

GREEN GECKO VOLUNTEERS' GUIDE

How to organise a successful cinema fundraiser

A charity cinema event is a great way to raise money for Green Gecko.

Here are eight simple steps to help you pull together a great fundraising event, and details of a successful cinema night held in Sydney in October 2010.

1) Choose the right cinema and film

Finding a convenient venue and appealing film go hand in hand when arranging a charity cinema event.

- Your first step should be to choose a film that lots of people will be interested in coming to see.
- Select a film that's being talked about in the media or among your friends, or that you know people in your network will want to see.
- A good website for checking out upcoming Australian market releases is www.yourmovies.com.au/releaseDates.
- Once you've shortlisted a couple of film options, call round your local cinemas and see if they are planning on showing the film in the next few months. You'll need at least four weeks to organise the event, so give yourself some breathing space by choosing a film that has a delay before it arrives in Australia.
- Capture people's hearts and share the Gecko story by downloading Kim Suan's story (available on YouTube or the Green Gecko website). It's also worth dropping the Gecko crew a line just in case anyone from the Siem Reap team will be in Australia at the same time as the event.
- Choose a cinema that offers a reduced rate for fundraising events. More and more cinemas are doing this (particularly independents) as you're helping them fill seats and promoting them through the event.
- Make sure that you schedule in enough time, ideally 40 minutes to an hour, to mingle with guests, do a short presentation about Green Gecko and hold an auction or raffle before the film starts.
- Bring the event to life by using elements of the film throughout tickets, promotion and the event itself.

2) Get some help!

- There's a lot to organise for an event like this, so recruit helpers early and share the load.
- If your helpers aren't familiar with Green Gecko, it's worth sharing the Green Gecko story with them first up front. Resources such as the Green Gecko website and Kim Suan's video are a great way to do this, as well as telling them about your own experiences with Green Gecko.
- It's important to have a central person making sure the event comes together, so make sure you are clear on what you can delegate and what you'll need to do yourself.

3) Decide how to cost, design and distribute your tickets

To maximise fundraising it is vital to set a higher price than the base ticket price and keep your costs as low as possible.

Pricing your tickets

- Think about your prospective audience and what they will be willing to pay for not only to see the film but also to support a good cause and have a great night out.
- For example, if your chosen cinema is able to sell you each ticket for \$13 and you are able to sell them for \$20 you're going to be making a \$7 profit from each one.
- From that \$7 profit you then need to subtract costs for the event, such as design, printing, postage, admin and any promotional costs.
- The final profit per ticket therefore needs to cover the base ticket price paid to the cinema, plus costs to sell the tickets and still return a surplus profit that can be passed on to Green Gecko.

Ticket design

- Often the cinema you've chosen will have a standard template for tickets, which will save on design if used. If you want to create something more individual, check the minimum requirements for the ticket design (film, date, location etc) and work out how that will affect distribution costs.
- The more engaging the event and ticket, the more interest you'll receive. Make sure the ticket looks good, summarises the what, why, when and where of the event and convinces the recipient it's a 'must see'.

Ticket distribution

- One of the biggest decisions you'll need to make is how you sell and distribute the tickets.
- The main options are:
 - Self ticketing - Get people to pay directly into a nominated bank account and manage the ticket sales yourself. This will secure the maximum amount of profit for Green Gecko but will need you to set up a system to track payments, provide proof of purchase, post out tickets yourself or arrange a pick up system for the door on the night. Check with an accountant as to whether there are any taxation issues to factor in (such as GST).
 - Third party - Sell tickets using a third party organisation such as Moshtix that will produce individual tickets and track sales. In return for managing some or all of the ticket issuing process they take a cut of profit on each ticket, reducing the amount the event will raise for Green Gecko.
- When you know the target number of attendees you're aiming for (i.e. the number of cinema seats to fill) contact your friends, family, colleagues and other networks.
- As well as email, telephone and face-to-face, make sure you use your social networks.

4) Hold a prize raffle or auction

Auctioning prizes creates another way to entertain people at your event and raise funds for Green Gecko.

Finding prizes

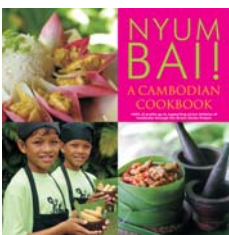
- Approach your social or professional networks to see if they are interested in providing prizes for the event.

- Prizes can be anything that will attract a \$ bid from attendees. They can include experiences, meal or gift vouchers, premium food or alcohol, watches or other retail items, subscriptions and much more.
- Consider approaching local businesses to support the event. This could involve a restaurant donating a meal or a company offering free products/services, linked to the event's theme.
- Decide whether to fundraise through an auction or raffle, based on the types of prizes you secure:
 - Auction - Prizes should be highly desirable to encourage lively bidding. To save time and keep bidders interested, it's best to consider packaging items together and theming them e.g. a meal out and bottle of champagne
 - Raffle - If you have a lot of lower value prizes or small audience (less than 60 people) a raffle may work best. Sell tickets from the beginning of the event and draw winners out the hat before the film starts. This will depend on you or your helpers reaching everyone in a short time (between arrival and the start of the film)
- It's best to run the auction/raffle before the film starts, following a short presentation on Green Gecko to get everyone in the mood to raise money for a good cause. After the film, people tend to disperse and it's hard to assemble/address the crowd again.
- A confident and charismatic MC or speaker is essential for creating energy and participation in the auction/raffle, as is a microphone!
- Someone needs to take note of the winners and arrange for them to pay and collect their prizes.
- Awarding a 'best dressed' prize, such as a bottle of wine, at the event is also a great way to create excitement and participation.

5) Bring Green Gecko to life at the event

Showing Kim Suan's video is a great way to tell Green Gecko's story at the event.

Selling Green Gecko merchandise such as caps, cookbooks, wristbands and greeting cards is also fantastic for raising extra funds at the event and making people feel connected to Green Gecko.



You can buy merchandise from the Green Gecko online gift shop to resell on the night. Remember they will refund any unsold items that are sent back to the Gecko gift shop volunteers (Tania's mum!) in Sydney after your event as long as they are still in new condition, so buy up big!

6) Promote the event

- Contact your local paper, radio station or community website. Ask them to profile the event, encourage their readers/listeners to buy tickets and invite them along.
- Promote the event through your social networks such as Facebook and Twitter, where your direct contacts can recommend other people to come along. If you're able to, create an event or widget (thumbnail picture and paragraph) that friends can post in their news feed.

- Look for a suitable business to partner with (taking into account their fit with Green Gecko's values) as they may be able to cover some costs, encourage their customers to attend or help with staffing the event in exchange for branding at the event and the positive reflection on their reputation.
- Rotary Australia supports Green Gecko, so you might like to approach your local club to see if they can assist with promotion or volunteers, or are interested in coming along on the night

7) Be prepared

- Use a checklist or to do list to stay across all aspect of the event
- Having a helper on hand at the event will allow you to manage any issues.
- In the run up to the event, consider whether you'll need:
 - A ticket pick-up desk at the entrance to the event.
 - A TV screen to run the Green Gecko video featuring Kim Suan in the background throughout the pre-movie events.
 - A prize table so people can see what they might like to bid on or buy a raffle ticket for.
 - A podium or raised area for the speaker or MC to introduce Green Gecko and run the auction/raffle.
 - A bar so people can buy drinks/order food.
 - Seating for attendees.
 - A form for collecting names of people who are interested in receiving Green Gecko's newsletter.

8) Supporting Green Gecko

You did it... Congratulations! The final, and most satisfying, stage of organising a charity cinema night is to tally up and transfer the money you raised to Green Gecko.

- Depending on your specific event, the total raised could include:
 - Ticket sales
 - Money raised from auction/raffle
 - Money raised from merchandise sales
 - Donations received from people on the night/unable to make the event
- Once you have collected all your funds, check the 'Make a donation' page on the Green Gecko website to find out the best way to transfer funds from your country.

Charity Cinema Fundraiser: 'Green is Good: Wall Street 2' opening night

October 2010, Randwick Ritz, Sydney, Australia

Website

Ticket



Email

Full house!

Event details...

Local business partner: The Intelligent Investor

Best dressed (in green): Bottle of champagne

Auction prizes: Sydney harbour cruise, Cambodian meal, beer and wine, Cambodian Buddha hand, night with Intelligent Investor analysts and 2-year subscription (worth \$1,095), athletes watch, \$300 Westfield vouchers and more...

Prizes supplied by: Liep's Cambodian Cuisine, Lion Nathan, Motor Yacht Charters Sydney, The Intelligent Investor, Cellarmaster, Westfield...

If you are planning a charity cinema night and have any specific questions please contact Janine Hoffman at janineashoffman@me.com.