

## **Tips on How to Create and Host a Successful High Tea Event**

### **Pick a Date and Time**

- Usually, mid-morning or early afternoon works best for teatime.
- Partner with local businesses such as tea shops and bakeries. In exchange for them supplying you with food/beverages, you can include their logo and branding on all marketing materials and give them a special thank you at your event.
- Based on the attendance estimate, choose a suitable venue (backyard/tea shop/dining room/place of worship).

### **Lean into Tradition**

- Those who attend want to support you and have a fun afternoon tea experience. Invite them to dress in fancy afternoon tea attire.
- Create an elegant atmosphere with a color theme/garden flowers/mismatched teacups and plates.
- Consider a game of charades/bingo at the tables and other fun, easy games.
- Make time to share your story, highlight special guests, and thank attendees and sponsors.

### **Promote Your Event Vell Well in Advance**

- We will help you with a Save The Date/event flyer/social media post. We will also send informational material and other CdLS Foundation-branded items for your event.

### **Create Your Online Event/Fundraising Campaign (Using the CdLS Foundation's Donation Link That Will be Provided)**

- Highlight the event details: date/time/location/any information you can provide about the event
- Create/provide a registration link, if needed
- Solicit volunteers (if needed)
- Make it personal; tell your story
- Use fun photos to engage your donors
- Send the link to family, friends, colleagues, social groups (create a hashtag for followers to tag and share on social media)
- People can register or make their online donations
- Reach out to local vendors and restaurants for sponsorship/donations

### **Identify Your Potential Donor Network**

- Share your link to your event/fundraising campaign with family, friends, co-workers, neighbors, and those in your contact list, asking them to participate and support your event and the CdLS Foundation

### **Follow-Up – Keep Your Event Top of Mind**

- Send an initial email to your contacts two months before your event, including the link to your fundraising page
- Send a reminder email, including the link, two weeks before the event.
- Confirm details with the venue, those who will be donating items for auction or food/refreshments
- One week before your event, confirm you have all the supplies you need
  - Flyers with sponsor(s) logo, music, paper products, food, beverages, pens, paper, decorations, tables/chairs if needed

### **Day of Your Event**

- Gather your supplies
- Print out your registration
- Get to the event space an hour before for set-up
- Have fun and take plenty of photos

### **Say Thank You!**

- Within a few days of the event, email all your participants, sponsors, and donors a thank-you email. You can keep track of who donated through your fundraising campaign page.
- Send an email with photos/videos of the event a week afterward and let them know they can still donate

**Have fun with it, and know we are here to support you every step of the way.**