



Wig Party

Your guide to organising wig-based **FUN**draising for NAT!

HELLO EARTHLINGS!

For the past few years, I have been coming down from the planet of Woo to join you **WIGSTERS** for the fabulous Wig Party and, oh my, what fun we have had!

Now I am very excited to hear that the Wig Party is growing and that you too will be hosting your own Wig Parties. I wish I could join you for each one of them, but, as the trip from Woo is so long, I really hope you will send me your pictures and stories instead so I can feel part of your party.

NAT have put together this useful pack to help you re-create the fun of the Wig Party. It's packed full of ideas and important information, and to get you started here are my top tips for a successful Wig Party:

- Make your own costume - it's tons more fun and means that no one will have the same look as you
- Don't forget about fundraising - it's what makes the Wig Party so special
- And, most importantly, have fun!

If a party is not your cup of tea, check out the ideas sheet at

<http://www.hivaware.org.uk/act-aware/ideas-for-fundraising/fundraise/host-wig-party.php>

for other wig-based fundraising ideas that you can organise by yourself or with some friends, in your school, university or workplace.

However you decide to celebrate your **WILLINGNESS TO WIG**, your efforts will help a fabulous charity ... NAT's work championing the rights of people living with HIV and educating the public about HIV is absolutely vital if we are to halt the spread of HIV and ensure that HIV positive people are treated with respect, dignity and justice. As a small charity, I know they truly appreciate every penny you raise to help them continue their important work so I want to say a big **THANK YOU** on their behalf!

Wiggy Woo



If you have any questions about the Wig Party, fundraising for NAT or this pack, call 020 7814 6731 or email fundraising@nat.org.uk.

You can download other useful resources and get more fundraising ideas from www.hivaware.org.uk

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A short History of the Wig Party



The Wig Party started 15 years ago when a group of friends got together to wear some wigs, throw a party and have fun.

It grew and grew and soon became a destination event, held at the iconic Café de Paris in London each October, with the aim of raising funds and awareness for people living with HIV.

And it just keeps on growing...

In 2011, the Wig Party took place in the spectacular One Mayfair on Saturday 1 October and the theme was **'Gods & Monsters'**.

Check out photos from this years event at www.wigparty.org.

Although the Wig Party 2011 may be over, you can still join in the fun of this unique party by having your very own Wig Party!



Find out more about the Wig Party by visiting www.wig-party.org.

About NAT (National AIDS Trust) - and HIV in the UK



To find out all the facts about HIV, visit www.hivaware.org.uk

NAT is the UK's leading charity dedicated to transforming society's response to HIV. We provide fresh thinking, expertise and practical resources. We champion the rights of people living with HIV and campaign for change.

Why we need your help:

- Approximately 90,000 people are living with HIV in the UK – that's more than ever before.
- Approximately 25,000 people in the UK have HIV but don't know.
- One in 20 gay men across the UK is HIV positive. In London this is 1 in 10; and in Brighton 1 in 8.
- One in five people in the UK do not know that HIV can be transmitted through sex without a condom between a man and a woman.
- Increasing numbers of people believe HIV can be transmitted through kissing or spitting (of course it can't!).
- People living with HIV continue to face discrimination... including in the workplace, in schools and in healthcare settings.

To find out more about the work we do, visit www.nat.org.uk.

Essentials for your very own Wig Party

Your very own Wig Party can be as BIG or as small as you want, it could be anything from a party in your house with some friends to a spectacular event with pageant, entertainment and extravagant costumes... Let your imagination run riot!

To plan your Wig Party, big or small, you need to think about the 7 'W's:

1. Why?

It may seem obvious, but throughout the planning process it is important to remember why you are organising this - yes, the Wig Party is about having fun and showing the world just how 'Wiggy' you are, but it's also about fundraising.

Many fundraising events fail because they cost more to put on than they raise, so make sure you avoid falling into this trap... Draw up a budget in advance, thinking realistically about all of the expenses (with some room for unexpected costs) and the minimum you think you will raise. The best fundraisers don't cost a penny to put on, but if you do think you will incur some costs, make sure that you don't spend more than 1/3 of what you think you can realistically raise.

How you will raise funds will depend on the type of event you are putting on, but here are a few ideas to get you started:

Tickets: charge an entry fee to the event - you may even decide to sell these in advance

Pageant: ask guests to pay a small fee to be entered into the pageant

Raffle: approach local businesses and ask them to donate prizes to the raffle (hair-related products or wigs might be particularly suitable), then sell raffle tickets on the night

Wigs: sell wigs (ask local businesses to donate some for free), charge participants to wear a wig or fine those who don't have a wig

Collections: shake a bucket at your event or dress up in wigs and costumes with a group of friends and organise a street collection (remember, you will need a permit for this - but we can help you organise this)

Set up shop: buy some cheap but easily resalable items and people will go mad for them - glow sticks are a classic and sweets always sell well!

2. Who?

The first 'who' to think about is who is going to be responsible for organising this event. You may decide that you are happy to do all the work by yourself, you may ask a few friends or colleagues to take on some tasks or, especially if your party is going to be very big, you may create a Wig Party committee to share responsibility for the organisation and task each member with one aspect of the event (e.g. pageant, costumes, food, promotion etc)

The next 'who' to consider is who you are going to invite. Remember, a small-scale event with a select group of friends may be just as effective as a party with hundreds of guests.

3. What?

There are many, many ways you can celebrate your Wig Party so let your imagination run riot! To get you started, here are some ideas - you may want to use one or combine all of them:

Wear a Wig: naturally everyone who attends a Wig Party MUST be wearing a wig!

Pageant: hold a pageant to determine who has the best wig and the best overall costume... and no cheating: all costumes have to be homemade! Ask local businesses to donate prizes for the winners and runner-ups.

Entertainment: think about what additional entertainment you want, e.g. music, DJ, a band? Ask local artists and performance groups to donate their time and play at your event for free.

Food & Drink: will your guests want feeding and watering?

Theme: decide whether you want a theme (such as Gods & Monsters) or whether it will be a free-for-all in terms of costume design

Join us on
Facebook.com/
TheWigParty and let
us know what you are
planning!

4. Where?

The venue choice will be dependent on the number of guests you are intending to invite and the type of entertainment you are planning (e.g. do you need a stage or catwalk?). You may hold the Wig Party in your school, place of work or at home or you may decide to hire a venue. Think about your budget and consider approaching local bars and night clubs which will often give you space for free.

5. When?

Find a date! You may want to plan the Wig Party to coincide with the big party in London on 1 October or with World AIDS Day on 1 December, as a Halloween Party, to celebrate your birthday or at any other point of the year when you simply fancy dressing up. Think about when your guests are available, avoid clashes with events or activities that have already been planned, and allow yourself enough time for planning.

6. How?

Once all the details are arranged, you need to think about how to spread the word... will you send out invites on Facebook or do you need a bigger promotional campaign with posters and flyers? Will you sell tickets in advance?

To chat through your
event or get some tips
and advice, contact the
fundraising department
on 020 7814 6731 or
email
fundraising@nat.org.uk.

You might also want to speak to your local paper and ask them to promote the event for you in advance or to cover the event itself. For tips on how to approach the press and a template press release, download the Wig Party press pack from www.nat.org.uk.

Why not promote your party by wearing a wig around your school, university or town? Make sure you have flyers ready to hand out when people ask you why you're all dressed up. If you organise a street collection permit and take some buckets with you, you can even use this as an opportunity to get your fundraising started early!

Remember, all publicity materials must state "All proceeds will go to NAT (National AIDS Trust). NAT is a registered charity (no 297977)". If you intend to use NAT's logo and a description of what we do, please check with us.

7. WIGS!!

The essential ingredient to any successful Wig Party!



Money, money, money....

When the final wigs have been discarded you can breathe a sigh of relief, give yourself a pat on the back and count up all the money you have raised!

The easiest way to pay in your funds is with your credit or debit card online at:

<http://uk.virginmoneygiving.com/WigPartyFun>

Remember to add a message, telling us how you have raised this money!

Alternatively, there are a number of other ways to ensure your hard-earned money will reach NAT:

Sponsorship

If you are asking for sponsorship, an easy way to do this is by setting up your own fundraising page on Virgin Money Giving and asking sponsors to donate this way.

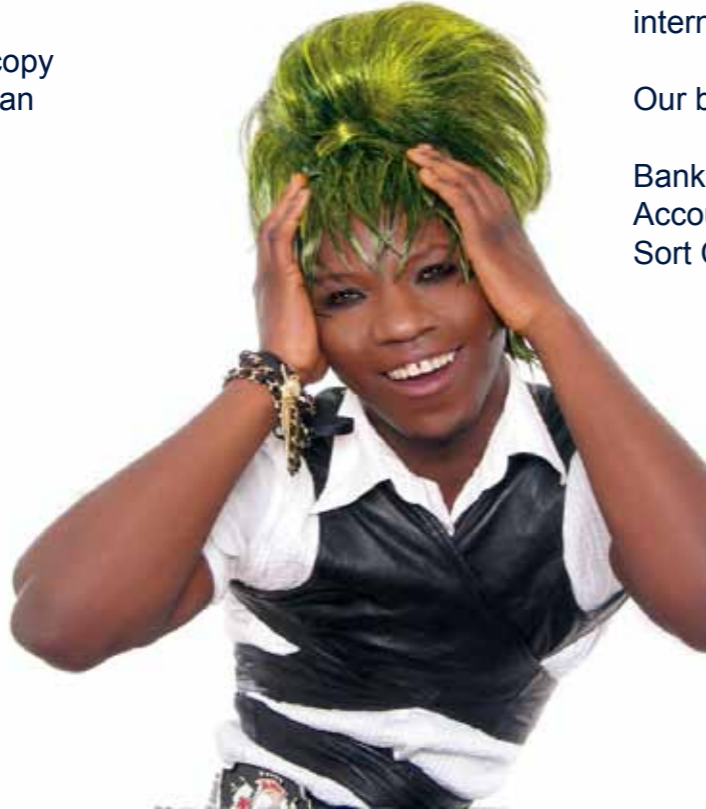
Go to:
www.virginmoneygiving.co.uk
and search for 'National AIDS Trust'.

If you would like a hardcopy sponsorship form, you can download this from www.nat.org.uk or email fundraising@nat.org.uk.

Cheque

Pay all the funds you have raised into your bank account and then write a single cheque made payable to 'NAT' and send it to:

NAT
New City Cloisters
196 Old Street
London EC1V 9FR



Money for nothing...

Gift Aid: Add an extra 25% to the money you raise for FREE by asking all donors who are UK tax payers to complete a Gift Aid Form. This means that if you raise £100, NAT will receive £125! You can download a form from www.nat.org.uk or email fundraising@nat.org.uk.

Matched Funding: Some companies will match the funds raised by their employees, making your hard-earned money worth double! Speak to your HR Department for more details.

Thank you & photos

Thank you for all your support of NAT: the funds you raise will help us continue our vital work - shaping attitudes, challenging injustice and changing lives.

We really want to hear all about your event, so get in touch before the event to let us know what you are planning and send us your stories and photos afterwards.

You may even be featured on our website as an inspiration to other fundraisers! (But only if you are happy for us to do this)



Win a chance to join the original Wig Party in London!

The top Wig Party fundraiser will win two tickets for the Wig Party in London in October 2012. Make sure to send us your funds no later than 31 March to be in with a chance to win!



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SHAPING ATTITUDES CHALLENGING INJUSTICE CHANGING LIVES

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