



Charity Events

Many clients choose us because we offer a great service with packages that are suitable for those on a tighter budget. If you're planning a charity event for the first time, you may find the following information useful.

When it is well-planned, a fundraising ceilidh can be a very successful way to raise profile as well as funds.

1. Ticket prices

You will know your guests better than us as to what prices they'll be willing to pay. It's a good idea to offer discounts for block bookings and unwaged guests. It's worth budgeting the cost of food as well as the venue and band into your ticket price.

2. Venue location

Ensure your guests can reach your venue easily. If they do not know where it is, make the directions explicit. People are less likely to want to go somewhere if they can't picture how to get there.

It's also worthwhile ensuring that the date is not coinciding with a cup final, party weekend (eg last Saturday before Christmas), TV show final!

3. Fundraising ideas

- The band can arrange "penny waltz" dances, prize dances and other games should you wish to collect a little extra for the cause.
- Ask local businesses for raffle prizes in exchange for a mention in the programme.
- Have a human auction where people's services are auctioned off for a price.
- Slide coins towards a bottle of whisky (there must be a name for that?)
- Have a party-trick competition.

Please note that auctions and raffles can take a long time. Limit your number of prizes so the process does not drag on. Plan these events for the break in the music, not for the end of the night.

4. Promotion

We can provide high-resolution, high quality promotional images for your promo material. (see the 'downloads' section of our site www.thejiggers.co.uk)

- * Print posters!
- * Consider advertising on local radio stations/ newspapers.
- * Give the event a catchy name (e.g. "Hooley at the Hall/The Big Jig") to stick in people's minds.
- * Pass on our sound samples by email to let friends hear what they can expect.
- * Mention your event 3 months in advance. Sell tickets 2 months in advance. Mention the event every week for the 4 weeks running up to the event, and every day in the last week!
- * Clarify whether it is a family event or not.
- * Offer one free drink/raffle ticket with every ticket bought in advance.
- * Get people to confirm before the event.
- * Meet new people and groups in your community and invite them to your event, selling it as a way of getting to know new people.