Quiz: how to run your own event

Overview

A quiz night is a fun, sociable and relatively easy fundraising event that brings people together while raising money and awareness for Marie Curie, with minimal costs involved. Participants usually take part in teams, answering 50-80 questions across multiple rounds, with opportunities for additional fundraising throughout the evening.

A typical successful quiz can raise **£300-£1,000**, although events that include food, sponsorship or additional fundraising activities can raise significantly more. Several Marie Curie fundraising groups have raised **£1,500-£2,000+** through well-supported quiz events.

Key points to consider

Success Factors
Successful quizzes usually have:
- A strong network of supporters
- A confident and engaging quizmaster
- Good venue facilities
- Effective local promotion
- Additional fundraising activities such as raffles and games
- Affordable ticket pricing that encourages attendance

Timeline
Allow **1-2 months** to organise your event once a venue and date have been secured.

Key tasks include:
- Recruiting teams
- Arranging a quizmaster
- Securing prizes
- Promoting the event
- Preparing questions and materials

Venue Requirements
Suitable venues include:
- Pubs
- Community or church halls
- Social clubs
- Schools

The venue should ideally provide:
- Tables and chairs
- Food and drink facilities (or allow bring-your-own)
- A microphone for the quizmaster
- A PA system if music is included
- Parking
- Appropriate licences if alcohol or music are involved

Quiz Format
Typical events include:
- 10-30 teams
- Teams of 4-8 people
- 5-10 quiz rounds
- 50-80 questions
- A running time of around 2-3 hours

Quizmaster
Your quizmaster should:
- Be confident speaking to groups
- Keep the event running on time
- Engage with participants
- Explain rules and scoring

Fundraising Model
Ticket sales are usually the main source of income.

Recommended pricing:
- **£3-£8 per person** for quiz-only events

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You may also choose a theme such as Christmas, Easter or Halloween to increase interest and make promotion easier.	This could be a volunteer, member of your fundraising group, friend, family member or experienced local quiz host.	• **£10-£20 per person** if food is included Research local quizzes to help set an appropriate ticket price. Boost income through: • Raffles or tombolas • Sponsored prizes • Marie Curie merchandise sales • Additional games during breaks • Local sponsorship for prizes or catering
Questions and Rounds To keep teams engaged, consider including: • General knowledge rounds • Picture rounds • Anagrams • Tasting rounds (check for allergies) • Themed rounds • Challenge or marathon rounds Existing question packs or local quizmasters can help provide content.	**Promotion** Promote through: • Social media • Friends and family networks • Community groups • Local newspapers and magazines • Posters in local venues • Local websites and organisations Many successful quiz teams are recruited through personal networks and word of mouth.	**Volunteer Roles** You may need volunteers to: • Welcome teams and check tickets • Sell raffle tickets • Mark answer sheets • Run fundraising activities • Coordinate with the venue and quizmaster • Help set up and pack down the event
Health & Safety • Complete an Event Activity Plan and risk assessment in advance. • Follow venue safety procedures. • Consider food safety requirements if serving food. • Share relevant documentation with your Community Fundraiser if required. • For any emergencies on the day, call CFIT on 0800 3047112	**Event Day** A typical quiz night follows this format: 1. Set up tables, answer sheets and prizes. 2. Welcome teams and sell raffle tickets. 3. Introduce the event and explain the rules. 4. Run quiz rounds with a break halfway through. 5. Hold any raffles or fundraising games. 6. Announce winners and award prizes. 7. Thank attendees and volunteers. Most quizzes last 2-3 hours.	**Resources** Your Community Fundraiser will have all the materials you need to help run an event like this. This includes: • Question and answer sheet templates • Press releases • TryBooking to sell tickets online (if needed)

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Expected Outcome

A quiz is one of the simplest fundraising events to organise and works well for most fundraising groups. With strong local support, low costs and a fun atmosphere, it can regularly raise **£300-£1,000+** while introducing new supporters to Marie Curie. For more support on running an event like this, speak to your local Community Fundraiser.

Case Study: Solihull Fundraising Group

The Solihull Fundraising Group held a quiz night with a fish and chip supper in Autumn 2024.



The group used our approved online ticketing platform Trybooking to sell tickets as this also gave them the option to ask for attendees' food options easily, and they were also able to identify who was on each team to make the arrangements on the night easier.

The group charged £15 per ticket, with teams of up to 8 people. Individuals or smaller groups could also sign up and be seated with other attendees to make new teams. The group promoted the event locally and through their Facebook page.

The group sought sponsorship from one of our charity partners for the event to help cover costs. They held a raffle on the night too and used the opportunity to ask if anyone wanted to take part in upcoming collections. The group raised £2,172 from the event.

Your Quiz Event Checklist

Before the event

☐ Arrange a quizmaster
☐ Set the ticket price and your maximum number of participants
☐ Prepare a press release from our template and promote locally
☐ Produce posters, leaflets and tickets
☐ Set quiz questions and confirm if you're holding any other fundraising activities at the event
☐ Organise refreshments or ensure this is provided by the venue
☐ Complete your event Activity Plan
☐ Sell tickets your tickets
☐ Source prizes
☐ Print answer sheets and any other materials you'll need
☐ Confirm volunteer roles for the event

On the day

☐ Ensure there is a microphone/PA system
☐ Refreshments
☐ Run extra fundraising activities
☐ Ensure there are enough pens and answer sheets for each table

After the event

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☐ Collect and bank all your fundraising money
☐ Thank the quizmaster, venue, and volunteers
☐ Review your event with members of the fundraising group and your Community Fundraiser

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