



Supporting Hydrocephalus Canada

# FUNDRAISING GUIDE

## Third Party Fundraising Events Manual

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## Thank You and Getting Started

Thank you for your interest in supporting Hydrocephalus Canada through your very own fundraising event. We are excited and appreciate your enthusiasm. We would also like to do everything we can to make your fundraising effort a success. This package has been put together for to help get you on the right path.

Fundraising is an important part of Hydrocephalus Canada activities. Every dollar raised helps to maintain the programs we run, educate the public and healthcare providers, support those who need us, and advance to research.

Hydrocephalus Canada is the voice of Canadians living with hydrocephalus and spina bifida. We are empowering those impacted by these conditions to experience the best life possible. We do this by establishing environments that protect, support and enhance the lives of those living with, or at risk of developing, the conditions. The money you raise will help support our programs and services.

### REMEMBER:

- People give to people. Personalize your event by highlighting those your event will help.
- Events are good, not only for raising funds, but also for raising awareness. Get the word of what you're doing out there to enjoy a more successful event.
- Building on a past event, or basing your idea on past experience, is a good idea. What worked before will usually work again
- 80% of running an event is in the planning. Take a page out of Santa's book: Make a list and check it twice (at least.)
- Give yourself ample time to implement your plan and make adjustments as necessary, especially if this is your first time organizing an event.
- Establish a goal. How much do you hope to raise? Who do you want to reach? This will help give your event have direction and coherence.
- Communicate your passion. You care about this cause! Use your energy and enthusiasm to show others why they should care too.

Thank you and good luck! We wish you great success! Please let us know what else we can do to help.

**Hydrocephalus Canada**  
www.MyBrainWaves.ca  
Contact:

16 Four Seasons Place, Suite 111, Toronto, Ontario M9B 6E5  
Phone: 416.214.1056 Fax: 416.214.1446  
Email: Info@Hydrocephalus.ca

## Ideas and Brainstorming

Not sure what kind of event you'd like to run? Here are some ideas that have worked in the past

**SERVICES** | Car washes, maid services, shoveling snow, raking lawns, gardening...

Providing a service requires little more than a few able and willing participants, and some well targeted promotions. The most common is the fundraising car wash, but there are lots of other ways to offer your services in exchange for a donation.

**SALES** | Art, garage, used book or toys, bake sale, raffle

Having a product sale is another great way to raise funds! Ask friends, family, colleagues and local retailers and restaurants to donate items or look around your house or business for items that would be valuable to others.

**TICKETED EVENTS** | Dinner Dance, Gala, Magic Show, Fashion Show, Theatre Night, Casino Night

Ticketed events are one of the most popular types of fundraisers! You need a date, a venue and an event that is popular for your audience. When planning your ticketed event, it is important to remember that, unless you get everything required for the event donated, the cost of the event is subtracted from what you raise. Ticketed events remain one of the most popular fundraisers because they usually create a lot of interest, which makes promoting them easier.

**CELEBRATIONS** | Community Picnic, Family Reunion, Birthday, Wedding, Anniversary

A touching way to raise funds for Hydrocephalus Canada is to make us a part of a celebration you are already planning. Asking for donations instead of gifts, or making a pledge in honour of your event, is are great ways to raise awareness and make a difference in the lives of people living with hydrocephalus or spina bifida.

**ATHLETIC EVENTS** | a-thon (bike, skip, run), sport tournament (baseball, golf...), attend a pro game

Healthy competition is always a fun way to get people interested in your event. Organizing a sports tournament or challenging people to beat personal bests can be a fun way to raise pledges, per team or per person. Organizing an outing to a professional sports game is another fabulous athletic event.

## Planning for Success

Answer these 11 questions and you will be well on your way to planning a successful event. For each question write out a detailed and specific response that includes all the things you can think of related to your event and the answer to the question.

1. What is the goal of our event?
2. How many people will we need to run this event? Volunteers? Do we need anyone with special skills?
3. Where are we going to hold this event? Do we need special permits? Do we have access to a free venue?
4. Has this event been done before? Where? When? Was it successful?
5. How are we going to promote this event? Media? Invitations? Newsletter?
6. When are we holding this event? Does the date and time make sense for our audience?
7. Are we serving any food or refreshments? What would we serve? Where could we get it from?
8. Do we need any kind of special equipment or supplies? Can we get them loaned/donated?
9. How will we go about raising money or pledges? Do we need sponsors?
10. How much is this event going to cost to run? How can we get these costs covered?
11. What are the risks associated with this event? Weather? Attendance? How can we minimize these risks?

## Remember to....

- Prepare a schedule including everything that needs to get done before the event, when it must be done by and who is responsible for doing it.
- Create a calendar by working backwards from event day to ensure there is ample time to get everything completed
- Prepare a budget for your event
- Obtain signed contracts from all sponsors, entertainers and suppliers
- Keep accurate records of all meetings, telephone calls etc.
- Prepare or obtain a detailed floor plan of the facility you will be using
- Establish a communications plan for the day of the event
- Conduct an onsite run through the day before the event
- ALWAYS HAVE A BACKUP PLAN!!!!



## Asking for Support

One of the things people find most difficult with fundraising is “the ask.” This is the time when you have done all your planning and organization and now you can out in search of donors or sponsors to get involved by giving to you, Hydrocephalus Canada and the thousands of people we support. This may be to collect prizes, get items or money needed for the event donated, or raise pledges as a part of the event. Asking people for money can seem a daunting task but remember that people will believe in you and the cause. They, like you, are happy to help make a difference in the lives of people who need the support. You may even find people who thank you for the opportunity to do good.

We suggest you write out the key messages you would like to communicate to potential donors. These should include the goal of your event, the value of their donation to HC and the benefits they will receive for their donation. Work on the wording of your ask and practice. This will make you more comfortable when approaching potential donors and ensure that you get the most important information across.

If you need help creating your message, don't hesitate to reach out to us. We're here to help.

**The number one reason that people don't give is because they are not asked. So go ahead....ask!**

### Who to Ask For A Donation

Those who are closest to you should be the first people you speak with and then expand your enthusiasm to others in your community...

Family	Local Businesses	Customers/Clients
Friends	Neighbours	Place of Worship
Co-workers	Classmates	Gym members
Veterinarian	Hairdresser	Accountant
Doctor	Dentist	Suppliers

## Getting Your Message Out

Share your passion! Tell people why you care about this cause! Use your energy and enthusiasm to show others why they should care too. These days there are loads of ways to reach your audience. Combining any of these options will multiply your exposure and impact.

- Face to Face: Meet potential donors in person to tell them about your plan and invite them to get involved through participation or donating – or both!
- E-mail Campaigns: Write about your personal connection to the cause and what your inspiration is for wanting to be involved in a fundraiser. Then, send it via e-mail to everyone in your contacts with instructions on how they can go about donating to you.
- Call or write personal letters to family and friends (see our sample)
- Social Media: Choose your platform – Facebook, Instagram, Twitter, Pinterest.... it's endless!

## Collecting Donations

### Online Donations

Let your donors know that donations can be made securely online at [www.MyBrainWaves.ca](http://www.MyBrainWaves.ca). Click on the big “Donate” button and this will send your donors to an on-line fundraising page. If you'd like a personalized event page specifically for your event, just let us know. We're happy to create a unique website just for you and your donors.

### Telephone Donations

Your donors can call the HC office to make a donation using Visa, MasterCard or American Express. All online and credit card donations will be added to your pledge total.

### Pledge Forms

Make sure to record all pledges made by cash/cheque on your pledge forms. Ensure that complete donor information is recorded so that tax receipts can be issued correctly.

**All cheques must be payable to: HYDROCEPHALUS CANADA.**

Please do not send cash in the mail. If you have received a cash donation, keep it and write a cheque to HC or obtain a money order for the total cash received. Pledge forms can be mailed along with cheques to:

Hydrocephalus Canada, 16 Four Seasons Place, Suite 111, Toronto, ON M9B 6E5

## Sponsorship Strategy

### **DEVELOP A LIST OF POTENTIAL SPONSORS:**

- Companies who might have a vested interest in your event or cause
- Local businesses who have been active within the community in the past
- Those businesses who provide goods or services which you might need for your event (tables and chairs, food, printing etc.)

### **DEVELOP A PROPOSAL INCLUDING:**

- Introductory letter signed by HC representative or influential business colleague
- Summary of event, its history and impact on the community
- Literature on HC
- What you are hoping to get from the sponsor
- Benefits specific to this sponsor for the event (confirm options with SB&H)
- Expectations by HC of the sponsor

### **POSSIBLE BENEFITS TO A SPONSOR:**

- Point of sale promotions of their product
- Media exposure
- HC newsletter article about their support and sponsorship
- Corporate logo on printed material and/or on the HC website
- Complimentary or discounted group tickets
- Event acknowledgement
- Opportunity to develop potential client/customer relationships

### **REQUIREMENTS OF A SPONSOR:**

Any reference by the sponsor to their relationship with Hydrocephalus Canada must be pre-approved in writing by an official representative of HC.

**WORKING WITH A SPONSORS:**

- If the sponsorship is a large dollar amount, a letter detailing responsibilities and expectations of the sponsor, event organizer and HC should be drawn up and signed by the sponsor and HC representative.
- Any alterations to this agreement that become necessary as the event unfolds should be agreed upon by all parties
- Samples of posters and any other promotional material using the sponsor's logo should be approved prior to print
- Any unforeseen problems should be brought to the attention of the sponsor. They have a stake in the success of the event as well and may be able to assist with difficulties.

**THANKING YOUR SPONSORS:**

- Immediately following the event, a thank you letter signed by the event chairperson should be sent to the CEO of the sponsoring company. Be sure to include highlights of the event and let your sponsors know how their involvement will be of benefit.
- Thank you letters should also be sent to company employees that helped directly with the event



## Donor Letter Template

Dear Donor (*Name/Organization*),

Hydrocephalus Canada (HC) is the voice of Canadians living with hydrocephalus and spina bifida. HC is empowering thousands of Canadians impacted by these neurological conditions experience the best life possible.

We are proud to help the national charity establish environments that protect, support and enhance the thousands of people living with, or at risk of developing, hydrocephalus and spina bifida through NAME OF YOUR EVENT. The funds we are raising will help support awareness, education, support programs and research.

We will be holding an (*event name and type*) on (*date of event*). Proceeds will go to maintaining HC programs and services, which for many are a lifeline of support. (Insert your personal story here of why you want to support HC and why the event is important to you.)

Your (*pledge/donation/support/involvement*) would go a long way to making this fundraising event (*event name/type*) a success. Any contribution you make will be greatly appreciated. (*If you are looking for a specific type or amount of contribution please specify here.*)

If you have any questions, please don't hesitate to reach out to me.  
Thank you very much for your interest and support!

*(sign your name here)*

Name

Phone number and/or email

## Ideas for Recruiting Volunteers

- Register with your local volunteer Bureau
- Contact clubs and organizations in your community, particularly those which are service oriented or those that attract people with the skills and interests you are looking for
- Pin up recruitment notices in grocery stores, community centres, bowling alleys etc.
- Use bulletin boards in public libraries, churches and home and school associations
- Professional associations such as accountants, bank managers and public relations people are all potential sources of volunteer help
- Use your local television station as a possible recruitment source
- Send a press release about your need for volunteers to local newspapers and radio stations
- Approach high schools where students are required to complete 40 hours of community service
- Your best source for help is friends and family. Have your friends and family approach their acquaintances as well

## How to Advertise Your Event

When planning a public event the more awareness you can create the better. An important part of running a successful event is making sure the right people know about it and how to get involved. Properly publicizing your event is the best way to reach people and raise awareness for your cause. Here are some ideas on how to get publicity for your event:

- Send a press release to local news outlets
- Send a public service announcement to local radio stations
- Put posters up in busy areas, such as grocery stores and community centres
- Place flyers in the mailboxes of the surrounding area
- Put a story in your office, church or community newsletter
- Send invitations to community leaders
- Use the Internet to your advantage! Create a Facebook group or blog, design a web page for your event or just send out a mass email

## News Release Template

### NEWS RELEASE

Attention: Insert the editor you feel your story would most interest i.e. Lifestyle/Entertainment editor. If you are unsure which editor to target address the release to the assignment desk.

Date: the day you send the release to them

### **MEDIA CONTACT:**

Insert your name and contact info. here

### **ATTENTION GETTING HEADLINE**

*You Can Also Include a Sub-heading in Italics here*

PLACELINE (*City, Prov*): The first paragraph of your story should include the most important information, such as the name of the event, where and when it is being held, and who the proceeds will be helping. Keep this paragraph short and to the point.

The second paragraph of a news release is often a quote. Look for a community leader or expert to quote about your event or charity in a positive and meaningful way. It's ok to write the quote yourself, but make sure the person you are 'quoting' approves it.

All following paragraphs should include any further information you think is important or interesting. Keep a news release under two pages and always remember to double space it.



## What is Tax Deductible?

### UNDERSTANDING REVENUE CANADA REGULATIONS:

In providing receipts for most donations of in-kind terms, we can receipt donors for the “fair market value”. That’s what the item would usually sell for. You may need to get outside estimates. At an auction, or for art, the receipt may be provided for the actual amount paid.

Please remember gifts of goods are tax deductible, but gifts of services are not. Raffle ticket purchases are not tax deductible either.

In the case of gala event tickets including dinner the tax deductible portion is the difference in the actual cost and “fair market value.” This means that if the fair market value of the dinner is \$25 and the event ticket costs \$35 the tax receipt amount would be \$10.

For all pledges/donations a tax receipt will be issued. Donations can be made online, by calling the office and issuing a credit card number and cheques must be made payable to Hydrocephalus Canada. If you receive cash donations, please collect all monies and write a personal cheque or obtain a money order for the total and send it to us. Be sure to collect name and contact information for all donors requiring a receipt. You may use our pledge form or develop your own method for obtaining this information.

Send the information to:

Hydrocephalus Canada  
16 Four Seasons Place, Suite 111  
Toronto, ON M9B 6E5

We will issue receipts within several days of receiving the payment and information. In the case of an event with many participants, this process will take longer.