



Huntington's Disease
Society of America



Greater NY-NJ REGION



Cocktails for a Cure is a fundraising and awareness Happy Hour hosted at a local bar. For a nominal donation, attendees receive drink tickets they can use at the bar (example: \$30 for four drinks).

Start by putting together a Cocktails for a Cure Committee of three to six volunteers who are committed to

attending the Happy Hour event and can help find a location and solicit donations.

Find a bar willing to host the event — preferably one that is willing to give 100% of the proceeds to HDSA. Set a date for the event at least three months in advance so you can have time to advertise.

Set a price point for the tickets and discuss what drink tickets can be redeemed for with the bar manager (ex. House wines, well drinks, and draft beers only).

Ask the bar if they can put you in touch with their liquor distributor. Ask this company to donate a keg for the event.

Advertise your event: make flyers and submit information to community calendars.

Add it to the Regional HDSA.org/NYNJReg calendar, tweet it, make a Facebook event, and invite all your friends.

Put flyers up in your company break room. Give flyers to the bar and ask them to put it on their event calendar.

To bring in extra revenue, consider having a raffle at the event. The Cocktails for a Cure committee can solicit local businesses for donations. Ask the host bar to donate some gift certificates.

Day of: Bring packets of drink tickets, petty cash, raffle items and tickets, and flyers advertising your Chapter/Affiliate and upcoming events. Make sure the bartenders know what the drink tickets look like and have them keep redeemed tickets behind the bar (if you have to pay the bar a per drink rate, you will need these to settle up after the event). Set up a table near the front door and ask all incoming patrons if they want to participate in the charity Happy Hour. Ask everyone who attends to sign in (name and email). Remind people to tip their bartenders! Give everyone who attends information on HD and how they can get involved with the Chapter or Affiliate.

Follow-up: Thank the bar for hosting the Cocktails for a Cure event. Email everyone who came thanking them for coming out to support HDSA. Let them know about upcoming events and how they can get involved. Ask them to Like your Chapter or Affiliate on Facebook or follow on Twitter to stay in touch.

For more information on planning a Cocktails for a Cure event,
contact Casey Snyder - csnyder@hdsa.org - 212-242-1968 ext 236