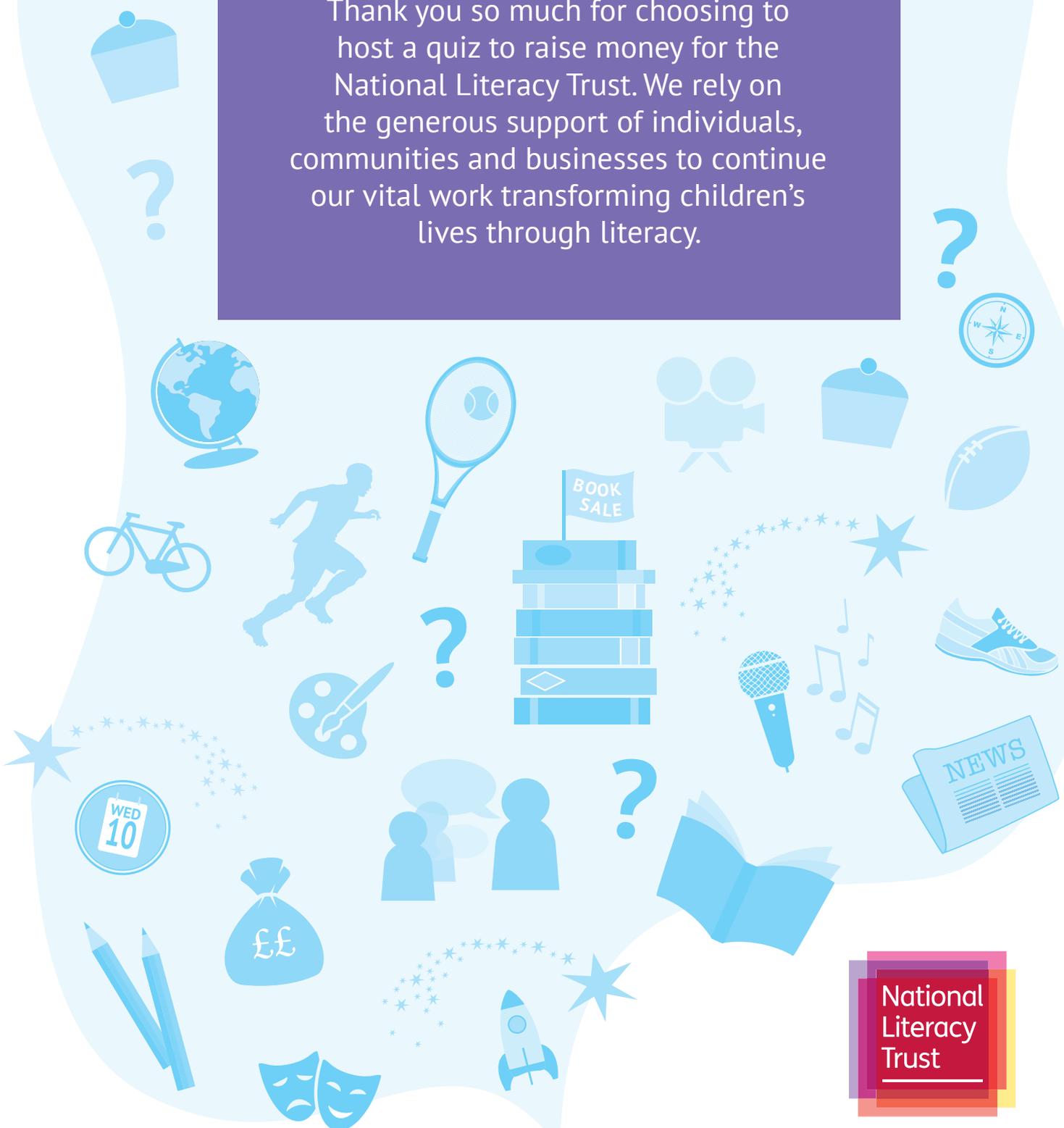


Quiz pack

Thank you so much for choosing to host a quiz to raise money for the National Literacy Trust. We rely on the generous support of individuals, communities and businesses to continue our vital work transforming children's lives through literacy.



literacytrust.org.uk



Changing life stories



What do we do?

The National Literacy Trust is an independent charity that works with disadvantaged communities, schools and families to transform lives through literacy. Without good levels of literacy, people will be held back at every stage of their life. They will struggle at school and be locked out of the job market, and as parents they will not be able to support their children. This creates a cycle of disadvantage.

Why?

- ❑ Children born into communities with some of the worst literacy challenges have some of the lowest life expectancies in England
- ❑ One in eight disadvantaged children in the UK don't own a single book
- ❑ Three in ten children leave primary school unable to read well, which rises to almost half (44%) of disadvantaged children
- ❑ The UK's poorest children start school 19 months behind their wealthier peers in language and vocabulary

Top tips on hosting your own quiz

Organising a quiz night takes a bit of preparation, but it's a great way to have a fun night with your friends and family while helping raise vital funds for the National Literacy Trust!

In this pack you will find everything you need to set up a quiz. Please do **email us** to receive quiz questions and a picture round (these are not available for download to prevent cheating!).

We'd love to hear about your event and support you in any way we can. Let us know what you are planning and get in touch by emailing fundraise@literacytrust.org.uk.

To gain as much interest as possible in your event, we can share and promote it on our social media channels. It would be great if you could tag us in any promotion on your own social media using the following handles:

Facebook: National Literacy Trust

Twitter: [@literacy_trust](https://twitter.com/literacy_trust)

Instagram: [@literacy_trust](https://www.instagram.com/literacy_trust)



Your venue

There are lots of places you could hold your quiz. It could be anywhere from your local pub or bar, to a community centre, church hall or even your office.

Things to think about

- ❑ Check that your venue is big enough to host the amount of people you would like to recruit
- ❑ Make sure that the space will allow everyone to be seated with a clear view of the quiz master
- ❑ Check that you will be away from any activity that might interrupt or create noise interference
- ❑ Try and find a venue which is easily accessible

Your date

Things to think about

- ❑ Make sure you allow yourself plenty of time to organise your quiz, including enough time to tell people about it!
- ❑ Think about the day you hold your quiz on
- ❑ Check whether there are any other major events happening on the day. You don't want to compete with a major sporting or social event

Spreading the word

You will find flyers and posters in this pack. You can edit these yourself and print them off.

Social Media

Social media is the perfect way to spread the word and get people excited about your quiz! Use the hashtag...

Example Facebook post:

Put your thinking caps on and join me at (VENUE) on (DATE) for a quiz to raise money for the National Literacy Trust....

Example Tweet:

*I am hosting a quiz for @literacy_trust!
Test your knowledge and join me on (DATE) at (VENUE)...*

Quiz people

It is possible to run a quiz on your own - our events team is always here to help you out! However, it might be more fun to form a quiz committee to help you. You might also need some help on the quiz night itself. Here are some roles you might want to think about:

Quiz master or masters

This is an essential role and is suited to a great public speaker. If one person doesn't want to be held up all night, you could have a different quiz master for each round.

MC

We recommend that you appoint an MC if you are having multiple quiz masters. Their key role is to warm up the room and share important information about the evening, including any rules. This role is perfect for any born entertainer.

Coordinator

The coordinator should be responsible for pulling all the details together, leading committee meetings, allocating roles and communicating with us.

Treasurer

This person is responsible for coordinating all income and spending. They will also be in charge of paying the money raised to the us after the event.

Marketing co-ordinator

Everyone in your committee should be responsible for spreading the word amongst their networks, but the marketing co-ordinator will take a lead in both online and print marketing.

Registration

If your teams have all pre-paid, it will be a case of just ticking them off the list and directing them to the quiz room. If people choose to pay on the day, your registration team will need to take payments and keep a note of the money as it comes in.

Scorers

You may need a team of scorers to tally up answer sheets and keep a note of team progress.

Fundraising

Things to think about

Income

There are a few ways your quiz night could generate income, including:

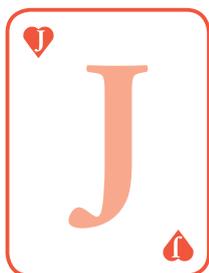
Ticket prices

You will need to decide how much you would like to charge for a ticket, a good place to start is to research the price of other local charity quizzes. People will usually be willing to pay higher than usual for a charity event but you will need to take into account how much you would like to raise and how much hosting a quiz will cost.

If you host your quiz in a pub or bar, you might be able to include a free drink with the ticket. Venues can work with you on this and it means you could charge more for the ticket

Joker round

You could sell a joker card to each team for a set donation. Jokers work by doubling your teams score for one round. You will need to tell teams the title of each round as you do it and ask if they would like to buy a joker. Jokers should be limited to one per team.



Raffle

If you are able to secure prizes, you could sell raffle tickets on quiz night. This will require someone to sell tickets on the night.

Second hand book sale

You could encourage people to bring any unwanted books to sell on the night. You would need to ensure that there is enough space in your venue and that someone will be able to sell the books and collect the money.

Bar snacks

Ask the best cooks you know to make some bar snacks for your teams in return for a donation.

If you think of any other ways to fundraise at your quiz night, please let us know.

Spending

There are a number of things which might incur costs, including:

Venue hire

- ❑ A lot of pubs and bars will allow you free use of their space for a charity quiz night
- ❑ Some venues might offer you a discount if they know it is for charity, so be sure to mention this!

Marketing

- ❑ If you market your event online, costs will be minimal – we would recommend you do as much online as you can.
- ❑ You can also print off the poster included in this pack and put a few of those out.

Registering your teams

You will need to decide whether you want to offer your teams the option to book online, or whether you would prefer to collect fees on the day.

For online booking, we recommend using Eventbrite but please be aware that the site will charge a fee per booking.

If you would prefer to collect fees on the day, you will need to have float of change, a secure box to collect the cash, and make sure you travel with another person. It is also a good idea to remind people to bring cash with them on the day.



Your quiz format

You can use some or all of the readymade quiz questions we have provided, or create your own.

Things to think about

Number of rounds

We recommend six to eight rounds. Eight rounds should take about 2.5-3 hours, including a break.

Bonus rounds

Here are some ideas if you wanted to include a bonus round:

Picture round

This is a great way to ease teams in whilst you are waiting for everyone to arrive. It is important to remember to print your picture sheets in colour.

Creative round

This is a good way to take a break from questions. All you need to do is provide your base material (tin foil works well) and challenge your teams to create something! It is up to you how you would like to award points for this round.

Sound/music round

This could be a music round, theme tunes or challenging your quizzers to identify sounds from films! Don't forget to check that you have access to a speaker or PA system.



Scoring

We have provided example answer sheets in this pack, so make sure you have enough printed before quiz night.

Marking answer sheets

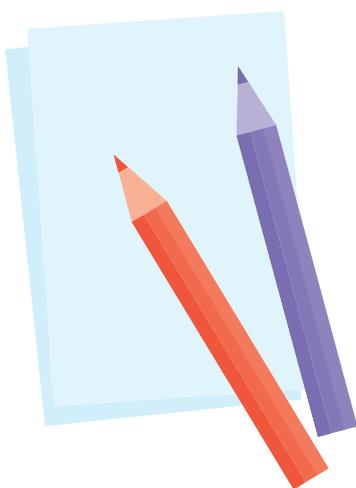
You will need to decide how to mark the quiz. You can get teams to swap sheets or collect sheets and have a team of scorers. Swapping sheets is more fun and interactive, but can come with controversy, so be prepared to mediate!

The winners and prizes

It is up to you how you would like to award your winners! As it is a charity fundraising event, it is not usually necessary to offer a cash prize.

If you hold your quiz in a pub or bar, the venue might be able to offer a drinks token or a bottle of wine for the winning team. You can also speak to local businesses, who might be able to donate vouchers for prizes.

A trophy for the winners often goes down well. These can be purchased at low cost from online retailers.



Final things to think about

Decorations and props

You will need to decide whether you want to decorate your venue. There are some great, low-cost and effective ways to brighten up a quiz venue. For example, we can provide you with balloons and information flyers. If you would like some, please email fundraise@literacytrust.org.uk and let us know how many you would like.

Pens and printing

You will need to make sure you have enough pens for each team to fill in their answer sheets, as well as a few spare. You will also need to print out question sheets for your quiz masters and answer sheets for your quizzers.

After your event

Well done for organising a successful event! What to do next?

Thank your guests

If you have their contact details, send a message to all your guests, thanking them for coming along and letting them know how much you raised.

It would be great if you could include a link or information about the National Literacy Trust - quizzers might like to find out more about our work. Please email fundraise@literacytrust.org.uk if you would like any help with this.

Paying in your money

The quickest and simplest way to pay in your money is through our website at literacytrust.org.uk/donate. Please mention that you held a quiz in your 'reason for donating'. This will help us quickly identify the income so we can confirm with you that it has been received.

You can also pay in via BACS transfer. If you would like to use this method, please send an email to fundraise@literacytrust.org.uk requesting our bank details.

We also accept cheques made payable to 'National Literacy Trust'. Please send these to:

The National Literacy Trust

68 South Lambeth Road

London

SW8 1RL

Please include a note with the cheque, letting us know that you raised the money with a quiz. Please do not send cash in the post.

Thank you for your incredible support and please remember to **email us** to ask for your quiz rounds and answers! Let us know if you need help or have any questions. We're looking forward to hearing all about your quiz plans!

