



Trivialogy

Making Useless Information Useful.

Ninety Minutes at a Time

Holding a Trivia Night Fundraiser

Holding a Trivia Night Fundraiser is a low-cost, entertaining way to raise money for your school group or non-profit organization. With the right planning, marketing, and host, it is possible to raise thousands of dollars, **all while providing a fun and engaging event for the community**. With many years of experience hosting pub quizzes, trivia nights and trivia fundraisers, we've put together the following tips to help you start planning your event.

LOCATION

School: If you are a school group, or able to use school facilities, holding it in a cafeteria or multipurpose room is often the most cost effective venue. You may need to pay for security or janitorial services, but often use of the facility is free for a non-profit group (especially one related to the school).

Restaurant: You could sponsor the event at a local restaurant. Many have banquet rooms they rent out, or will let local groups use for free. Sometimes they will offer lower-priced foods, or give a percentage of the proceeds from food/drink sales to the group (a nice way to add to the fundraising total).

Rented Hall: This can be pricey, but can also afford you an opportunity to make extra money on the side by selling other items (most profitably, donated beer and wine). The difficulty with renting a hall can be price, insurance, and (possibly) security. Be sure to do your homework if you want to go this route.

DAY/TIME

Obviously, you will want to hold the event on a day and at a time that will attract the most players. This will depend on several factors, the first of which is your venue—if you are given limited access to potential venues, the day and time may very well be decided for you. Assuming, however, that you do have some flexibility in determining the day and time of your event, here are some considerations to keep in mind:

- Look carefully at the calendar before deciding on a date. Be sure you are competing with as few events as possible. Possible competition includes: Sporting events (Sundays/Mondays during football season, for example, can be a hard sell); activities sponsored by your community (i.e., school plays, sporting events); and local or regional attractions that may draw potential participants away from your trivia night.
- A good rule of thumb for a trivia night fundraiser is that it should last no longer than two hours, about the length of a movie. Starting the game at 7:00 on a weeknight gives people a chance to get home from work and then make their way to your event, but allows them to be home by 9:30. If you plan to

serve food/drinks, or have a meeting before trivia begins, open the doors at 6:00, have the meeting at 6:30, and then let trivia begin at 7:00. If you are holding the event on a weekend, you have more flexibility with the start time; this being said, it is still a good idea to keep the game portion of the event to no longer than 90-120 minutes. We have found that when the game stretches longer than two hours, some people start to get a bit restless (especially if there are children in attendance).

PRIZES

Strictly speaking, prizes aren't necessary...but are always nice! And they don't need to set you back a good chunk of the money you are trying to raise. Here are a few ideas:

- Local businesses will often donate to non-profits. Donations could be gift cards, meal/product/service freebies or discounts, or actual products. Ask people in your organization to approach businesses they deal with on a regular basis—many of them will be happy to help, especially if you can promise them recognition of some sort (for example, in the group newsletter or on the group website).
- You may have people within your own organization or group who have skills/products they could donate to the cause.
- Surplus items from your organization could suffice (i.e., T-shirts, mugs, etc.) for little prizes.
- If all else fails, you could purchase gift cards to local businesses. It's hard to go wrong with a gift card to Starbucks!

If possible, try to plan prizes for 1st, 2nd, and 3rd place. Remember, though: this is a fundraiser, and the people playing know that, so they shouldn't expect a Caribbean cruise! Of course, if you could pull-off a Caribbean cruise, that would be awesome!

TICKET PRICES

The ticket price you determine for your event will of course depend on the local economy (what your potential attendees are willing and able to pay). One rule of thumb we recommend is to think of the event as a night of entertainment akin to a movie: two hours of fun, laughter, and camaraderie. This being the case, a price of \$10 to \$15 per-person makes great sense. Add to this the fact that the event is a fundraiser, and pricing tickets at \$20 per-person (or even higher) is possible. Some other thoughts and ideas to consider:

- Teams usually consist of a maximum six players. If people will commit to purchasing a table for six, let one person play for free. For example, if the ticket price is \$20 per-person, pre-sell tables of six for \$100. People sometimes purchase an entire table but actually bring fewer than six players.
- Sell tickets in advance and at the door. People who purchase their ticket the night of the event pay a higher price (say \$15 before the event, \$20 night of the event). Early ticket sales also allow people who want to support your organization—but who cannot actually attend the event—to make a donation.
- Bundle the ticket price with food or drink. Turn the game into a “Trivia Night Spaghetti Feed,” with food and soft drinks donated by people in your organization.
- Allow children under 12 to attend for free. If you expect a large number of children to attend, try to create a “children's area” (i.e., a nearby room with supervision) where parents can take their kids if they get fussy. This way, parents with small children can participate.
- If you have collected more prizes than needed for the winners, give each player a raffle ticket upon entry and raffle-off the excess.

ADDITIONAL SALES

A secondary form of fundraising that could take place at the event is additional sales. You could sell food or drinks (if you are not including them in the ticket price), T-shirts, hats, etc. If you have the ability (and desire) to sell alcohol at your event, this can lead to great profits (be sure to check on legal and insurance requirements before selling alcohol). Many of these items can be donated, meaning the profits go 100% to the organization.

ADVERTISING

You will want to begin advertising your fundraiser as early as possible. If you are part of a school, be sure to get the event on the school calendar as early as possible. Once you have determined the date and location of your event, there are many ways to advertise it for free or at a limited cost. Here are some ideas:

- Local newspapers and websites often provide free listings for nonprofit events.
- Use your organization's website to advertise the event.
- Use social media (i.e., Facebook, Instagram, Twitter, etc.) to get out the word.
- Make fliers to post at local stores and restaurants.

If you hire Trivialogy to host your event, we will advertise it through our social media feeds. We will also create leaflets and fliers for you to print and distribute.

OUR FEES

The basic fee for Trivialogy to create and host your Trivia Night Fundraiser is \$150. For each player after 50, Trivialogy charges an additional \$2.

EXAMPLE #1: \$10 ticket price		
50 Players = \$500	\$150 to Trivialogy	= \$350 total for your group (70% return)
100 Players = \$1000	\$250 to Trivialogy	= \$750 total for your group (75% return)
200 Players = \$2000	\$450 to Trivialogy	= \$1,550 total for your group (77.5% return)
EXAMPLE #2: \$15 ticket price		
50 Players = \$750	\$150 to Trivialogy	= \$600 total for your group (80% return)
100 Players = \$1,500	\$250 to Trivialogy	= \$1,250 total for your group (83% return)
200 Players = \$3000	\$450 to Trivialogy	= \$2,550 total for your group (85% return)
EXAMPLE #3: \$20 ticket price		
50 Players = \$1000	\$150 to Trivialogy	= \$850 total for your group (85% return)
100 Players = \$2000	\$250 to Trivialogy	= \$1,750 total for your group (87.5% return)
200 Players = \$4000	\$450 to Trivialogy	= \$3,550 total for your group (88.75% return)

Please contact us if you have questions! We look forward to working with you!

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