



Have the best House Party EVER!

We want to make sure that you can enjoy your event to the max, so have put together some hints, tips and advice to help you to organise the House Party of the year!

Spread the Word

Think about all the different ways that you can spread the word about your event. This could include posters in your local area, but try to think outside the box too – how about adding information about your event to your work email signature?

If you want to contact your local newspaper to tell them your story, we've already prepared a press release example you can use, which you can download from our website.

A good press release should include:

Details of your event: what, when and where

A brief explanation of Butterfly House: we can provide our 'boilerplate' information

Why you have chosen to support us: if you have a personal connection and would like to share then please do so

A quote from Butterfly House: get in touch and we are more than happy to provide one

Call to action: how can people buy tickets/ support/ donate?

Include your contact details if appropriate and always supply a good quality photograph to increase your chance of being published

Social Media Tips:

Facebook: create an 'event' or Facebook group and invite friends and family to join to keep them updated with progress as well as information on how to buy tickets

Twitter: Tweet our followers about the event using @SBucksHospice and create an engaging hashtag to tell supporters about what you are doing.

If you let us know about your event or fundraising activity in advance, we can promote it on our social media pages too.

Event Day

Make sure your day runs as smoothly as possible by keeping a few things in mind.

Brief your volunteers: make sure that anyone helping you out is clear about where they should be and what they should do. This will mean that you are free to oversee the event and look after your guests.

Keep donations safe: make sure that you have sealed boxes, tins and buckets for donations and that you lock away any cash that has been collected throughout the day.

Butterfly House, The South Bucks Community Hospice, Kingswood Park, High Wycombe, Bucks, HP13 6GR



Shout loud about Butterfly House: tell all of your guests exactly who you are fundraising for and why. We can provide posters and leaflets about Butterfly House for you to display.

Don't forget Gift Aid: did you know that for every £1 donated we could claim an extra 25p from HM Revenue and Customs? All you have to do is make sure that guests who make an individual donation fill out a gift aid form on the day. Get in touch if you are unsure about who and what qualifies for Gift Aid.

Take lots of photos: we love to see what you've been up to. You've put so much hard work and time into your fundraising and we want to see how fabulous it is. Any photos that you submit, we will ask your permission before using them for our literature or social media.

Keep it legal:

It is important that you ensure that any activity you run to fundraise in aid of Butterfly House is legal and safe for you and the public taking part. Here is some basic advice, but please get in touch with the Fundraising Team if you need any more information.

Raffles and Lotteries – small raffles held as part of a larger event are fine as long as ticket sales and the announcing of results take place during the event and there are no cash prizes. Raffles on their own have complex regulations, so please get in touch if you would like to hold a raffle.

Licences – to collect in any public place you will need a letter from Butterfly House to say that we have given permission for you to do so. You will also need a licence from your local authority for any of the following activities: sale of alcohol, extended hours, provision of food and drink, copyright and royalties for drama or film shows, collecting money or selling goods in a public place.

And remember:

- Get parental permission if children are helping at your event
- If your event is on private property, get permission from the owner/manager
- Do not collect money from door to door – this is illegal without a licence from your local authority
- People collecting on your behalf must be aged 16 or over
- Your fundraising event or activity will not be covered by Butterfly House's public liability insurance

For more health and safety tips or guidance on how to conduct a Risk Assessment then please get in touch

And most of all HAVE FUN!!