

Host a Movie Night Fundraiser



Hosting a movie night fundraiser at a cinema is a fun and effective way to bring people together while raising funds for your Hawaiian Ride for Youth team. Below is a guide to help you plan, promote, and deliver a successful event. Don't forget to register your fundraiser through your dashboard and submit your budget proposal to Youth Focus.

Planning Your Movie Night

Choose Your Cinema

- Local options: Hoyts, Event Cinemas, Luna Palace Cinemas, or community-based theatres like The Backlot Perth.
- Contact their events or group bookings manager to discuss:
 - Minimum ticket numbers
 - Cost per head / cinema hire fee
 - Available screening dates and times
 - Food & drink packages (popcorn, drinks, catering options)

Pick a Film

- Choose a new release for maximum appeal or a classic that fits your audience's interests.
- Consider family-friendly options (Disney/Pixar/Marvel) if targeting a wide demographic.

Set Fundraising Goals

- Work out ticket price:
 - Cinema hire + extras ÷ expected attendees = base ticket cost
 - Add fundraising margin (e.g. +\$10 per ticket).
- Consider additional fundraising activities such as raffle, silent auction, donation buckets

Logistics & Setup

Book Early

- Cinemas may require 6–8 weeks' notice for group bookings.
- Aim for a weekend or weeknight that avoids clashes with major local events.

Ticketing

- Use the Hawaiian Ride for Youth online event ticketing platform. Log into your personal fundraising page to lodge your event application.
- Book pull up banner and eftpos if required by emailing admin@youthfocus.com.au

Extras to Boost Fundraising

- Raffle prizes (donated by local businesses).
- Pre-movie speeches about Hawaiian Ride for Youth and Youth Focus.
- Branded merchandise or "goodie bags" at the door.
- Sponsorship from local businesses (logo on screen or flyers).

Promotion & Marketing

Marketing Channels

- Social media event pages (Facebook, Instagram, LinkedIn).
- Email newsletters to supporters.
- Flyers in local cafes, gyms, schools, libraries.
- Word of mouth – encourage supporters to invite friends.

Messaging

- Highlight the fun, social night out.
- Be clear about the fundraising purpose.
- Add urgency: “Limited seats available – book now!”

On the Night

- Volunteers: Assign helpers for ticket scanning, raffle sales, ushering, and donation collection. This will vary depending on which cinema you book through.
- Welcome Speech: Thank attendees, sponsors, and explain where the funds will go.
- Raffles & Auctions: Draw winners before the film starts.
- Engagement: Use cinema screen to display sponsor logos, fundraising thermometer, or video about Hawaiian Ride for Youth.

After the Event

- Thank attendees via email or social media.
- Publicly acknowledge sponsors and prize donors.
- Share photos and fundraising results to show impact.

Example Budget (Cinema Event, 100 people)

- Cinema hire & screening: \$1,200
- Tickets sold @ \$30 each: \$3,000
- Net profit (before raffle/extra fundraising): \$1,800
- Add raffle/auction: +\$1,000–\$2,000 potential
- 🖱️ Total raised: \$2,800–\$3,800

Smaller boutique cinemas like The Backlot Perth or Luna Leederville are often more flexible and affordable for fundraising events compared to larger chains.

rideforyouth.com.au

The Hawaiian Ride for Youth is held annually in March with riders covering over 700kms from Albany to Perth to raise funds and awareness for Youth Focus.

