

# Booby Cupcake month

## Where to start?

You should find everything you need to get started within this pack or online at [www.keepingabreast.org.uk/news&events](http://www.keepingabreast.org.uk/news&events) but if you have any questions or suggestions please do reach out to our Fundraising Officer, [caitlinquinn@keepingabreast.org.uk](mailto:caitlinquinn@keepingabreast.org.uk)

In your pack you have various items & ideas to help promote your event and make it as fun as possible! We would be truly grateful if you could help promote Booby Cupcake Month to others who might like to get involved and host their own event by sharing your pack on social media and tagging us [@keepingabreast](https://www.instagram.com/keepingabreast)

## Planning your event

### WHAT? WHERE? WHO? HOW?

- **WHAT?** Think about the **type of event you want to host...** a coffee morning, afternoon tea, or maybe a cake sale. What is going to be the best time of day for those that you plan to invite?
- **WHERE?** Think about **the venue and where you want to hold it.** What will suit your event best? Your home, your work, a hospital or another public place? Try to choose somewhere free of charge. You may need to check the insurances and permissions to fundraise with the venue.
- **WHO?** Try to **invite lots of people** to your event as not everyone will make it. Use the invites provided or send emails, create a Facebook event, Messenger group, or WhatsApp group. Whatever suits you best. Using a group allows you to communicate quickly and easily. And don't forget to tag & share with us so we can help promote it too!
- **HOW?** Follow up your invite with **reminders**, such as little updates on your planning, pictures, and post the social media banners from the website. Anything that will **maintain their interest.** You could also ask people to bring some cakes and other treats with them or get baking yourself. Think about providing tea and coffee too!

## Making the most out of your fundraising

- For us to claim Gift Aid please ask for **'donations'** rather than a payment. This could be per cake or a one-off donation to attend the event. Please ask guests to complete the sponsor form enclosed.
- Hold a small raffle, ask local businesses to provide prizes, or family and friends to donate some unwanted gifts.
- Plan some games to play to help make your event fun (see some suggestions inside this pack and online!)

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- How about supplying takeaways or doggie bag leftovers – they might be worth a donation?
- If you are employed perhaps your employer would ‘match fund’ the amount you raise. Many companies do this so there is no harm in asking!

## Promoting your event

- Please help us generate more interest in your local area, at work, at school, at the Village Hall, in the local shop, by putting up our general posters.
- Use the event specific poster to promote your event, as well as sending invites, reminders and updates.
- Use social media to help promote your event. Join the ‘event’ on our Facebook page for materials.
- During your event take pictures, post them on our social media pages, and let us know how you got on, please use #BoobyCupcakeMonth

## Your BCM Pack explained!

	<i>What's this?</i>
'Your Event' Poster	Fill this out to help promote your event and let people know how they can support you! Try to put these in the most public place possible such as communal areas, notice boards and local cafes/shops to promote your hard work! <i>(Tip: You can photocopy it or download more online)</i>
Online Resources & Top Tips Card	Check out more online and see some of our Top Tips to make your fundraiser the best it can be!
Support Leaflet	A bit about who Keeping Abreast is and what we do best – providing personalised support to Women facing Reconstructive surgery due to Breast Cancer! You can find more online or follow us on Socials to keep up to date on all our support offerings.
Event Completion Form	Once your event has taken place, please send your filled in sponsorship & completion form to:  Keeping Abreast Oak Lodge Business Centre, 129 School Lane, Little Melton, Norwich

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	<p>NR9 3LB. Please make cheques payable to 'Keeping Abreast'. Alternatively, you can pay by bank transfer:</p> <p>Name: Keeping Abreast Bank: Co-Op Account No: 65766790 Sort Code: 08-92-99</p> <p>Don't forget to tell us who you are and leave your name as reference!</p>
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## The last little bit

The Food Standards Agency provide tips on staying safe and hygienic in the kitchen. Please explain that the cakes have been donated and Keeping Abreast holds no responsibility. If you're holding your event in a public place, then you may need a licence from your local authority. Check this with the venue. If you're planning to use some of the money to cover costs you are required to have a fundraising agreement. Keeping Abreast cannot accept liability for any loss, damage or injury suffered by yourself or anyone else as a result of taking part in a fundraising event in aid of Keeping Abreast.

Thank you again for supporting Keeping Abreast!  
Best of luck with your event 😊

*Caitlin + the team at KA HQ x*