

Third Party Fundraising Event

Thank you

- Thank you for your valued interest in West Island Community Shares! Fundraising is such a vital component of our mission of supporting the West Island organizations and it's because of people like you in our community that we are able to succeed!
- In order to host a successful event, it is important to remember all of the planning and costs associated to your event. In order to help you out, we've prepared an instruction book that can assist you during the process.

Planning an event

Step 1: Come up with an idea!

- Something fun and fresh!
 - There are so many fundraisers out there so try to come up with an event that hasn't been done to attract a crowd.
- Keep in mind, bigger events will require a larger time investment and cost more so make sure you aren't biting off more than you can chew.
- List of past events:
 - Obstacle course
 - Spaghetti dinner
 - Tennis Tournament
 - Silent Auction
- Winter friendly events:
 - Snowball building contest
 - Snowball fight tournament
 - Something indoors. Example, Dance-a-thon

Step 2: Start the planning

- Pick a date
 - Make sure the date is appropriate for the time of year (don't have a outdoor swimming event in the middle of winter)
- Set yourself a goal! How much do you want to raise?
- Find a venue!
 - Can it hold the number of people you want to attend?
 - How much does it cost?
 - Is it accessible?
- Figure out your logistics:
 - How many volunteers will you need?
 - Do you need to purchase a permit or insurance for your event?

Step 3: Create a budget

- Figure out how much this event is going to cost you
 - Expenses can come from everywhere, so make sure you when you're making a budget to take into account everything
- Set yourself a goal for how much you want to raise!
 - Every cent counts, so even if your event only raises a few hundred dollars it will still have an impact
- Be realistic about your revenues and exaggerate your expenses
 - It's better to underestimate your revenue and overestimate your expenses, than the other way around
- Be realistic about your ticket costs

- If you wouldn't pay that amount for a ticket, how do you expect others to? If you're unable to make a profit without overpriced tickets, take a look at your event and try to find places you can cut back on expenses.

Step 4: Reach out to us!

- We always love talking to the people that fundraise for us!
- How we can help
 - Community Shares promotional materials (pamphlets, balloons, donation boxes, banners, and Community Shares fact sheets)
 - Provide you with Community Shares logo to use for your event marketing materials
 - Provide tax receipts where applicable (see page #)
 - Support your event by including it in our monthly newsletter (Sent at the beginning of the month), Facebook page, and our website
 - A community shares representative may be available to represent our organization at your event
- Unfortunately, since we're a small team, we cannot:
 - Provide a donor mailing list
 - Cover any costs associated with your event
 - Create documents for your events (sponsorship requests, posters, tickets, etc.)
 - Secure sponsorships, prizing, or advertising for your event
 - Secure volunteers for your event
 - Guarantee attendance to your event
 - Secure radio or TV promotion

Step 5: Promote your event

- The key to a successful event is attendance and the only way people are going to attend is if they know your event exists!
- There are so many ways to promote your events, including:
 - Social media (Facebook, Instagram, Twitter, etc.)
 - Our monthly newsletter
 - Newspapers
 - Community Calendars
 - Etc.
- Just make sure that if you're paying for it, to include it in your budget
- Also, get creative with it! No one remembers bland promotional items, they'll remember eye catching ones.

Step 6: Day of the Event

- Mention that funds will be donated to West Island Community Shares
- Make sure to take lots of photos so we can post them on our website and social media accounts (ask consent before publishing them)
- We will do our best to attend the event, but we cannot make any guarantees
- And don't forget to have fun!

Step 7: Thank you!

- Make sure to say thank you to all those that participated and help make your event a success.

Tax Receipts

- Should you request tax receipts for your event, you must indicate this on the registration form along with the purpose of the tax receipt
 - Only requests that meet the CRA's requirements will be approved

- Please note that at no time can West Island Community Shares issue a tax receipt for sponsorships. Also, to receive tax receipts for the current year, funds and donor information must be received by December 15th
- Total funds raised from your event must be received by West Island Community Shares within 60 days of the event

Tips and Tricks

- Create a Master Spreadsheet
 - This is a summary of the event and should include:
 - RSVP
 - Sponsors
 - Budget
 - Schedule
 - Anything you think is important
- Create a Critical Path/To-Do list
 - This document is a step-by-step of all the tasks you have to get done in order to host the event on the desired date
- Assemble a team to help you
 - It's a lot of work to host an event so make sure you have a team to help you out before, during, and after the event
- Save all documents and write a "post event" document
 - That way, if you ever want to host the event again you won't have to start from scratch and you'll be able to make the appropriate changes
- Thank you again! We look forward to working with you in helping our neighbours in need!
- For any questions please contact:
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