



# HOW-TO GUIDE



Rebuilding  
lives after  
sight loss

## BREW UP!

FOR VETERANS

[blindveterans.org.uk/brewup](http://blindveterans.org.uk/brewup)



# WELCOME

Thanks so much for holding a Brew Up for Veterans.

Blind Veterans UK helps ex-Service men and women of every generation rebuild their lives after sight loss. Since 1915 we've provided rehabilitation, training, practical advice and emotional support to tens of thousands of blind veterans, but we can only do this with your support.

You're already absolutely tea-riffic in our eyes and you haven't even baked a crumb. You'll find plenty of hints and tips in this guide which we hope will give you loads of ideas for your event.

We've got suggestions on what to serve as well as ways to maximise your fundraising success. Our top tip though is to rope in as many people as possible to help you – it's much more fun to organise things together!

Stay in touch and do let us know if you need any help with your Brew Up. We can't wait to hear how your event goes.

# LET'S GET BREWING!



## SET THE DATE

Pick a date that suits everyone and whack it in the calendar!



## SEND OUT INVITES

Included in your digital pack are some printable invitations (see, we've thought of everything), get them out to as many people as possible and make sure to include the link to your fundraising page for those who can't make it.



## SHOUT ABOUT IT!

Set up a Facebook event and invite friends through social media! You can download and print one of our Brew Up/Fry Up posters to display for extra publicity.



# FIVE TIPS FOR YOUR BREW UP!

1

Give your nearest and dearest things to do. People like to be useful – and it will make your day go smoothly if you have many hands to help out.

2

Consider buying in some readymade items, don't take on too much by trying to bake everything yourself. If you're feeling really cheeky you could dispose of all packaging and pass them off as your own. We won't tell.

3

Fundraising will happen naturally if people are having a good time. Keep everyone smiling and they'll happily part with their cash.

4

Enjoy yourself! Don't put too much pressure on yourself and make sure you get lots of photos of your big day. Bonus points for catching Aunt Vera with jam around her chops.

5

After the event, put your feet up and have a brew! You've earned it!



# SPREAD THE WORD



Share your event on social media! Social media is a free and effective tool to get the word out about your event. Make it cheeky, it'll grab people's attention.



Get in touch with your local paper, make sure to tell them why you are holding your event. Bribe them with Victoria sponge if you have to.



If you are holding an event in public why not invite your local MP. MP's may also be susceptible to a cupcake or two!



# CHECKLIST

## BEFORE THE EVENT

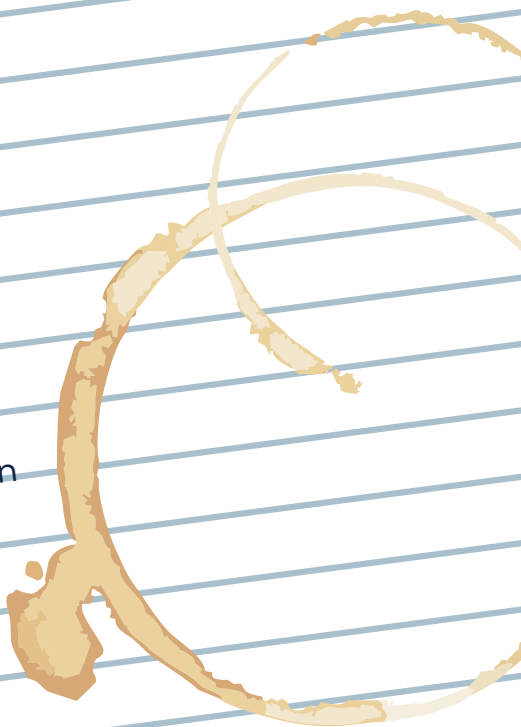
- ☐ Send out your invites
- ☐ Order extras (available on the website)
- ☐ Recruit helpers
- ☐ Plan your menu
- ☐ Go shopping
- ☐ Pick some fundraising games

## ON THE DAY

- ☐ Set your table
- ☐ Decorate the room
- ☐ Don't forget your donation box!
- ☐ Try and stay off the gin

## AFTER THE EVENT

- ☐ Pay in the money raised
- ☐ Tell us how it went
- ☐ Send your thank you cards
- ☐ And relax (now you may have gin)!





## TOP TIPS!



Place your collection boxes on the table with your spread so people can drop change in when they like. If they aren't – shake it like a Polaroid picture.



Give your event a theme, it could be a Mad Hatter theme, red, white and blue or even school dinners if that's your thing.



Raffle off or do a silent auction for one of your culinary creations (this could be a true test of your friends' faith in your abilities, we take no responsibility for any offence caused)

# THANK YOU FOR HOLDING YOUR BREW UP FOR VETERANS!

IF YOU HAVE ANY QUESTIONS, PLEASE DO GET IN  
TOUCH VIA THE DETAILS BELOW -



**FUNDRAISING@BLINDVETERANS.ORG.UK**



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