



Kin Canada
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Fundraising Project Library



Charity Pub Night

General Description:

This is a great fun night out that doesn't take much event day work as you would be partnering with a local bar, pub, or club to organize an evening supporting your cause where some of the proceeds from the evening go directly to your club. The most difficult part of organizing this event would be securing a sponsor to host your event and agree to donate part of the receipts from the evening to your club. This event will truly be a partnership as you will have to make the event worth while for the host site by selling tickets, promotion, decorating, etc. anything to help get more people into the venue. Your club could also secure prizes that could be raffled off or just given out throughout the night to help increase the energy and excitement about the evening. If your pub night is successful and the owner of the establishment is excited about the outcome this could become an annual fundraiser for your community to put on their calendars

Resources Required:

- ◆ Volunteers to help sell tickets, promote the event, secure a venue and pricing
- ◆ A host site
- ◆ Tickets
- ◆ Cash box and float if you are going to sell tickets at the door
- ◆ Prizes if desired
- ◆ Banners and posters
- ◆ Decorations if desired
- ◆ Certificate of appreciation for the owner is a great way to recognize their support
- ◆ A band, DJ, or sound system

Pre-Event Activities:

- Contact National to verify coverage
- Recruit volunteers
- Secure venue – determine responsibilities of the host site and your club, arrange the percentage of proceeds that your club will receive. Make sure these details are in writing.
- Obtain a certificate of insurance from National if required



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- Solicit prizes if desired
- Recruit a DJ or band if desired. Obtain a certificate of insurance from them naming the club and the host as an additional insured.
- Sell tickets

Event Activities:

- Have volunteers at the entrance to take and/or sell tickets
- Mingle with guests, thank them for their participation and supporting your cause
- Take care of any duties your club is responsible for as pre determined with the venue owner
- Have a good time, enjoy the evening!
- Conduct draws and giveaways
- Present the owner with their certificate of appreciation

Post Event Activities:

- Clean up site and take down any decorations
- Send in a record of your event and the success to National Head Office
- Take cash to the bank or store in a safe place
- Return any borrowed items
- Send thank-you letters
- Organize media follow up by sending out press releases
- Review the event and make note of any changes for next time or things that worked really well

Tips for Success:

- ◆ Start your planning early, you will need to secure a venue well in advance so that you have time to work out the details so the event is beneficial for both parties
- ◆ Make sure music being played match your target audience
- ◆ Help out the venue as much as possible so that they feel this was beneficial for them as well
- ◆ Think about applying a similar concept to other venues if a bar doesn't work for your crowd (i.e. movie theatre, restaurant, etc.)