



## Event Guide

### Picnic in the Park



Invite friends and family to bring a picnic to the local park. Organise a raffle and have a fun afternoon.

There are ways to make more money – sell tickets, have a theme, e.g. teddy bears' picnic and charge for entry. Why not have fancy dress? What about a treasure hunt?

**Amount event could raise: £100 - £300**

### Planning

This event takes little planning as everyone brings their own picnic and you can scale things up as you like. However, to raise money it's well worth while planning a raffle. If you publicise this event widely then you will need to consider informing the park, public liability, publicity, health and safety etc. The CLDF fundraising team will be happy to give advice.

Other things you might want to consider are:

- ✚ Selling tickets
- ✚ Have a theme – teddy bears' picnic (tell all the children to bring a teddy and have a competition for the best dressed teddy or the most novel bear's picnic, Edwardian picnic or games picnic)
- ✚ Have some park games – frisbee, rounders, giant connect 4, football, French cricket, world challenges – eating a donut without licking your lips
- ✚ Organise a treasure hunt (you could even theme your treasure hunt e.g. Harry Potter)
- ✚ Find a park which has BBQ's for hire
- ✚ Contact CLDF and ask for local supporters to be told of your event – we're happy to mail local supporters
- ✚ Tell CLDF so they can keep in touch and help out with publicity (if you want it)

### Organising

#### Up to 3 weeks prior

- ✚ Decide on your theme and activities
- ✚ Make tickets and sell
- ✚ Contact local shops and companies for raffle prizes (CLDF can provide a sample letter, and letterhead)
- ✚ Buy raffle tickets
- ✚ Tell family and friends (ask them for raffle prize donations) and get them to be there!
- ✚ Buy raffle tickets, prepare float for sales and a box to put the folded stubs in (you might find a local hall will lend you a tombola)
- ✚ Organise games and prizes if you wish (aim to have as much donated as possible)
- ✚ Make a check list of items to take
- ✚ Organise helpers for the day – putting up banner, selling tickets and telling people about CLDF
- ✚ Consider having a small CLDF stand with information – contact CLDF for some leaflets, collecting box.
- ✚ Do you need a CLDF banner? A banner is available on loan from CLDF – contact CLDF about 3 weeks prior to your event to ensure they book one for you.
- ✚ Keep in touch with CLDF – we're always interested to hear from you.



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- ✚ Speak to CLDF communications officer and get some hints on taking photos which can be used for places like Delivery and the CLDF website.

### **1 week prior**

- ✚ Get change for raffle
- ✚ Start a check list for the items you need to take
- ✚ Plan your picnic so you have a fun time too!

### **On the day**

- ✚ Bring picnic!
- ✚ Bring raffle prizes, tickets, float box and tombola
- ✚ Bring games or other props and CLDF table items
- ✚ Bring camera and take photos

Have fun!

### **After the event**

- ✚ Tell CLDF all about your event, how much it raised and send pictures for the website and possibly Delivery
- ✚ Tell family, friends and supporters how much you raised
- ✚ Contact raffle prize donors and tell them how much you raised
- ✚ Contact CLDF's communications contact and ask them to issue a press release and a photo (if you have a really good picture) – if this is what you wish
- ✚ Tell the CLDF fundraising team of any tips and advice that can be used to update this guide and make it more helpful.

### **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

#### **Publicity contact details:**

☎ 0121 212 6015  
✉ communications@childliverdisease.org