

# How to run a Tommy's Tea



Are you looking for a quick and easy way to generate more donations to hit your fundraising target? (Of course you are!) then a Tommy's Tea is the perfect event to host.

We have put together a quick guide to help you organise a successful and stress-free event!

## 1. Pick a date and venue

Decide on a date that works best for you, people are more gluttonous the closer to the weekend you get. Then think about who you want to attend most and pick the most convenient location for them. Friends and family? Host at home. Work colleagues – use the lunch room or a meeting room. Want to go bigger, try the local church hall, community centre or anywhere else you can find.

## 2. Invite everyone

Invite friends, family, colleagues, neighbours, entire organisations even - if you know anyone at the WI, get them all down! Once you've figured out who to invite make sure to shout about your event - send out an email, make some phone calls and put up posters.



## 3. Tea and cake

Buy it from a shop, bake some yourself, or ask your guests to contribute cake as well as their presence!

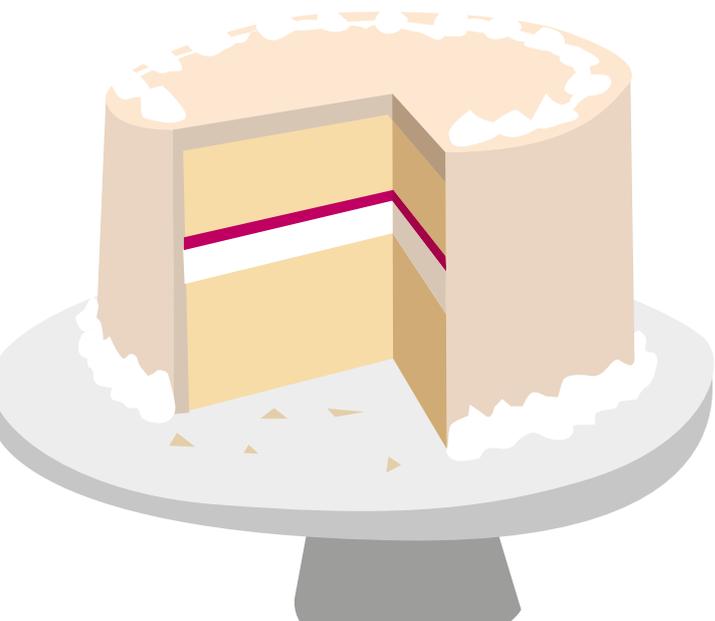


## 4. Remind everyone about the event

Make sure to give your guests plenty of notice and send out a reminder the day before the event and even again just before it starts, so that no one misses out. Remember people are busy, so sometimes things can be easily forgotten, but everyone loves a cup of tea and cake - so they'll definitely thank you later.

## 5. Make it look great

Make sure to request a fundraising pack so we can send you everything you need to make your event look great, Tommy's style! We'll include a banner, balloons, posters and collections boxes. These events are not only great for fundraising, but also for raising awareness too.





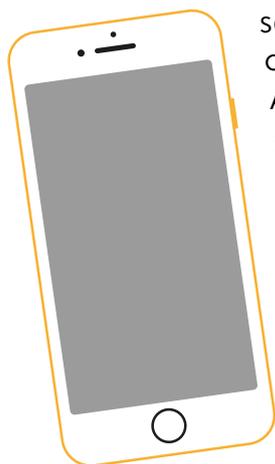
## 6. Ask for money

It's simple. Just ask your guests to make a donation for their tea and cake – they can pay in cash on the day or make a donation to your online page.

If you want to really step it up, you could run a competition too like guess how many sweets are in the jar, or even host a raffle! It's completely up to you how you run the event.

## 7. Share your success

Be sure to take photos during the event so that you can share them on social media and your online donation page afterwards. As well as thanking your guests, you can use this as an opportunity to remind those who couldn't make it that they can still donate to your page! Every mention of Tommy's on your social and online platforms supports us in raising awareness too - you superstar!



## Send in your money

If people donated via cash



**Online:** the easiest way to pay is to bank all the money and then pay the lump sum via our website at [tommys.org](http://tommys.org). You can say how you raised the money through our donation form.

**By post:** If you receive cheques made out to you or cash, please bank them and make a new one out to us with your cheque book. We will also need your name and the name of your event so we can allocate the cheque to your total. Please do not send cash via the post.

**By phone (with your credit/debit card):** Call 020 7398 3481 or 020 7398 3400 and we can take the money over the phone.



# Tommy's

Together, for every baby