



Tips to promote your event

Promoting your event is the most important activity to fill your trivia venue and collecting RSVPs for the event will allow you to plan for a successful event. Remember to ask everyone to RSVP for your event by making a donation on your fundraising page.

We recommend setting a recommended donation amount as people might not know how much to donate. For a small event at home we recommend a small donation of \$10-15 per person. For an event at a venue or in an office we think \$25 is a reasonable donation amount. If you are providing food or drinks for players you will also need to cover those costs!

Here are our best tips to promoting your event. Each time you promote your event include a link to your fundraising page so people can RSVP immediately.



Get the word out there!



Please bring a team

When you are inviting your friends and family to attend your event, ask them to bring a team along to the event. With just a few of your friends supporting the event in this way you'll almost fill a room.

Invite everyone multiple times

Don't be offended if you have to send the invitation to the same people repeatedly. It's easy for them to overlook an email or forget to RSVP so be prepared to send it a few times to get results. We find that email is the best way to get the word out there.



Prizes make a trivia event irresistible

Prizes for your trivia event are optional but they will help you to fill the room. Remember, as your event is for a good cause, people won't be expecting a big prize.

Here are a few places to start:

- Ask your workplace if they would like to donate prizes or sponsor the event so you can buy some prizes for the winners.
- Ask friends and family if their workplace can donate prizes or sponsor the event.
- Make it worthwhile for businesses to support your event. You can add value in a number of ways including:
 1. Mentioning them as a sponsor in every email invitation (or reminders);
 2. Putting up their business banner at the event or printing their logo on every trivia table at the event;
 3. Thanking them on your event page or on social media;
 4. Mentioning them in the intro at your event it wouldn't be possible without them; or
 5. Including a blurb about their business in the thank you email you send to all trivia attendees after the event.

Ask for help?

Tell everyone that you are holding a trivia event to educate children. Explain that more people attending the event means that more children can be reached. Ask them if they can help you promote your event. Here are some ideas of who to ask for help and what you can ask for:

- Ask your boss if you can send an email around the office to promote your event.
- Ask your local coffee shop, laundromat, music shop and sports club if you can hang a poster in their shop.
- Ask your closest friends to distribute 5 posters to local business too.
- Search for websites that support community events and ask if they will list your event for free. Remember to mention that you are doing it all for charity.
- Ask those who have RSVPed to bring a friend (or two). This will have a great impact on the number of people who will attend your event.

Get social

Use your favourite social media channels to promote your event to your wider network of connections. For trivia events, Facebook and Instagram work best but also consider Twitter and LinkedIn if you use these social media platforms too.



Local media

Give your local paper or community radio a call or send them an email to let them know what you are doing. Ask them if there is any way for them to support your event by giving some free promotion or writing a story about the event.

We have a press release template that you can modify to make doing this really easy.

The Williams' family trivia event meant a scholarship for a girl in Ethiopia.

CHILD FUND'S
BIG?
ASK

This family trivia event was held in the Williams' backyard one Sunday afternoon. They invited family, close friends and neighbours and raised \$195. This was enough to send a girl in Ethiopia to school for a year.

The image shows a group of four people (three women and one child) sitting outdoors in a backyard. One woman is holding a book titled "BIG? ASK". A large green arrow points to the right. The background is a green wall with a pattern of small white question marks.

If you are struggling to fill your event, please get in touch.
We'd be happy to talk you through some ideas to fill the room.
Please call Rachel on 1800 023 600.

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