



**CANADIAN
FEED THE
CHILDREN**

helping children thrive

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Tips for Your Event

Here are some tips for planning and running a successful fundraising event in support of Canadian Feed The Children...

Pick a Marketable Fundraiser

Brainstorm with your friends, family, co-workers or fellow students about your great event idea. Ask yourself, how feasible is the idea? Will people you know be interested in attending such an event? Are you likely to achieve your goal with this event? Is it cost effective?

Plan Well in Advance

Events can be time and energy consuming, so the key to a great event is a great event committee. Delegate tasks to members and ensure that everything needed for your event is organized well before the week of your event. This will help ensure your event runs smoothly.

Financial Goals

Set realistic and attainable financial goals for your event. Complete a budget. Plan all of the expenses you require for your event and project your revenues. This is critical to make sure you **do not spend more than you raise**. Be sure to think of any unexpected costs that can occur.

Who Will Come

Make sure you know your audience. Advertise by telling friends and family and use social media to reach more people. Think about who you want to promote the event to. Is it for children, adults, men, women? If you have a specific demographic in mind, try and plan your event towards something that group would be interested in. Keep in mind that ticket prices and/or other costs will possibly affect turnout.

Set A Date

Schedule your event on a day and time people will come. Be sure to check the days and times of other events in your community to ensure a good attendance at your event. See below for some "world" date examples to rally your event around.

Important Dates To Remember

March 8: International Women's Day and United Nations Day for Women's Rights and International Peace

March 22: World Water Day

April 7: World Health Day

April 22: Earth Day

May 15: International Day of Families

August 12: International Youth Day

September 21: International Day of Peace

October 16: World Food Day

October 24: United Nations Day and World Development Information Day

November 20: Universal Children's Day

December 1: World AIDS Day

December 5: International Volunteer Day for Economic and Social Development

December 10: Human Rights Day

December 20: International Human Solidarity Day

Plan, Plan, Plan!

Event planning is very detailed. Be sure to create a checklist to make sure you meet all your planning needs.

Market, Market, Market!

Promotion is the key to success. The more people who know about your event, the bigger success it will be, so start publicizing early.

Posters, Facebook, Twitter, Instagram, emails, announcements, flyers, editorials, newsletters, progress thermometers, letters, displays, blogs, websites, phone calls - all help to spread the word, create momentum and celebrate successes!

Please remember that any use of Canadian Feed The Children's name and logo must be approved prior to use.

Support

Many companies and suppliers will match gifts raised by employees or customers. Speak to your employer to see if they would like to support your efforts.

Participant Sponsorship

Many events and activities can be turned into participant sponsorship opportunities if they are made into a competition or a marathon. Often this means testing participants against an outside measure - such as time, distance, speed, or amount completed. Friendly competition can help to motivate participants and build team spirit.

Event Sponsorship

Talk to businesses that you know – vendors, clients, suppliers, employers. Many companies will support your efforts by sponsoring all or an element of your event. For example, golf tournaments can attract tee-hole sponsors and cart sponsors. A concert could attract a stage sponsor and music sponsor.

Recruiting Volunteers

Volunteers are your most valuable resource when planning an event.

Make a list of the necessary skills, attitudes and knowledge you think your volunteers should possess, and estimate the number you think you will need. Your volunteers should be dedicated and enthusiastic about your cause. This enthusiasm will rub off on everything they do.

Once you know who fits the criteria, ask them directly if they would like to help with your event. Most people who are directly asked will be glad to help.

Some points to keep in mind when you are working with volunteers:

- Continually support and recognize the importance of each volunteer to your event. Enthusiasm and motivation will quickly follow.
- Be aware of the time your volunteers are spending with you. Try to be flexible and work around your volunteers' needs and time demands.



- Know your volunteers' particular areas of interest and try to fit their job to their interests.
- Encourage, support and enforce the value of your volunteers. Remember that you can't do anything without them, so don't forget to thank them!

Collection

Remember to collect your funds securely. Once you have collected the funds, send them in to Canadian Feed The Children within 30 business days post-event. For more information on how to send in your donations following your event, please see "Post-Event Information" Sheet.

Follow Up

In the excitement that follows a successful event, it's easy to lose sight of the importance of following through on the paperwork. This includes collecting and reporting information for tax receipts and any information that is required to complete a license. In addition, it's a good idea to send out thank you letters to everyone who helped make the event happen (including those people who assisted but may not have attended).

Keep a Record

Record your efforts through careful book-keeping, photographs, videos, sample letters, media clippings and more. Share your stories. Canadian Feed The Children would love to celebrate your success on our website and in our newsletters.

Talk to Us!

We love to know about the events that are happening in support of Canadian Feed The Children. If you are planning an event or thinking about holding an event but you need some ideas – give us a call or send us an email! We would be happy to help you develop your plan.



Event Check List

The following checklist can be used for any type of special event. Not all items on this checklist will be applicable to your event, and you may find you need to add items. It is intended as a guideline only.

Where and When

- Date and time selected
- Venue selected
- Marketing materials ready
- Message and purpose of event described

Who

- Audience contacted
- Tickets/Guests Invited
- Suppliers contacted
- Volunteers contacted

Budget

- List of Possible Expenses
- List of Actual Expenses
- List of Possible Revenue
- List for Donations for day of event
- List of Sponsors and their Donations/ Gifts In Kind (donated items/spaces)

Venue

- Venue Contract
- Ensuring all arranged agreements and equipment are on site (AV/Tables/Chairs)
- Signage, both practical (washroom/coat check) and promotional
- Ensure all Volunteers understand the venue contracts and what is and is not permitted

Parking

- Availability and Location of parking
- Map to location and parking (in invite or easily accessible to guests)
- Cost of parking

Emergency Risk Management

- Make sure all security needed is on site
- First Aid Kits and persons if needed
- Emergency response plan

Licensing and Permits

- Special Event Permit
- Parking Permits
- Any other licensing requirements needed

Caterer Requirements

- Access to kitchen, and all other required needs
- Time of arrival
- Confirmation of Menu
- Rentals of supplies needed

Media

- Print
- Social Media
- Press Kit

Please be sure to contact CFTC for permission to use name and branding!

Promotional Material

- Invitations (post or email)
- Posters
- Proposals
- CFTC display (with permission)
- Flyers

Post Event

- Debrief
- Thank you notes and follow ups with guests and volunteers
- Send Proceeds to CFTC!

