# One big event!

Ideas, how-to guides and event planning template

# Event ideas

These are all examples of events organised by our previous fundraisers - so we know they work! We've organised these by how much they raised on average, but all have the potential to raise much more

## £500 ideas

Quiz night
Coffee morning
Car boot sales
Easter BBQ
Crafternoon tea

## £1000+ ideas

Race night
Ceilidh
Curry night / Dinner party
Sports tournament
Music concert
Head shave
Themed club nights

# How to guides

## Quiz night

**Step 1:** Reach out to local pubs to ask if you can hold a pub quiz, or hire out a village hall, function room, or space on campus to host your own.

**Step 2:** Start promoting! Share on social media, message everyone you think would be interested, and ask friends and family to share it among their networks too. You can also ask the venue if you can put up posters to advertise!

**Step 3:** Reach out to supermarkets and local businesses with your letter of authority to see if they would be wiling to donate raffle prizes, or prizes for the winners of the quiz.

**Step 4:** Figure out your pricing. Charge £2 per person to take part and £2 per raffle ticket. Print off some QR codes of your fundraising page and leave them out to encourage people to donate more!

**Step 5**: Google quiz rounds and come up with your quiz! Ask a few friends/family members to help out on the night, and have fun!

### How much could it raise?

- Ava (Edinburgh 2026) - Pub quiz, raised **£620**

- Paige (Strathclyde 2025) - Quiz in village hall, raised **£670**

- Abi (Leeds 2025) - Pub quiz and raffle raised **£700**

# Coffee morning

**Coffee mornings are a great opportunity to bring people together and chat about your challenge in person, so people better understand the cause you're fundraising for and are encouraged to donate!**

**Step 1:** Decide where you'll host your coffee morning. If you have space at home this can save on costs for a venue, otherwise a church hall or village hall can be a great option!

**Step 2:** Send your invites! Directly message people you think would be interested, and promote the event on social media and through any group chats you're a part of

**Step 3:** Reach out to supermarkets and local businesses with your letter of authority for donations of drinks, snacks, or ingredients you can use to bake with

**Step 4:** Decorate the venue and get ready for guests to arrive! Sell drinks and snacks while people chat, and have some QR codes of your fundraising page set out for people to scan and donate. You could even do a presentation about your challenge and the charity to encourage donations!

**Keep your guests entertained with games, crafts and activities!**
Turn your coffee morning into a Crafternoon Tea with some arts and crafts or paint by numbers kits, or set out some board games and have a tournament!

## How much could it raise?

- Ronan, Chris and Jean-Marc (AtkinsRealis 2026) - raised **over £600**

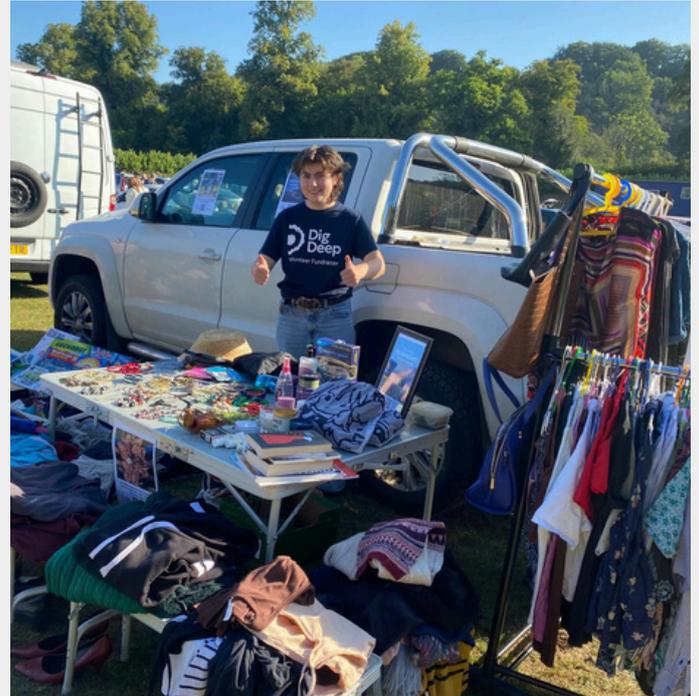- Catriona (Edinburgh 2025) - Crafternoon tea, raised **£300**

# Car boot sales

**Car boot sales are a chance to reach outside your normal networks and chat about your fundraising with members of the public.**

## Top Tips:

**1)** Ask friends and family to donate any unwanted items for you to sell. The more you have to sell, the more you'll raise! A good time to ask is around the end of term, when lots of people are moving out of accommodation and clearing out their rooms.

**2)** Find sales through Google or Facebook groups. Groups with lots of followers and activity are likely to attract a lot of customers!



**3)** Bring a QR code of your fundraising page so people without cash can scan to donate. Alternatively, follow our guide to set up **Toucan Collect** - an app that lets you use your phone as a card reader!

## How much could it raise?

- Mark (Strathclyde 2025) - raised **£320**

- Thea (Surrey 2025) - raised **£200**

- Stefano and Esme (AtkinsRealis 2026) - raised **£260**

# Race Night

**Race nights can be a great way to fundraise, and have been very successful for past fundraisers! It's important to ensure your event follows all the laws and regulations set out by the UK Gambling Commission - you can find guidance on this here.**

**Step 1:** Find a venue. You'll need somewhere with plenty of space, a good projector/screen and sound system. You can hire professional organisers, or set it up yourself!

**Step 2:** Start selling tickets! Directly message people you think would be interested, and promote the event on social media and through any group chats you're a part of. Charge £3-5 per person for entry, with the chance to 'own' a horse (and name it!) for an extra £5, or have their name as a jockey for an extra £3.

**Step 3:** Invite local businesses to sponsor you. Ask for a £25-£50 donation in return for their name on a race card, and a shoutout on the microphone! A £25 sponsor for 8 races will raise you £200

## On the night:

- Sell betting tickets for £2 each.

- Sell tickets one race at a time, using different colours to avoid confusion

- Ask friends and family to be 'ticket sellers' to help get through sales quickly!

- After each race, ½ the money raised goes towards your fundraising and half is split between the winners - eg, if 50 people bet £2 each, the pot is £100, so £50 goes to your fundraising and £50 is shared between everyone who bet on the winning horse

## How much could it raise?
- Zoe and David (Strathclyde 2025) - raised **over £2200!**
- Aimee-Ellen (Strathclyde 2025) - raised **£1700**
- Lesley (Scotland 2025) - raised **£1400**

# Ceilidh

**Step 1:** Find a good venue. Ask your friends and family if they have connections to anywhere that could be a good place to hold the ball-e.g. village hall, hotel or function room. Explain that you are fundraising for Dig Deep and give an overview of what Dig Deep does - they may be able to offer a discount/donate the venue for free. If the venue asks for a deposit, make sure this is something you are happy to pay out of pocket if plans fall through.

**Step 2:** Find your ceilidh band. Ask any musical friends if they would be happy to play at the event, or reach out to local ceilidh bands.

**Step 3:** Invite everyone! Send invites to friends and family, put up posters on campus and at the venue, and share in any group chats you're a part of. Charge £10-£20 per person (more if you're providing food/snacks), and try to make sure people buy tickets in advance so you don't lose out if they don't turn up! You can use Eventbrite for ticket sales.
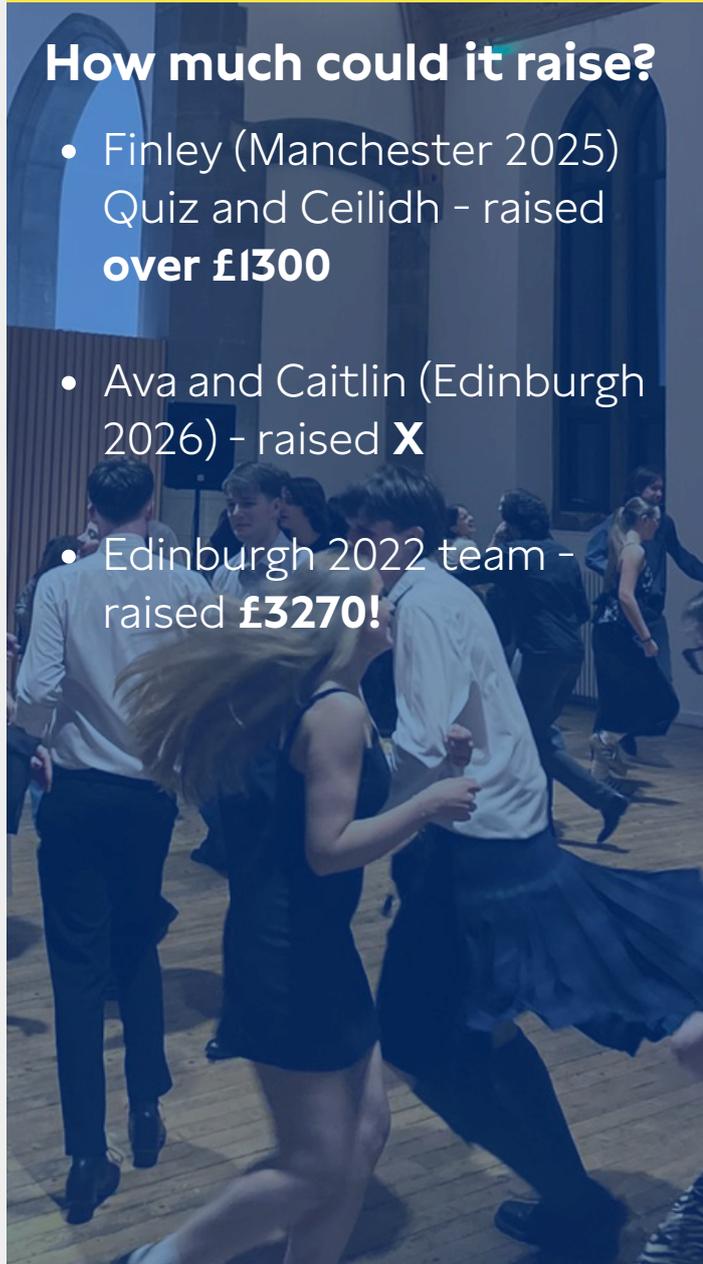
**Step 4:** Reach out to supermarkets and local businesses for raffle prizes. You can sell tickets throughout the evening for £2 per ticket, and announce the winner after the dance.

## On the night:

- Ask some friends/family members to help you out on the door, selling raffle tickets and coordinating the dances

- Leave out some QR codes to your fundraising page, or donation buckets for cash

- Have fun!

## How much could it raise?

- Finley (Manchester 2025) Quiz and Ceilidh - raised **over £1300**

- Ava and Caitlin (Edinburgh 2026) - raised **X**

- Edinburgh 2022 team - raised **£3270!**

# Sports tournament

**Whether it's football, netball, volleyball, rugby, tennis, golf, ultimate frisbee or anything in between - sports tournaments are a great way to involve different networks have some fun!**

You should be able to rent the pitch/court for free (or at a very discounted rate) as you are doing a charity event, so make sure you tell the venue who you are fundraising for. Divide the space into three smaller pitches/courts.

**Stages:**

Divide your players into teams of 5 - 6 people (you may have to drop a few positions, but smaller groups will mean there are more teams, so everyone gets to play more rounds)

**Game length:**

Dependent on how long you have the pitches reserved, you may want each match to run
for 10-20 minutes. Make sure you factor into your planning how long changeovers will take.

**Entry Fee:**

Charge entry per player (e.g. £3-5). Charge per player not per team, so you get extra money from larger teams! Try and get people to pay upfront.

**Boost donations by hosting a bake sale, drinks stand, BBQ or raffle on the side!**
Reach out to local businesses, supermarkets and sports companies for raffle prizes

## How much could it raise?
- Ellie (Leeds 2025) - Netball tournament with bake sale and raffle, raised **over £1200**
- Ian (AtkinsRealis 2025) - Golf day, raised **£1000**

# Curry Night / Dinner Party

**Step 1:** Decide where you'll host your dinner party. If you have space at home this can save on costs for a venue, otherwise a church hall or village hall can be a great option!

**Step 2:** Catering the dinner party! Decide if you would like to fully cater the party yourself (either by cooking or ordering from local restaurants), or if you would like a potluck-style event where everyone brings a dish.

If you plan to cater the party yourself, reach out to local restaurants and takeaways to see if you can negotiate a discount for a large order. You can then sell tickets to your event at an increased price, with the profits going towards your fundraising!

If you would prefer a potluck style party, ask friends and family to bring a dish to come for free, or donate to your fundraising page instead. You can use the event to chat to people about your challenge and encourage them to donate, or host a raffle/game on the side to boost donations!

**Keep your guests entertained with games, a raffle, or live music!**
A raffle on the side of an event is a great way to boost the fundraising! Charge £2 per ticket, and announce the winner at the end of the meal.

You could also provide mini table games, or live music to keep guests entertained - ask any musical friends if they would be happy to perform!!

## How much could it raise?

- Frankie (AtkinsRealis 2025) - curry night, raised **over £2000**

- Demelza (Leeds 2025) - friends dinner party, raised **£500**

# Themed club nights

**Themed nights out are great events to celebrate the end of exams, or return to uni after the holidays. Past events have included 80s nights, Valentine's Discos and Techno parties!**

**Step 1:** Reach out to local venues to see if any would be happy to host an event with you. You may be able to get the venue for a discount if you let them know the event is for charity!

**Step 2:** Pick your theme! Choose a theme that will be easy to find decorations and music for. You can even encourage guests to come in costume, and have a **costume competition** for the winners!
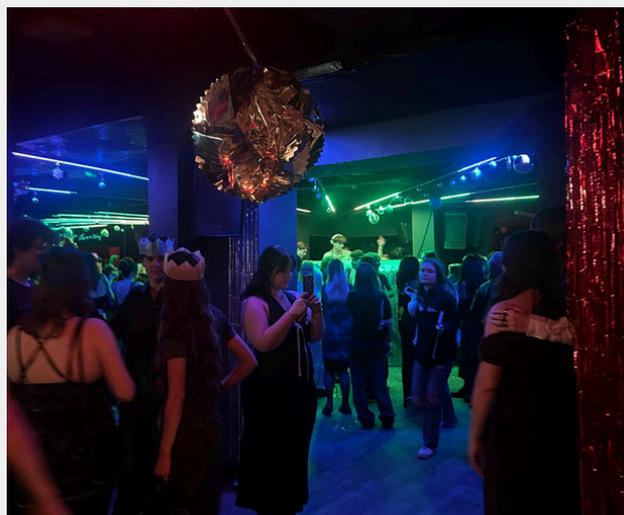
**Step 3:** Find a DJ. Ask around friends or university societies to find someone to DJ the event. The venue may also have some recommendations

**Step 3:** Advertise your event through the SU, student societies, and the venue itself. Post the details in group chats, send directly to friends that might be interested, and ask the SU if you can put up posters on campus. Sell tickets through Eventbrite - try and sell as many as possible in advance, with some available to buy on the door.

**Step 4:** Reach out to local businesses for costume competition/raffle prizes!

### On the night:

- Ask some friends to help you out on the door, selling tickets and judging the costume competition!



## How much could it raise?

- Frances (Manchester 2026) - Winter Ball, raised **£1530**

- Ewan (Edinburgh 2025) - Techno Party, raised **£930**

- Amelia and Emily (Sheffield 2025) - Galentine's Event, raised **£600**

# Event planning template

## Brainstorming stage

| | |
|---|---|
| **Type/Name of event** | |
| **Potential dates** | |
| **Potential venues (tick when contacted)** | ☐ ☐ ☐ ☐ ☐ |
| **Venue Capacity** | |
| **Who might this event appeal to? What is your target audience / who are you able to invite?** | |
| **Will you need people to help you set up and host the event? If so - who, and how many?** | |
| **Where will you sell tickets?** | |
| **Where will you advertise the event?** | |

# Budgeting your event

| | |
|---|---|
| **What is your fundraising goal for the event?** | |
| **Make a list of all your costs - venue hire, decorations, food/drinks, entertainment etc** | |
| **Total cost:** | |
| **Add all of your costs to your fundraising goal to get your overall target.** <br> Total costs + fundraising goal = overall taget: | |
| **Based on your overall target and your venue capacity work out how much you should charge per ticket.** <br> Overall target / venue capacity = ticket price | |
| **What is the minimum number of tickets you need to sell to cover your initial costs?** <br> Total cost / ticket price | |
| **What other ways could you raise money?** eg. raffles, costume competition, bake sale... | |

# Checklist

| Action | Timeline | ✓ |
|---|---|---|
| Venue confirmed | 4 - 6 weeks in advance | |
| DJ / entertainment confirmed | 4 - 6 weeks in advance | |
| Event page created on Eventbrite / ticket sales platform | 4 weeks in advance | |
| Social media promotion - shared on Instagram, Facebook and group chats | 4 weeks in advance, regular reminders | |
| Ticket sales live | 2 - 4 weeks in advance | |
| Raffle / competition prizes confirmed | 2 - 4 weeks in advance | |
| Event schedule planned and shared with venue and helpers | 2 weeks in advance | |
| Food / drinks purchased (if necessary) | 2 - 3 days before | |
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