

# Hosting your own Open Gardens

## As an individual or as a group?



The first thing to do is to decide whether you would like to organise an Open Garden by yourself, or whether you would like to be a part of an Open Garden event in your local area.

If you want your Open Garden to be more low-key, maybe just for close friends and family, then organising it by yourself may be the way to go.

If you'd like to get together with your neighbours and local community and open your gardens on the same day, then we can help you get in touch with other people in your area. This is a great way to meet like-minded people, and raise more money for local hospice care.

## Set a date and time

We suggest running your open gardens from May to September, but you can hold an Open Garden whenever you wish. Here are some things to consider when choosing your date:

- What time of year does your garden look its best?
- Leave yourself plenty of time to plan your Open Garden.
- If you are taking part with one or more other gardens, find a date that works for everyone.
- Will your Open Garden be over one or two days?
- Try to avoid hosting your Open Garden on the same day as another event locally to maximise attendees.





## What is the suggested donation for entry?

A typical suggested donation of between £3-£5 per adult, and a reduced or free entry for children. Your suggested donation amount is up to you but will depend on what you are offering, for example if you are offering free refreshments, your suggested donation will need to cover the cost of providing them.

If you are holding an Open Garden event with multiple gardens, why not ask for a larger suggested donation that will give attendees access to all of the gardens? You can keep track of who has donated using tickets.

## Refreshments and ways to boost your fundraising

Providing refreshments is the best way to help boost your fundraising. Why not offer your guests tea, coffee or a slice of cake for an additional donation?

Other things you can do to raise more money for St Helena include:

- **Organise a raffle** - You can ask local businesses for raffle prizes, and then sell tickets at your Open Garden. Before organising a raffle be sure to read our guide to keeping things legal.
- **Fundraising games** - We have handy templates to help you create a sweepstake or the classic 'how many sweets in the jar?' Game available in our [fundraising pack](#).
- **Plant or produce sale** - Do you grow your own fruit and veg? Why not sell it at your Open Garden!
- **Something special** - Does your garden have something unique that you could utilise? Perhaps a model train or children's play area.



## Health, Safety and Insurance



Your Open Garden event will not be covered by St Helena Public Liability insurance. We would suggest that you check your household insurance in the first instance to see whether you're already covered. You may be asked to pay a small additional charge depending on your insurer.

Think about first aid provisions. Do you have a home first aid kit? It is important to keep essentials such as plasters in the home just in case.

If parking is limited please consult your neighbors prior to the event, and if you are expecting a particularly large turnout consider contacting local authorities.

## Promoting your Open Garden

Now you've planned your Open Garden its time to get the word out there! There are lots of way to do this but here is what we recommend:

- **Request a fundraising pack** - in [your pack](#) you will find lots of things to help promote your event, including poster templates, bunting and balloons!
- **Create a Facebook event** - Facebook events are a great way to let your friends know what you are planning, its also a good way to keep track of who is coming. Watch our quick guide on how to set up a Facebook Event [here](#) and download our Facebook Event image [here](#).
- **Use our website** - send the details of your Open Garden along with some pictures to [fundraising@sthelena.org.uk](mailto:fundraising@sthelena.org.uk) and we can add it to the [Supporter Events](#) section on our website.
- **Local radio** - Contact your local radio station to see if they can shout out your event.
- **Shop windows** - See if any shops in your area will put a poster up in their window.
- **Local magazines** - Are there any local or parish magazines you could advertise in?
- **Social media** - Using social media is a great way to promote your Open Garden, most towns and villages will have a community page where you can promote local events.

