



**CONSORTIUM**  
for stronger lgbt+ communities

## Fundraising Resource

# Fundraising in LGBT pubs, bars & clubs

### Engaging with the local LGBT scene

Holding a fundraising event in your local LGBT pub, bar or club can be a great way to raise money for your group. LGBT venues are usually happy to support their local LGBT community by hosting such events. Here are a few ideas and tips:

**All venue Managers are different** – some love coming up with fundraising ideas and will organise the event for you. Others prefer you to come up with the idea and run the whole event yourselves. Approach Managers and ask if they'd be willing to support your group, suggest ways they can help and ask if they have any other ideas or examples of similar events they've hosted or been involved in. They will usually have an idea of what works and doesn't work in their venue, so do listen to their advice! And if they say no, try not to take offence. They may have other priorities.

**Quiz nights are popular** – Can you come up with a theme for a quiz and set interesting questions? You'll need to decide on team size, whether teams should register in advance or on the night, what the prizes will be, and how long the quiz will run for including any breaks. A quick online search will give you lots of quiz ideas!

You could have a **Party** night. Decorate the venue, create a great playlist or be a DJ for the night. Ask the venue if they can supply food – they may provide bowls of crisps for free, but will probably charge you for anything more – and get your boogie on! You could include karaoke if the venue has a machine, a 'best dressed...' competition, or choose a special party theme.

Do you know any **celebrities, or popular local entertainers**? Ask if they will volunteer their time at your event. They may agree to serve customers behind the bar, be your quiz master or bingo caller, and/or provide the entertainment. A famous face is usually a good crowd-puller!

Some venues will **donate a percentage of their takings** for the night. Others will designate one of their beers as their 'fundraising drink', donating the profits or a percentage of the profits from sales on the night. Other venues may not donate any money, but will let you use their venue for free and help you raise money in other ways. It's always worth presenting the Manager with various options and asking what they will consider.



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Holding a **raffle** is a relatively easy way to boost income at an event. Obtain prizes several weeks before the event by approaching companies to donate products. It's more profitable to sell tickets as a strip rather than individually – price them depending on the quality of your prizes. If you're charging an entry fee, participants may be reluctant to buy raffle tickets as well. Raffle tickets can be purchased from stationery shops. If you're selling tickets before or after your event you'll need a Small Societies Licence from your local authority. If you only sell tickets on the night at your event venue you won't need a licence.

Consider the **timing** of your event. LGBT venues are busier at certain points in the year e.g. Bank holidays, Pride, Summer, Christmas, New Year's Eve... Ask the venue Manager when their busiest times are and try to schedule your event then. The Manager may want you to hold your event during their quietest periods instead in the hope of getting more people through their door. You may need to negotiate!

Draw up a **budget** for your event. Keep costs low to maximise income for your group. Can you borrow anything you need? Or get items donated? Set an income target and work out how you're going to achieve that. An entry fee? A raffle? A collection bucket? Ask the venue Manager and a few other people what they think of your prices. Would you give or pay that amount during a night out?

Put lots of effort into **publicising** your event. People can only come if they know about it!, The more publicity you can do, the better. Make a poster - or ask the venue Manager if they can do this. Advertise the event in LGBT 'What's On' listings, online and print. Post on social media and ask people to share or retweet. Don't just post once and then forget about it - schedule your posts at regular intervals leading up to the event. Create a Facebook 'event' and – if people click 'interested' or 'going' it increases visibility. Ask the venue to publicise the event via their website and social media too.

**Think about safety.** The venue will have health and safety rules, but you can also produce your own Risk Assessment. Make a note of possible risks and dangers at your event and consider how you can avoid or handle them. Make sure someone has responsibility for keeping an eye on each risk. An event serving alcohol carries higher risk. Will you have a 'no alcohol' rule for yourself and other organisers? You may want to re-label the toilets as 'All genders' if the venue doesn't have these already. How will you help people stay safe as they leave the event e.g. you could end the event before 'chucking out time' in your area. If you're collecting cash, think about how you'll store it and take it home. The venue may agree to lock the cash in their safe overnight so you can collect it the next day. Or you may want to take a big bag to take it home in - use a blanket or thick jumper to pad the bag to prevent coins rattling when you're travelling home on the bus! Bank the money as soon as possible.