



HOW TO HOST A SUCCESSFUL TRIVIA NIGHT!

A trivia night is a great way to raise funds and can be relatively easy to organise provided you put the right planning into place.

Note: Before you commence any fundraising on behalf of Cure Cancer Australia, it is imperative that you have received an authority to fundraise letter from us. If you do not have an Authority to Fundraise letter please contact Lorraine or Jo on 02 9251 6188.

One of Cure Cancer Australia's Inspired Adventures participants, Ian Dear recently ran an extremely successful Trivia Night as a fundraiser for his Race for a Cure challenge.

THESE ARE IAN'S TIPS ON HOW TO MAKE THE MOST OF OUT OF YOUR TRIVIA NIGHT.

1. Find a venue to host the night with the following capabilities

A bar or club are excellent venues to consider as they are used to trivia nights and usually have a good set up

The following capabilities for the right venue are important:

- Central Location
- Willing to negotiate on venue hire or ideally donate this for the evening
- Right size to accommodate the numbers you are aiming for
- Can set up the tables to provide the right atmosphere (and has microphone etc)
- Capability to provide finger food and a bar that people can purchase drinks from

VENUE OPTION - SYDNEY

The Arthouse Hotel: Cure Cancer Australia has arranged the following deal for Inspired Adventures participants who wish to hold a Trivia Night.

The Arthouse Hotel can offer two rooms to seat up to max 100 guests, min 50 (10 tablets x 10 guests) or up to 120 guests, min 80. There is a screen, data projector, sound equipment & microphone in the room that you can use and The Arthouse Hotel will waive the room and staff hire. As well, they'll make up a 'special' \$14 cocktail and \$2 from every cocktail will go towards your fundraising. You can sell and coordinate your own ticket sales.

If you are interested please call Alisa Angell on 02 9284 1228 or alisa@thearthousehotel.com.au

The only conditions that will apply are the following...

Trivia Night:

- Monday or Tuesday Nights 6.00pm – late
- No under 18 yr olds allowed in the venue
- Number of people for Gallery Room min 70 people or 50 people for the Attic Bar
- A minimum beverage spend of \$12 per head, which is more than achievable.



2. Marketing/Filling your tables

- Firstly, determine what your **costs** for the evening are and how much you would like to **raise** for your fundraising and then set your **price**.
- Take into consideration your audience and what they can afford to give – for example for students, the cost of the night may be \$25 or for a more style trivia night with an exclusive venue and gourmet finger food you may be able to charge a lot more e.g. \$50-80
- Build an invitation base of friends/family/colleagues/social networks
- Design an enticing invitation specifying all relevant information, cost, date, start time, venue, and promotion of raffle – remember Trivia Nights are usually a lot of fun for participants!

EXAMPLE FLYER

PUT YOUR KNOWLEDGE TO THE TEST!



Trivia Night for Cancer Research

In February, I am taking on one of the most challenging Mountains in the world - **Mt Kilimanjaro to raise money for Cure Cancer Australia.**

Cure Cancer Australia focuses purely on funding research across all areas of cancer in the hope that better treatments, early diagnosis techniques and ultimately a cure for cancer is discovered.

To raise vital funds for this important cause, I am holding a Trivia Night! This is one night you don't want to miss so please come along for a few laughs, some healthy competition and fantastic company all in the name of a good cause.

A fantastic raffle and auction will be held so bring along your smarts, your sense of humour and your cash and hopefully walk away with a sensational prize. All proceeds will go directly to cancer research.

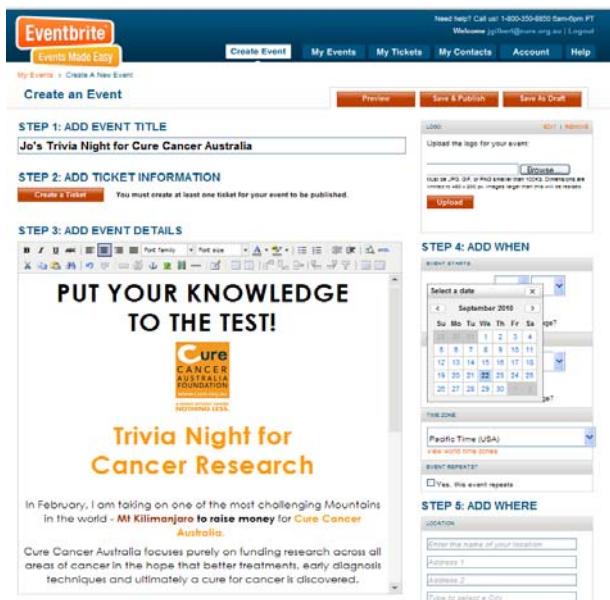
- When:** xxxxx 2010
- Where:** Arthouse Hotel - 275 Pitt St, Sydney
- What:** Tables of 10 – make a team or we'll make one for you
- Cost:** \$30/person. Includes gourmet finger food (drinks at bar)
- How:** Please click on <http://jotriviainight.eventbrite.com>
- Donate:** If you are unable to attend but would like to donate, please go to: <http://gofundraise.com.au/xxxx>

3. Managing RSVP's

To assist in promoting your trivia night and to manage RSVP's - a great online tool is Eventbrite. It is free to promote the event and a small processing fee of 2.5% and .99c is applied when people actually purchase a ticket. Alternatively, you may wish to set up a bank account and ask people to directly deposit funds with Trivia Night as the reference.

If you are keen to use Eventbrite simply go to www.eventbrite.com, create a registration profile and start creating your event!

Example below



4. Engage your friends

Recruit 10 good friends and work colleagues on board and ask them to:

- Promote the evening to their networks
- Assist in putting together a table of ten
- Be a helper on the night including raffle, auction process
- Ensuring everyone is enjoying themselves
- Taking photos
- Gather player answer sheets and hand into the host



5. Financial Considerations - Costs/Revenue EXAMPLE

Example Revenue

| | |
|---|---|
| Number of People | 100 |
| Costs per ticket | \$35 x \$100 = \$3,500 |
| Raffle | \$ 5 per ticket (average 1 ticket per person) = \$500 |
| Games in between trivia session – e.g. throw a coin | \$50 |
| Total Revenue | \$4,050 |

Example Costs

| | |
|--|-------------------------------|
| Venue Hire (With discount) | \$200 |
| Trivia Host/Online Wizard | \$150 |
| Prizes for Winner | Donated |
| Raffle Prizes | Donated |
| Finger Food | \$10 per head x 100 = \$1,000 |
| General Expenses (marketing/flyer etc) | \$100 |
| Total Costs | \$1,450 |

FUNDRAISING PROFIT **\$2,600**

NOTES:

- The more people you can get along and the more you can charge the better. Perhaps talk to your friends about what they are willing to pay. The amount you set has to be palatable enough to draw the crowds
- Many venues are willing to provide free hire as you are bringing people to their venue who will be purchasing drinks and you are raising funds for a charity
- The more raffle tickets you sell the more money you will make
- Approach this with fun and enthusiasm and people will pick up on this and want to come along
- Provide yourself with as much lead time as possible

6. Raffle/Auction

Holding a raffle and or an auction is an excellent way to raise extra funds and get people into the spirit of the night.

To organise a raffle you need:

- Raffle ticket booklets can be purchased from a local newsagency
- Prizes – approach local businesses to see if they will donate a prize
- Set your price according to the quality and value of prizes. For example: 1 for \$5 or 3 for \$10, 1 for \$10 or 3 for \$20, 1 for 20 or 3 for \$50 etc
- Sell raffle tickets before hand if possible
- Assign your table captains the responsibility of selling tickets for their table
- Mention on your promotional flyer the raffle prizes



To organise an auction you need:

- Auction items that have been donated (good ideas are weekends away, restaurant vouchers)
- An auctioneer - the main objective is to get as much as possible for each item
- A process for taking payment on the night

7. Running of the Evening

- Develop a running order sheet for the evening for example 7:30pm - Welcome by organizer, introduction of person running the Trivia component, 8:00 – Break, 8:15pm – Resume trivia component etc, 8:45pm Auction, 9:30pm Raffle Draw etc
- Ian's trivia evening had 3 rounds of 15 questions each
- To make the evening as successful as possible, you really need a good MC and questions. Ian hired someone from Fame Trivia who gave him a discount www.fametrivia.com.au
- Otherwise there are lots of tools and guides/wizards online for questions and the best way to format the trivia component such as <http://www.3streetstrivia.com/> which lets you preview the questions and lets you choose 'custom' rounds to give your event a unique flavor and to make the game even more fun for players. There is also a free fundraising trivia night guide.
- After you've selected, previewed and paid for your materials, you can then print
- Teams should be between 4-10 people for it to work well
- Provide pens and blank paper for each team

8. Thank you

- On the evening be sure to thank everyone for their support
- Where possible – promote those who have sponsored prizes or assisted you by acknowledging them on your flyers, program and on the night

9. Summary Essential Elements

Authority to Fundraise letter
Venue
Invitation & Marketing
Trivia Host
Prizes & Raffle
Thank you 😊

10. Questions?

We are only a phone call away! Please call Lorraine or Jo on 02 9251 6188 or 1300 134 567.