

YourGoldParty Charity Fundraising Case Study: Team Attitude at Altitude

Charity Gold Parties - Fantastic Fundraiser with Minimal Effort

Charity fundraisers Deb Hunt and her three friends (Team Attitude at Altitude), have recently embarked on a life-changing challenge. In September 2010 they have to be fit enough to tackle a 9-day trek to the peak of Mount Kilimanjaro. But before that, they have to raise their target of £20,000 for national charity, Breakthrough Breast Cancer.

In the early days of their fundraising, Deb went online looking for unusual ways of raising money. She struck gold when she found YourGoldParty's website! Hosting a gold party appealed because it was something different and easy to organise. After a couple of phone calls, Team Attitude at Altitude's gold party was on the fundraising schedule. "Everyone's got some old unwanted or broken gold jewellery lying round the house, and you'd be really surprised at how much it is worth," said Deb Hunt.

Helpful advice from YourGoldParty

As a matter of course, YourGoldParty sent pro forma invitations to Deb Hunt. But as their party was to be held in a village hall rather than a private house, YourGoldParty's team also advised on security matters. Gold is a very high value commodity, so sensible precautions were recommended to mitigate any security risks for both the guests and the party organisers.

Genuine people and no pressure!

Some 20 guests attended Team Attitude at Altitude's Gold Party and the event raised in the region of £300 for the trek appeal. Tea and cakes were served at one end of the hall, while YourGoldParty's gold experts saw people privately at the other. "The gold buyers assessed the gold and everyone had the choice of selling it or not. They were really genuine people and there was no

pressure to sell," Deb Hunt commented. "One lady had a gold necklace she had inherited and really was unsure about selling it.

YourGoldParty's gold buyer said she shouldn't sell it because she would probably regret it later. That was really nice and said a lot about the company's ethics."

A popular event

People's reaction to the gold party concept was positive. The guests liked the idea, especially as the gold buyer came to them. They didn't have to travel far or enter into any risky arrangements like sending their precious gold by post. Deb said, "Unlike most charity fundraising events where you expect to be paying money out, the guests went away with cash in their pockets, less the cost of their tea and cakes, of course!"

On-going commission to boost funds

As well as being a good fundraiser, YourGoldParty pays commission on referrals. Team Attitude at Altitude were contacted by one lady who wanted a reference for YourGoldParty before committing to hosting a party. Deb said, "Imagine our surprise when for just one email, we received a cheque for 3% in commission for our funds."

"The gold party was a fantastic fundraiser for our appeal. It was absolutely minimal effort with a high gain, and that's without the ongoing commission. It's worth encouraging other people to hold a party because you'll get the money from that too. That's a big help when you've got a lot of money to raise."

Deb Hunt

Team Attitude at Altitude

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