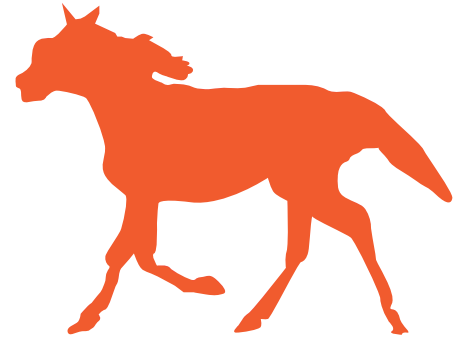


HOW TO ORGANISE...

A RACE NIGHT

THINGS TO THINK ABOUT BEFORE YOU START

- Venue – a school hall is ideal – not too big to lose the atmosphere but big enough to fit about 150 people comfortably around tables, leaving enough room to get up and move around. Also allow for a raffle prizes table. A second room for food distribution is ideal too.
- Decide how many people will be in each group – ideally 8-10 people round each table. This way if you have 150 people in groups of ten – you only need to sell to 15 tables.
- How are you going to feed them? You could arrange for a fish & chip shop to deliver halfway through the evening – minimum preparation and minimum clearing up. You can offer a limited choice, fish, sausage or vege-burger for example, but charge everyone the same. You could ask people to bring picnics. If you decide to provide food please be aware of rules and regulations outlined by the Food Standards Agency.
- Decide on the ticket price – this should cover supper, hall hire and hire of the racemaster. Try to aim for about £10 minimum.
- Does the venue hold a liquor licence? If not, a temporary licence can be obtained from your local magistrates court or your local pub may do a mobile bar, but there will be cost implications for this. You could operate a 'bring your own' policy - people who aren't paying for drinks will sometimes spend more on auctions/raffles.
- Try to arrange a small prize for seven races, something with a value of around £10 – try to get these donated.
- Try to sell all horses from the first seven races in the weeks preceding the event. Buyers can name their horse, and then you can produce a small programme with the named horses and their owners. The owner of the winning horse in each race is given the race prize. If you sell all the horses for £5 this will raise £280.
- Seek sponsorship for each race (£10-£20) from local businesses. In return for the sponsorship they can name their race, and you can print their logo next to the race name in your programme. If you can get all seven races sponsored this can raise between £70 and £140.
- Are you going to have a raffle? Start asking for prizes. You usually have more luck using personal contacts rather than 'cold mailing'. If you have a really good first prize, consider getting a licence from your CF Trust Regional Fundraising Manager (RFM) to sell the tickets prior to the event. You would then need to get tickets printed and ask friends and supporters to sell them for you.



PREPARATION BEFORE THE EVENT

- Book the race master at least four months in advance, check your local yellow pages for entertainment companies which run race nights. They will set up the big screens and explain exactly how to run the event. They can bring people to run the betting, but it is cheaper to provide your own and not hugely difficult.
- Produce a flyer – include details of the event – date, time, venue and what's included in the price. Have a tear off slip at the bottom for booking tickets and requesting type of food. Advertise an arrival time at least half an hour before the event is due to begin – leave space for the stragglers.
- Contact your local press to promote the event.
- Contact your RFM to advertise the event on their web page or in future CF Trust publications.
- Produce tickets – entry by ticket only means you will know exactly how much food is required. Contact your

www.cftrust.org.uk

11 London Road Bromley Kent BR1 1BY Tel: 020 8464 7211 Fax: 020 8313 0472 events@cftrust.org.uk

Patron: HRH Princess Alexandra, the Hon. Lady Ogilvy, KG, GCVO President: Duncan Bluck CBE
Cystic Fibrosis Trust registered as a charity in England and Wales (1079049) and in Scotland (SC40196)
A company limited by guarantee registered in England and Wales number 3880213
Registered office: 11 London Road Bromley Kent BR1 1BY

HOW TO ORGANISE...

A RACE NIGHT

RFM for the CF Trust logo and charity number.

- Book food – include some extras, just in case.
- Produce programme at least three per table for people to choose their horses – sometimes the race master will provide a master copy of these.
- Produce table numbers and a rough plan of the room – it is always easier if you give groups somewhere to sit.
- Ask friends to help – You will be far too busy making sure every one is having a good time! You will need three for the tote, two to sell raffle tickets and draw the raffle, one to sell any horses not yet sold, and two to arrange the food.

ON THE DAY

- Arrive early as the hall will need to be laid out. Arrange the tables so that there is plenty of room to move around. You will need a table for the raffle prizes, one for the race prizes, two for the tote and one in the middle for the projector. Make sure everyone can see the big screen will be.
- Put the table numbers on each table and a plan outside so people can look before they come in. Alternatively people can pick a table as they arrive.
- Make sure the room is well signposted.
- Before the event begins decide if you or someone else is going to make the announcements. The evening will have to be introduced, keep everything brief – people are there for a good time. They will want to know what the event is raising money for, how and where to bet, what time dinner is arriving and where they collect it from, where the toilets are, who is selling raffle tickets.
- If you're using a PA system, which is advisable, do a sound check so you know how the equipment works.
- The betting works by people choosing the horse they wish to back and betting, often in 50p bets, but they can place as many bets as they choose. Around 30% of the funds betted are taken for the charity and the rest gets paid out in prizes. The race master usually works out the payouts for you.
- Ensure the cash handling procedure puts no one at risk.
- Inform everybody that you are going to auction the horses in the last race. Suggest that they club together as a table, as there will only be eight chances to own. The winning horse owners get back half of all bids. For example – 10 people to a table, they all put in £5 and each horse is auctioned for £50. Total auction money £400. The charity takes £200 and the winner gets £200.

From this, you can see how the profit can build up - £500 from selling the horses is a great start, add to this the raffle funds and the cash you make from the actual betting and up to £2,000 is almost easy!

AFTER THE EVENT

- Immediately – you will probably have to pay the race master, the venue and the food supplier on the night.
- Write to any companies who supplied donations or prizes to thank them and let them know how much was raised.
- Thank all the volunteers.
- Deliver any raffle prizes to those who can't make the event.
- Book up for next year!

OPTIONAL EXTRAS / ADDITIONAL IDEAS

There are many variations on this theme: pig racing, and snail racing, even horse races where you are the horse and jockey. They are all based on a similar layout and would use similar considerations.

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