



## Dining in the Dark Event Ideas & Helpful Hints

1. **PLANNING:** Seek help! Find friends, family, coworkers, and members of your organization that will help you plan and implement your event. Use your connections to find donations and contributions for your event – networking is key!
2. **BUDGET:** Start by deciding on a budget for your event. Consider the cost of food and your venue and then use those figures to decide on a ticket price that will suit your audience while still allowing for the maximum donation.
3. **VENUE:** Select a venue that can accommodate your budgets and the number of guests you plan to have at the event. An appealing venue will help ensure you have a lot of guests! Why not ask the venue if they will sponsor or partially support the event to help offset your costs? Ensure that the venue understands the concept of the event you are hosting and will work with staff to help make it the best experience for you and your guests!
4. **TICKETS:** Use multiple channels to market your event and sell tickets. Get the word out through social media and emails to everyone you know. If it is an event being held by a business or organization, utilize shared bulletin boards, websites, emails, etc. to spread the word. Ask your sponsors to promote the event in their place of business. Create posters and fliers to hand out at various locations.
5. **AGENDA:** Create an agenda for the event so guests know what the event will entail. It is important to explain to guests what they will be eating prior to the event and can let you know of any food allergies or dietary restrictions. Consider adding a silent auction to the event to raise additional funds and offer more entertainment to guests. You can ask local vendors and businesses to donate items for your auction – these items can result in thousands of additional dollars raised.
6. **DINING:** Your meal may include a few courses. Remember to choose foods that can be easily eaten while blindfolded – chicken on the bone or spaghetti and meatballs may not be the best choices. If you're doing the event at a restaurant or having it catered, discuss the menu options with the chef.
7. **HAVE FUN!** Remember this is an out of the box event meant to raise awareness and get people talking. Your event raises valuable funds for a very worthy cause, but your event can still be light-hearted and fun!