



## Event Guide

# Open Gardens Event



A great idea to bring the local community together. A minimum of six local gardens (large and small) are available for people to look around. Tickets are sold in local shops and included is a map showing garden locations. At certain gardens, the garden owners may care to provide afternoon tea or organise a raffle to raise more money for CLDF.

**Amount event could raise: £200 - £1,000 depending on the ingenuity and time from garden owners**

### Planning

About 3-4 months prior to the event

- ✚ Speak to local gardeners and see if they would be prepared to open their gardens to the local public.
- ✚ Call garden owners to a meeting and agree a date and time (often an afternoon, 2 – 5 is perfect).
- ✚ Discuss with garden owners about ticket price and places where tickets can be sold
- ✚ Discuss with garden owners about putting together a map of locations and if there are any particular skills amongst the organising group (or they may have ideas of local people who would be good to get on the organising group).
- ✚ Discuss with garden owners about ideas for making more money e.g. a raffle at one location, cream teas at another, games like a bran tub or boules at another, BBQ. Encourage creativity!
- ✚ Identify whether gardeners are happy to have publicity.
- ✚ Tell CLDF all about your ideas and plans and see what ideas and materials CLDF can supply to help.

### Organising

2 months prior to the event

- ✚ Start writing a thank you list – identify everyone who helps you on the way to organising this event so you can thank them afterwards (or ask CLDF to write a note of thanks to them)
- ✚ Put together a list of what people are doing and where.
- ✚ Contact local companies and shops for raffle prizes
- ✚ Approach local shops about selling tickets and displaying posters.
- ✚ Put together a poster – CLDF has blank A4 posters for your use
- ✚ Design and print tickets
- ✚ Develop a map and encourage people to walk by foot to the gardens (if possible). Do mark on where people can get refreshments.
- ✚ Order materials such as a banner, balloons, and CLDF leaflets, collecting buckets and boxes and posters. Book in plenty of time.
- ✚ Order t-shirts for garden owners or tabards from garden owners from CLDF.
- ✚ Contact CLDF to request that local supporters are mailed details so that they can join in.
- ✚ Contact CLDF to discuss publicity opportunities.
- ✚ Organise open garden signs outside each house taking part.

1 week prior

- ✚ Walk the route and identify any issues



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- ✚ Check with all garden owners that they are happy to proceed and provide with open garden signs.
  - ✚ Advise garden owners to lock all house doors on the day.
  - ✚ Ask garden owners to take pictures of their visitors.
  - ✚ Check for any issues and advise on the number of tickets sold.
  - ✚ Provide garden owners with bags to place money in
  - ✚ Hand out CLDF items such as balloons and collecting boxes.
  - ✚ Provide garden owners with CLDF t-shirts or tabards.

### On the day

- ✚ Check all the gardens are going to be open.
- ✚ Have a camera to hand to record the day's events.
- ✚ Have spare maps in each location.
- ✚ Enjoy the day!

### After the event

- ✚ Collect monies from garden owners and thank them for their efforts.
- ✚ Collect photos from garden owners. Do send some to CLDF for the website or possible Delivery inclusion.
- ✚ Count money and send to CLDF.
- ✚ Liaise with CLDF about a press release to announce how much was raised.
- ✚ Inform garden owners how much was raised and thank them for their efforts – CLDF is also happy letters of thanks too. A nice way to thank people is to invite them to your and thank them with a glass of wine or coffee and biscuits and tell them how much their efforts have raised.
- ✚ CLDF can send letters of thanks to garden people and prize donors.

### Other things to consider:

- ✚ Doing an event once is the learning curve and repeating it on an annual event gets easier. Why not consider turning a successful event into an annual one? It can develop a life of its own.
- ✚ CLDF wishes to establish local groups of people keen to support CLDF. Could this be an opportunity to develop a local group which can take ideas like this forward and make a real impact in the local community? If you would like to develop this further, call the CLDF fundraising team – contact details are below.

### Need more help or information?

#### Fundraising contact details:

☎ 0121 212 6022  
✉ [fundraising@childliverdisease.org](mailto:fundraising@childliverdisease.org)

#### Publicity contact details:

☎ 0121 212 6015  
✉ [communications@childliverdisease.org](mailto:communications@childliverdisease.org)