How to run a successful fundraiser

With North Bay Playhouse

Bring your supporters together for a film event and raise money for your cause. Start with a realistic ticket target, choose a theme and allow one or two months to promote it.

Quick guide to your options

Your event	NBP charges	Your group keeps
New release for a private audience	Standard cinema ticket prices. Private screenings depend on numbers and availability.	Your event ticket income less the cinema tickets you block buy from NBP.
Your choice of an older film or classic	£395 hire plus a film licence, usually around £150. Films are generally at least a year old.	Your ticket income after hire, film and other event costs.
A bespoke Playhouse film programme	£395 inclusive hire. No extra film charge for our selected programme.	Your ticket income less hire and other event costs.

Prices are a guide. Confirm the date, attendance, film, age suitability, screening rights and final costs with us before advertising or selling tickets.

What you could raise

Examples below assume 150 tickets sold by your group at £8.50 each, giving £1,275 income. Amounts left are before your other event expenses; donations are additional.

Option	How it works	Paid to NBP	Left for your cause
New release Private Hire	Sell your own event tickets, then block buy cinema tickets from NBP at standard prices. Here, all 150 tickets you sell are at £15 =£2250 – (Example only)	£1250	£1000 estimated
Older film Private Hire	Sell your own 150 tickets at £8.50 = £1275. Pay £395 hire plus a £150 film licence - (Example only)	£545	£735 estimated
Playhouse programme	Sell your own 150 tickets at £8.50 = £1275. Pay £395 inclusive hire for our chosen programme. - (Example only)	£395	£880 estimated

For a new release, adult and other ticket types are charged at their applicable standard prices. Agree the ticket mix, block booking and private screening arrangements with us first.

Make it an event people want to attend

Choose a popular film and build a theme around it. Dressing up, a little music or a volunteer entertainer can turn a screening into an occasion that supporters will invite friends to join. Keep the programme suitable for your audience.

For the £395 Playhouse programme, we can choose a fun vintage film, such as a lighthearted black and white monster movie, with a comedy short and age appropriate modern trailers. We will discuss the programme with you.

A foyer stall and donations collection can add to your total and introduce more people to your cause. We are happy to discuss interval games and other activities; agree the details with us in advance.

Quick action checklist

Six to eight weeks before Estimate how many tickets your members and supporters could sell. Choose your audience, preferred dates and theme. Contact us to agree the film, costs and booking arrangements.

Before selling tickets Set your ticket price and minimum sales target. Allow for printing, decorations and other expenses. For a new release, agree how many cinema tickets you will block buy and the standard prices that apply.

Launch your publicity Explain what the money will help achieve. Share your event through members, community groups, social media and posters. Ask every supporter to invite friends.

Two to four weeks before Check sales against your target and promote again. Recruit volunteers for welcoming guests, entertainment and your foyer stall. Agree donations collections and any extra activities with us.

In the final week Confirm attendance, seating, timings and volunteer roles. Complete the agreed ticket purchase or hire arrangements. Remind guests when to arrive and how to present their event tickets.

On the day Welcome supporters and briefly explain the cause. Have volunteers ready, make donations easy and enjoy the event.

Afterwards Deduct all costs, total the money raised and thank guests and volunteers. Share the result and tell supporters what their contribution will achieve.

Start with a realistic sales target

Please remember that although people want to help with your cause, money is increasingly tighter for most people in the UK today, and so asking for £15 per ticket is going to be harder than asking for £8.50 especially if younger people are attending.

Ask your group for likely numbers before committing. A well promoted event with a clear purpose and a lively theme gives people more reasons to attend. Leave enough time to build interest and check your progress as tickets sell.

To discuss your fundraiser, send your cause, preferred dates, audience ages, estimated attendance and film or theme ideas.

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