

How to Organize an Event to Help Children's



Thanks for helping to help make kids better!

Before planning your event access the Independent Fundraising Event Application available at www.childhealth.ca. It will help you work through the details of your event. Please submit the application to Children's Health Foundation.

Steps to Success

- Choose an event
- Set objectives
- Identify your audience
- Plan the activities and the appearance of the event
- Select the location
- Define the resources needed
- Create a budget
- Manage the risks
- Plan the details of the event
- Thank you, thank you, thank you!
- Evaluate

1. Choose an Event

If you don't already have an event in mind, here is a list of ideas:

- "A-Thon" (walk, skate, bike, bowl, swim, etc)
- Dinner with Friends
- Community Rummage Sales
- Birthday/Anniversary and Special Occasions
- Golf and other Sporting Event Tournaments
- Book Sales
- Host a Charity Barbecue
- Head Shaving
- Auctions
- Gala

Don't be afraid to be creative or to look to other successful fundraising events for ideas.

2. Set Objectives

What do you plan to accomplish with the event?

Here are some sample questions to help you set the event's objectives:

- How much money do we plan to raise?
- How many tickets need to be sold to reach our goal?
- Who is our target audience?
- What kind of experience do we want our audience to have?
- Is it important to have media cover the event?
- How will we define success?

3. Identify Your Audience

- Who do you hope will attend?
- How will you reach them?
- Develop a publicity/promotion plan. Get out there. Contact the media to find out what free promotional opportunities they have. Consider contacting television and radio stations, newspapers and websites.

4. Plan Event Activities and the Appearance

- What will happen at the event?
- How will it look?

5. Select the Location

- How many people will be attending?
- Is there parking available?
- Are washrooms readily available?
- Is the location visible?
- What is the rental fee? Are you required to use their food and other services?

6. Define Resources Needed

- What people and materials will you need for the event?
- Are volunteers needed? If so, how many and when?
- Do you require prizes?
- Is audiovisual equipment or other technology needed?

7. Create a Budget

There are lots of unknowns with events so outline the revenue and expenses that you think will occur to the best of your ability.

- Expenses could include facility and equipment rentals (location, tables, chairs), food, advertising and print materials.
- You may want to consider developing worst-case and best-case scenario budgets to ensure that your efforts are worthwhile.

Consider finding a sponsor to help offset some of your expenses.

- Look for ways that your event can provide a sponsor with a good return on their investment and improve their image in the community.
- When looking for a sponsor consider who you know that is involved in an organization that could help you.
- Know what you want – do you need financial assistance or gifts in kind such as food, advertising or print materials?
- Approach businesses that would target your event's audience.
- Make sure you recognize your sponsor. Here are some recognition ideas:
 - Invite them to attend your event and make a brief statement
 - Provide signage and/or verbal recognition at the event
 - Include their name or logo in any advertising for your event
 - Provide them with a meaningful token from the event (for example a plaque or certificate).
 - Write them a thank you letter recognizing their contribution and how their participation made a difference
- Have a written agreement confirming what the sponsor will provide and what you will provide in return. Ensure their experience with the event is a positive one.

8. Manage the Risks

Plan ahead!

- What could go wrong?
- How can you manage the risks?
- Are there insurance and safety issues that may need to be addressed?
- Are special permits or licenses required?
- Have you planned for bad weather? Do you have a rain or snow date?

9. Plan the Details of the Event

- Create a "Day of the Event" agenda making sure to assign responsibility for each task.
- Create a supply list of "things" you will need (including audio visual and technology, staging, special equipment and general supplies like pens, paper, tape and scissors)
- Lay out how the venue will be set up.
- Create a set up/clean up schedule.

10. Thank You, Thank You, Thank You!

Be sure to acknowledge all participants at your event and let them know how much was raised. If you plan on holding the event annually, this will ensure repeat donations and participation.

Don't forget to thank:

- Participants
- Sponsors
- Donors
- Volunteers
- Committee Members

11. Evaluate

- What worked?
- What could be done better next time?



Your next step is to complete the Independent Fundraising Event Application that is available at www.childhealth.ca or by contacting Jennifer Baxter, Community Relations Associate at 519-432-8062 ext 139 or jbaxter@childhealth.ca.