

Top tips coffee morning

Decide on the size of your coffee morning

Coffee mornings can range from small events in your home to larger events open to the public in venues such as church halls or social clubs. Decide what size you want your coffee morning to be, taking into consideration the amount of time and energy required to organise the event, as well as your family and network of co-workers and friends who are likely to attend or help out.

Understand your audience

Who do you want to attend your coffee morning? What is the age group of your audience? Are they families with children? If so, will you have activities for children at your event? When would be the best time for people to attend your coffee morning and how can you best reach them with event advertising or promotion? Knowing your audience will help you determine the location, date, food, beverages and entertainment for your event.

Set a time and date

Choose a time and date that doesn't clash with other events in your social circle and community. Avoid public holidays as people often go away and give yourself enough time to plan, organise and promote your coffee morning.

Ask friends and family to help

Many hands make light work, so divide up responsibilities! If you are holding a large coffee morning you may want to set up an informal committee. Ask committee members if they have any connections in the community who can assist with your event. Get your committee to help with coordinating refreshments, promoting the event, securing prizes, selling tickets, handling money and cleaning up.

Choose the right venue

The number of people you intend on inviting to your coffee morning will determine the size of your venue. Your own living room, garden or office place will be perfect for a smaller gathering, whereas a church or community hall would be more appropriate for a larger coffee morning or one that's open to the general public. Think about size, facilities, flexibility and atmosphere. Check there is disabled access, parking, toilets etc. Consider room layout and ensure there is enough space to accommodate your event. Confirm the cost of the venue, if any, and ask if they offer a charity discount. It's also a good idea to check whether they have cancellation fees.

Create a budget

Set a fundraising target; it will give you and your committee something to aim for. List all possible expenditure like venue hire, food, beverages, entertainment and promotional materials. Don't be shy to ask people or companies to donate goods and services or reduce their rates. Sharing your personal story about why you are fundraising will often motivate others to give that bit more. Get a written agreement from your venue and suppliers once you book your date, and remember to look out for hidden charges. Once you know all of your expenses, decide on a ticket price or a way to cover your costs leaving you with a profit to donate to the Cancer Society.



Contact our fundraising team

We can support you and give you advice every step of the way. We can also provide Cancer Society branded promotional materials including collection buckets, balloons, bunting and information leaflets.

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On the day

The day of the coffee morning is bound to be busy and hectic. It's best to prepare in advance as much as possible:

- Create an event schedule that you and all your helpers can work to.
- Make sure you are at the venue in good time to set up, display any Cancer Society banners, posters or information leaflets.
- Greet all participants when they arrive; let them know the plan for the event or distribute programmes if you have them.
- Assign a committee member or volunteer the task of taking photos at the event, and ensure someone trustworthy is keeping the money you raise safe.
- Before the event ends, make a short speech to thank people for taking part and include some information about the Cancer Society. If possible, tell participants how much money has been raised and use this opportunity to promote any future events.
- Make sure you have enough helpers at the end to tidy up.

Spread the word

Generating enthusiasm is key to the success of your event. If your coffee morning is open to the general public, get everybody you know to spread the word. Make sure people know why you are fundraising for the Cancer Society. Consider using posters, flyers, word of mouth, email, local media, social media such as Facebook, or your intranet at work.

Keep it safe and legal

However you decide to raise funds for your coffee morning, please keep yourself and your participants safe. Things to consider include insurance, risk assessments, security, hygiene, and raffle or gambling licences.

After the event

Contact our fundraising team to let us know how the event went. We would love to see your photos! Also, pay in your funds as soon as possible. The quicker we receive your funds, the sooner Cancer Society clients will benefit. Remember to say thank you to everybody who took part or contributed to your event.

