



Newtopian Eat Out

Host guide



THANK YOU

Thank you for hosting a Giving Party as part of Newtopian Eat Out and raising money for families doing it tough. This guide will help you run a fabulous party that will truly make a difference in your community.

At its most basic, you'll get together with your friends and family to share a tasty meal and help Newtown Neighbourhood Centre (NNC) by asking your guests for a donation in return. Whether you're planning a street-party or a cosy dinner party, we have all the ingredients you need to be the host with the most!

We can't tell you how much we appreciate what you are doing by hosting a Newtopian Eat Out. Together we will make this Christmas season a whole lot brighter for many families in our community.



BEFORE THE EAT OUT

Set a goal

Before you start planning your party, think about how much you want to raise. This will affect the number of people you invite, who you invite and the sort of party you are planning to have.

Set a budget

We can't all accommodate 100 people in our living rooms, so plan your party for what you can reasonably do within your space and budget. If that's five or fifty of your closest friends, on a \$100 or \$1000 budget, your party will be better if you do what is workable for you. We will be providing you with tips and tricks, and menu ideas to feed a crowd affordably.

Register your Eat Out

If you haven't already, go to www.newtopianeatout.org and register your party. This will create a personal event/fundraising page for your guests and supporters to donate to. Include a nice photo so that people recognise you when looking to donate.



Set expectations in the invitation

Along with the great conversations and fabulous company you're bound to have at your party, you'll want your guests to know the party has a purpose.

In the invitation, make it clear you're collecting donations to reach a goal and that you would love help from your guests to reach your goal.

Make the invitation personal

Most of us are busy people and rely heavily on email. But if you're throwing a party where you're asking for someone to do more than show up, you're going to want to give a personal invitation to each guest. That means old school paper invitations in the mail, with a follow up phone call to make sure they are coming and to answer any questions. To make this easier, we have designed an invitation for you to download from our website.

Don't forget to include your personal fundraising URL in all invitations.



Set a ticket limit

If your party has a limited number of attendees, you can turn off the option to attend once you've hit your capacity, but other friends can still donate to the cause.

When you have reached your maximum number of tickets, you will need to log back into your Profile page and choose 'edit profile'. Then scroll down to the bottom of the page and the drop down menu 'are you accepting new attendees' and change it from YES to NO.

Keep people engaged.

Keep your friends' interest and tastebuds piqued by giving them a heads up about the menu and telling them personal stories about the cause. You can do this by adding a blog post on your personal fundraising page which can then also be shared to facebook. The advantage of this is that it will automatically create a link back to your fundraising page.

Each time somebody donates to your Eat Out, you will get an email to let you know. It'll make your donor/attendee feel great if you thank them as it happens. You can also suggest that they tell their friends to donate so that you smash your fundraising target!



AT THE EAT OUT

On the night, it is worth taking a moment to recognise your guests who have contributed and tell a short personal story related to the cause. It's always exciting to let people know how much money you've raised and you can even suggest that all your guests post on social media right away letting their friends know they can donate to the cause via your fundraising page.

To lend credibility, you can let your guests know that all the money raised will be going directly to Newtown Neighbourhood Centre to help them support families doing it tough. NNC supports people who are at risk of homelessness, family and domestic violence and social isolation.

Finally, remember to take a photo on the night that you can use to send to your guests after your party to say thank you to everyone.



AFTER THE EAT OUT

After the Eat Out send out a thank you to all your donors and include a picture from the night. Let them know how much they help to raise in total, where the money is going and that it's not too late for others to donate. Your donation page will be active for quite some time after the event.

You can get everyone's emails from the donation notification, but you can also ask us to send you a list to make it easier.

Thank you so much for your support!

From the Fundraising Team at NNC

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