



Planning a Bar Party!

~ A Step-By-Step Guide ~

Happy hours are a great way to engage friends and co-workers in your fundraising, while also giving them great deals on drinks/food and an excuse to head out to a fun happy hour spot! Here is a step-by-step guide to planning your own Bar Party fundraiser...

#1-Pick your venue:

Location, location, location! Don't worry about picking the most popular bar in the city; pick your venue based on your target audience. Are you targeting co-workers? Pick a venue within a block or two of your office. Targeting friends who work in different neighborhoods? Pick a venue convenient to a major transportation hub.

#2- Approaching the venue:

- **Stop by in-person-** A face-to-face ask usually works best. Try stopping by the bar or restaurant just before opening (for many places, 4 pm is an ideal time to catch the manager before the crowds hit!) TNT can provide you with a "Letter of Participation" to document your involvement with TNT and LLS- contact your coordinator.
- **Show your value-** Let them know about how many people you expect to drive home the business your event will bring them ("I am planning to invite 50 of my co-workers...we work right around the corner, so I think the turnout could be great!")
- **Ask for a drink special-** Some places may have a set special they offer for charitable events, but others may be open to suggestions. Here are a couple of examples of deals TNT participants have received in the past (see "Friendly Venues" for a complete list):
 - *Red Sky (47 E. 29th, between Madison & Park)*
Charge a \$10 or \$15 cover at the door (100% goes to participant's fundraising) and attendees receive an extended happy hour for the event. Drink specials include \$3 Bud/Bud Lt. drafts, \$4 appletinis & cosmos, \$5 well-drinks.
 - *Whistlin' Dixie Texas Tavern/ Town Tavern (714 11th Ave/134 West 3rd St.)*
Charge a \$10 or \$15 cover at the door (100% goes to participant's fundraising) and attendees receive discounted drinks (\$3 domestic drafts, \$4 well-drinks) for 3 hours OR participants may choose to do an open bar for \$40 per person (\$10-\$20/attendee goes back to participant's fundraising). Bars also throw in a free tray of appetizers, & a \$100 gift card and t-shirt to raffle off.

- **Do not guarantee numbers of people & do not pay for a space-** TNT recommends against putting up your own money for bar events. Your party does not require a private space (unless the bar offers it for free!), so plan to provide bracelets or a stamp to your attendees in order to distinguish them from the normal bar crowd.

#3- Promoting your party:

- **Send out a save-the-date-** Send a quick email or evite out to friends/co-workers, asking them to mark your event down in their calendars; usually best if sent 3-4 weeks from the event date.
- **Create an official invite-** Whether you use evite, or just create an email or paper invite, send out the official invite about 2 weeks prior to the event date. Things to include:
 - **Location** – Venue, address & directions
 - **Time** – If it's a 3 hour event, stress that people can stop by any time and can stay as long or as short as they like!
 - **Price/Cover Charge** – Drive home the amount that will be donated to LLS!
 - **Drink Specials** – How do they benefit? What savings will they receive?
 - **Why?** Let them know why their support means so much to you and to LLS
 - **Forward to 5 friends** – Ask guests to forward to 5 friends or co-workers, tell them how much in additional fundraising that could be (i.e. “please feel free to invite friends and co-workers; 5 more people could mean \$50 for LLS! \$50 can pay for a cancer patient’s cab rides for a week to and from the hospital during treatment!

#4- Add-ons to boost your profits!

- **Hold a raffle-** Gather 2 or 3 (or more) items that can be raffled off on the evening of your events. Sell tickets for \$5 a piece - or \$20 for 5 tickets – throughout the night. (Often you can hit up anyone at the bar, not just your attendees.) Rather than using actual raffle tickets, just have people write their names and email addresses on a slip of paper, that way if they have to leave before the actual drawing, they can still be contacted to pick up their prize!

Don't sweat *what* the prizes are too much- the fact is, people just want to WIN something! Here some examples:

- *Gift certificates to anywhere/for anything!* Nail salons, spas, restaurants, wine bars, yoga class, boutiques, movie theaters, etc.
 - *Gym memberships or personal training sessions-* ask your gym or a neighborhood gym if they can donate a membership or training sessions; participants have been successful in securing anywhere from 1 month to 1 year memberships!
 - *Tickets to a sporting event or show!* Think of who you know with season tickets to hockey, baseball, football, etc & ask for a weekday game that they might not mind donating; you might also approach smaller theaters about donating tickets.
 - *Ask your friends to donate their companies' products or services:* think of people who work at advertising agencies, PR firms, in fashion, etc...and see if they can secure a donation from their companies.
- **Include a gimmick-** Try adding a competition to the mix (and charge “admission” to play), such as trivia night, beer pong, flip cup or hold a date auction!