

CASE STUDY · TOGETHER FUNDRAISING

Plant Bingo

How a fresh community idea became a sold-out fundraiser

Growing Health Community Garden · Community Fundraising Event



SOLD OUT

A packed community event

£1,000 RAISED

In one joyful evening

LASTING VALUE

New visibility & connection



THE CHALLENGE

What they needed

Growing Health Community Garden wanted to raise vital funds while bringing more people closer to its work.

The event needed to feel welcoming, relevant and genuinely enjoyable — not like another routine appeal for donations.

The opportunity: one event that could raise money, strengthen local connections and give people a story they'd want to share.





THE IDEA

Make the cause part of the fun

Together Fundraising created Plant Bingo: a playful twist on a familiar format, built around the identity of the community garden.

What we brought:

- ✓ A simple, distinctive concept
- ✓ Promotion that turned curiosity into bookings
- ✓ A guest experience that energised the room
- ✓ Plant-themed details from start to finish
- ✓ A format with lasting story value





THE RESULT

A sold-out night with lasting value

Plant Bingo sold out and raised £1,000 for Growing Health Community Garden. Guests did not simply attend a fundraiser — they took part in an experience rooted in the cause.



£1,000

Immediate income

Sold Out

Stronger visibility

Lasting

Connected supporters



WHY IT WORKED

Three reasons this idea landed

01

Unmistakably theirs

Built around the garden's identity — not an off-the-shelf fundraiser.



02

Instantly understood

People understood the invitation and the fun from the very first line.



03

Participation first

Fundraising was built naturally around the shared experience.





THE BIGGER PICTURE

More than a fundraising event

Plant Bingo shows what can happen when a fundraising idea is built from the cause outwards. It raised useful income, but its wider value came from creating a positive shared experience — the kind that helps supporters feel closer to an organisation and more likely to stay involved.

*Members did not just feel a transaction. **They felt community.***



The strongest ideas are easy to explain, easy to enjoy and difficult to confuse with anybody else's event.

TOGETHER FUNDRAISING

What opportunity is your charity overlooking?

Together Fundraising helps charities turn the people, partnerships, assets and ideas already within reach into practical fundraising momentum.

SOLD OUT

Plant Bingo event

£1,000

Raised in one evening

LASTING

Community impact



*Stronger communities. Better fundraising.
Meaningful partnerships.*

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