



HOW TO ORGANISE A COFFEE MORNING

Coffee mornings are the bread and butter of fundraising. They provide a wonderful opportunity to get your favourite people, colleagues or even your wider community together to catch up, have a natter, eat some cake and raise some dough to help power our life saving research!



Before your event



- **First things first** – find a venue, this could be your own home or a village hall. If using a public venue, make sure to check on any licences you might need.
- **Timing** – depending on who you plan to invite to your fundraiser, think carefully about an event date so not to clash with any major sports or cultural events.
- **Ideas** – give lots of thought to how you can make the most of your fundraiser and raise as much as possible.
Promotion – if you're having a community coffee morning, contact your local newspaper and radio to advertise your event and share posters and leaflets around the area.
- **Community support** – as it's for charity, maybe your local supermarket or bakery would donate some delicious cakes or other goodies? It's worth asking!

During your event



- **Inspire** – plan a moment to say a few words about heart disease and BHF's work so people understand the difference their support makes. Alternatively, if you have the technology, you could play one of our videos. Make sure to have one of our collection boxes on display to encourage donations.
- **Fundraising** – include fun activities and competitions like 'guess the weight of the cake' or host a bake off and have guests vote for their favourite. Why not see if local businesses will donate some prizes?

After your event



- **Banking** – count, record and bank the money you raise as soon as you can. It's a good idea to share responsibility for this amongst more than one person and to prepare in advance by getting some money bags from the bank.
- **Thanking** – remember to follow up with guests, sponsors and volunteers to thank them and let them know how much was raised to help fund life saving research.

Top tips



- **Food and drink** – as you're likely to be selling cakes it is essential to label things for allergens. Head over to the Food Standards Agency website for further advice – food.gov.uk
- **Social media** – spread the word by setting up a Facebook event page and let us know how your fundraising activity is going with regular updates – remember to tag us so we can see what you're up to and say thank you!
- **Double your money** – ask your team of helpers if they work for a company that offers matched giving and encourage them to apply if they do.
- **Licences** – check what licences will be required. For example, selling alcohol and playing music both require a license.
- **More support** – if you have any queries please contact your local fundraising manager or email our supporter service centre heretohelp@bhf.org.uk

Keeping it safe and legal



It's important that you are safe and legal whilst fundraising in aid of the BHF. Please visit our 'Keeping it Safe and Legal' guidance at: bhf.org.uk/keep-it-legal

If you're one of our registered fundraising groups, please visit the 'Your Responsibilities' guidelines in the Volunteer Fundraising Zone, or give us a call if you have any questions or concerns.



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