

## More fundraising ideas that work

We've had positive feedback on our first collection of 10 fundraising ideas that work and we hope that you and your group have been inspired to try some of them. Members have commented on how often the energy and enthusiasm in their TOS group is increased as members work together on an activity to raise funds for a cause or project about which they feel passionate.

We've therefore started putting together another collection of easy and enjoyable fundraising ideas. Here is the first contribution.

### 1. Hold a cinema event

Holding a cinema event is an effective way to raise funds and promote the TOS and its work to the wider community.

You will need to create a sub-committee or team responsible for the organisation and running of the event. Planning will need to start about three months before the event.

Your sub-committee will need to draw up a short-list of cinemas that are easily accessed by public transport and/or that have parking within easy walking distance. Preferred dates also need to be identified, taking into account the likely availability of guests and other events that could be competing for their participation. At this early stage, the committee will also need to estimate the likely number of guests.



Cinemas on the short-list can then be contacted about the films scheduled for the preferred dates, facilities for providing refreshments and the best ticket prices that can be negotiated. The conditions negotiated with the cinema will probably be dependent on the likely number of guests. For instance, if the aim is to sell over 100 tickets, it may be viable to rent a small cinema or part of a cinema complex. This gives considerable freedom about the choice of film, timing of the event and the catering arrangements. For fewer numbers, the cinema event guests will probably join the general audience by having pre-booked tickets. Small, suburban cinemas are often happy to negotiate an excellent reduced price as part of their support for the community. They may also be willing to make part of the foyer available for welcoming guests and serving refreshments. If there is sufficient space available it may be possible to also have a sale table.

Offering morning or afternoon tea or supper often makes a cinema event more attractive than simply going to a movie. The catering could be done by the group or brought in by a caterer. If the latter is preferred, the sub-committee will need to investigate the costs of catering and include it in the ticket price.

Once this information about costs, scheduled films and facilities has been collected, the sub-committee is ready to make a recommendation to the members of their group about the preferred date, venue, film and ticket price for the event. The price of the ticket will need to cover all costs plus a profit. When deciding on the ticket price it is important to consider how much potential guests would be willing to pay. It is also important to choose a film with wide appeal, if possible. The group will also need to decide on the project/s to benefit from the funds raised through the cinema event.



Brisbane Theosophical Order of Service

## You are invited to our cinema fundraising event.

Join us for afternoon tea and to enjoy the new production of 'Jane Eyre'.

**Date:** Sunday 4 September 2011

**Venue:** Regal Cinema, Honour Ave, Graceville  
There is ample street parking and it is opposite the railway station.

**Time:** early afternoon. We will confirm the exact time when the cinema releases its schedule.

**Cost:** \$15

**Tickets** can be purchased from TOS members or phone Janet Harding on 3269 9469 by 28 August.

**Proceeds from this event will go to two projects:**

- + Our literacy home-school in Pakistan
- + The Hamlin Fistula Relief program in Ethiopia.



Literacy Program students in Pakistan include children, young girls and women who have no opportunity to pursue even a basic education. Reading, writing and arithmetic are taught by a teacher who holds classes at her own house in the students' neighbourhood. The TOS provides teaching materials, a fan, water cooler, sitting rugs and a small salary to the teacher.



The Hamlin Fistula Relief program in Ethiopia promotes safe birthing practices and provides free surgery for women who become incontinent as a result of unsafe birthing practices and extended labour. Many of these women are hidden away and ostracised by their communities and a simple operation not only restores their health but also enables them to have a normal life within their society.

Once these details are finalised, a poster and tickets can be designed. One of the sub-committee will need to volunteer to be the contact person for enquires and to be the person that members contact about the number of tickets sold. Arrangements will need to be made for the collected money to be given to the treasurer.

Ask members to put up posters in community meeting places and to email the poster to friends and contacts that they think may be interested in supporting the project benefiting from the event. It is useful to make A5 copies of the poster and to print a quantity that members can distribute personally and that can be given out at TS meetings, with the approval of the TS Committee, of course. Preferably, advertising will begin five to six weeks before the cinema event.

A month prior to the event, catering will need to be organised either with a caterer or with TOS members. If group members are willing to donate the food and beverages, ticket prices can be kept at a very reasonable level and/or more profit can be made from each ticket.

Depending on the facilities in the venue, it may be possible to serve food from platters, buffet style, or it may be more suitable to pack it attractively in individual boxes. If you are providing individual packages, you'll need to arrange a time and place for food contributions to be delivered and a group of volunteers to pack the food. The range of beverages to be offered will need to be planned also. You'll need to compile a list of food and beverage items and who is bringing each as well as general items needed for the catering such as tables, tablecloths, paper serviettes, cups, hot water containers, teaspoons, sugar bowls, jugs and ice buckets.

About two weeks before the event, it is useful to arrange an on-site meeting with the cinema contact person. At this meeting, details can be finalised about where guests can mingle, where a sale table can be placed and where food and beverages can be served. In addition, details about approximate numbers and payment can be discussed. Often the management is very helpful and can offer tables, ice buckets, etc.

If your group has decided to raise additional funds by having a sale table or by selling raffle tickets, arrangements for this will also need to be finalised.

In these last two weeks prior to the event, ask members to volunteer for roles needed on the day of the event. You will need people to help set up the area being used for refreshments, welcome guests, serve food and beverages, sell raffle tickets or items at the sale table and help with the clean-up after the event. For safety, it is wise to have separate tables for collecting tickets, serving food and serving beverages.

The cinema will have told you when they need to know your definite number of guests, so put this on your schedule with the name of the person responsible for contacting the cinema (usually the person that members contact about the number of tickets sold).

To promote the TOS and the project you are supporting through the cinema event, create a poster about the project and display it prominently. Make copies of your brochure about the work of the TOS and hand these to guests who are not members of the TOS as you welcome them, as you collect tickets, or to accompany a beautifully packaged box of home-made afternoon tea treats.

Arrange the time that you need members to arrive for setting up, well before guests arrive. Then enjoy your cinema event with your guests and later celebrate your success together.



The Theosophical Order of Service in Australia

Do you care about:

- + peace
- + justice
- + the welfare of people and animals
- + the environment
- + healing?

The TOS invites you to join its members who are working to make a difference in these areas.