

# Summer Garden Party by Grampian Branch

This is your chance to hold a delightful summer event and make the most of the wonderful English summers we have (sometimes!).

Grampian Branch has been holding this event, for around 150 guests, usually on Midsummer's Day since 2005. By choosing a special venue and inviting people through private invite only, you could raise up to £10,000 for Save the Children.

## Step-by-step guide

### Step One

Set up a group (around 6-10 people) which should be led by a nominated Event Co-ordinator.

### Step two

The fun part - find a suitable venue which should be completed 12 months before the proposed date of your event. Grampian branch suggest a big private house with beautiful gardens and inviting the owners of the home to host a private Charity Garden Party. This way the owners get to host a party for their friends, (and you can invite your contacts as well) while you sort out all the logistics and undertake all the work but get a free location – it's a win, win situation for everyone. Grampian Branch also find that the hosts are more than willing to offer assistance, some have even paid for a marquee or a complimentary drink on arrival.

### Step three

Arrange a site visit, 12 months before your event, for the Event Organiser and a few of the group members. Whether or not you decide to invite the hosts to hold a private charity Garden Party, discuss the outline of the event with them, what you can offer, what they would like, how many guests to invite and how much to charge for tickets. Grampian Branch highlight it is important to ask to have access to a part of the house especially the kitchen and toilet.

### Step four

Set a date and time – Grampian Branch find 3pm-6pm on the first Saturday in July is best.

### Step five

Now it's time to get creative and decide on the format of your party. Base this on the size of the venue and Grampian Branch have included in the past complimentary welcome drinks, afternoon tea, classic car display or music (swing bands, string quartet and Jazz really set's the mood).

It's important to include extra fundraising elements on the day to ensure you more than cover your costs. A grand raffle with main prizes and Tombola with lots of smaller prizes is always a favourite, also quality bring and buy stalls work well.

### Step six

Decide on a ticket price. The price of your ticket should reflect what you are including during the event and you ensure that you cover your costs. Grampian suggest £20-£30 per person which would include afternoon tea and music.

## Quick points:



This event can raised any thing from £1000 – £10,000 depending on the scale you decide to run the garden party.



You need a group (around 6-10) to work on the event. On the day ask all your friends and family to help out.



You will need are a good group of volunteers, creative thinking and good planning.



You will need to start preparing for your event about 12 months in advance.

### Step seven

Once you have decided on the format of your event ask your contacts to source items for free or at discount rate and seek sponsorship. You can approach local companies and to entice them you can add their logo/advert on to your marketing materials. Remember if you don't ask you don't get! This needs to be done nine months before your event.

### Step eight

Draw up an invitation list with the help of the group and hosts nine months before your event. Then get creative and design all your marketing materials; posters, flyers and invites (go to <http://www.savethechildren.org.uk/en/brandguidelines.html>, username: brand, password: br@nd for all the latest Save the Children brand elements). Grampian Branch suggests a simple upmarket invite incorporating a black and white sketch of the house. Be sure to place location, date, timings and RSVP information on the tickets. Grampian Branch print their invitations on A5 stiff card and also enclose a letter explaining the event and exactly what is included in the ticket price.

### Step Nine

Six months before your event you should have a second site visit and book your marquee and musicians. Also start recruiting helpers for on the day. Grampian Branch suggests 30 helpers for 150 guests, these can be friends, family or members of the Branch.

### Step Ten

Three months before your event print your invitations and tickets.

### Step Eleven

Six weeks before your event send out your invitations. Bring your entire group together and assign a task to everyone for example; gathering raffle prizes, gathering tombola prizes, baking etc.

### Step Twelve

Two days before your event the marquee and gazebos should go up leaving the day before time to set up the house and marquee

## Grampian Branch have made their Garden Party a huge success year on year.

Val Rahtz who coordinates their Garden Party says maximising your proceeds is the most important part of the event. She suggests "deciding how much you aim to raise for Save the Children – say £3000, estimate your costs, say £1000 and add the two figures together – this sets your target income. Work out how you can generate sufficient income to raise £4000. Set the ticket price to cover this amount (i.e £26 using the above figures). Thus your guaranteed income is £3000 and any income from sponsors, donations, raffle, tombola and stalls then becomes an added bonus."

If you have any questions or need anymore information on running the event please contact:

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