates than just planning meetings or parties. With tight budgets and little time, hosting a charity event can feel like a daunting task, but there's loads you can do to guarantee its success. These seven top tips will put you well on the way.

1. Budget

The first thing you need to do is list every need you have for your event and allocate a cost to everything. Allow yourself a 10% contingency for any unexpected eventualities. **Great news, King's Venues offers a 10% discount on room hire for all charities!**

2. Venue

This decision could be the largest part of your budget, so make sure you get it right by using our 'how to choose your venue' guide. As a charity, you might well be entitled to a discount on the room hire, so don't forget to ask. King's Venues offers money off for any non-profit event.

<http://www.kingsvenues.com/Assets/Articles/Choosing-the-right-venue.pdf>

3. Special dispensation and sponsorship

Working for a charity means you are viewed differently by other companies. Use this to your advantage and ask at every turn and in every conversation with suppliers whether or not they could help out in any way. Could your caterers offer you a discount? Waive the corkage fee? Even provide the food and drink as a sponsorship partner? If you are using a product or service at your event think long and hard how you can pay less, or nothing at all for it.

4. Communication

Whatever number you've written on your spreadsheet for invites, delete it. There's no reason communicating with your guests should cost you a penny if you go digital. It's also better for the planet, something your attendees will no doubt appreciate.

5. Marketing

Using social media platforms means that with a little effort, you can take care of your pre-, during and post-eventing marketing for free. Start conversations on Facebook, post discussion pieces on LinkedIn groups, upload pictures to Instagram and create a hashtag for Twitter with teasing details about your event to build momentum. Make sure you maintain activity during the 'live period' and don't rest on your laurels once the big day is over.

6. Volunteers

Do you need staff to meet and greet? Fill party bags? Help set up or put things away? Chances are you could get these jobs done by volunteers. Advertise locally for students who are looking for work experience and you could save money and help someone give their CV a boost.

7. Press

Getting your event and your charity's name in the local or industry press is a great way to spread the word about what you do. As well as letting everyone know what you're doing before the event it's also a good idea to take lots of photos while it's taking place to fill up the 'out and about' type pages lots of magazines and websites have.

Charity events at King's Venues

We at King's Venues are proud of our commitment to helping non-profit organisations. We host 100s of events for charities every year, so call our Events Team to discover how much money you could save on your next event. The discount is valid for the NHS, registered charities, not-for-profit organisations and non-government organisations. Call us on 020 7848 1700.