

# Fundraising 101

## *Third Party Events Guide*

# Plan Your Event

★ **Form a Committee** – Get your friends and family members involved in order to share the event responsibilities.

★ **Brainstorm** – Meet with your committee to come up with ideas!

★ **Develop a Plan** – Make sure that you consider...

- What type of event will you be hosting?
- What is your budget?
- When will your event take place?
- What is your financial goal?
- How will you promote your event?



★ **Register your Event** – Contact Carly Raffiek, Fund Development Coordinator, at 416-642-5675 ext. 2229 or by email at [carly.raffiek@starlightcanada.org](mailto:carly.raffiek@starlightcanada.org).

★ **Promote your Event** – Make use of ALL your available resources, such as print and social media, in order to get the word out. Make sure to follow Starlight's branding strategy!

★ **Solicit Sponsors** – Get your local grocery store to donate the food for your BBQ event or convince your yoga studio to provide you with complimentary access for an hour workout. Try to find ways to cut costs in order to raise the largest amount of funds possible!

★ **Say Thank You** – It is extremely important to thank everyone who assisted with the planning and /or participated in your event. Inform them of the total amount raised, and how much their efforts were appreciated!

# Event Ideas



## Community fundraising

Encourage your local grocery store to donate the food & drinks, and charge a fee per item.



## A-Thon

Organize a Walk-A-Thon, Hike-A-Thon, Bike-A-Thon or Yoga-A-Thon! Individuals make a donation in order to participate.



## Bake Sale

Create a variety of delicious baked goods and sell them at your workplace.



## Sports Tournament

Encourage your friends and family to form teams and get active! Each individual pays a participation fee for the day.



## Garage/Book Sale

Get your friends, family and coworkers to donate their used books and other items



## Workplace Campaign

Suggest 'Casual Fridays' to your workplace, where each employee pays \$5 per week to participate. Inquire if your workplace will match all charitable donations.

# Key Points

- ★ You must contact Fund Development Coordinator, Carly Raffiek at [carly.raffiek@starlightcanada.org](mailto:carly.raffiek@starlightcanada.org) or 416-642-5675 ext. 2229 **FIRST** in order to receive approval of your event. We will then be able to support you to the best of our abilities!
- ★ We unfortunately do not supply sponsorship for our third party events. Consider reaching out to your local businesses for monetary and/or product support.
- ★ You will need to adhere to branding & naming regulations.
- ★ We provide tax receipts for any direct donations of over \$10 made to Starlight Children's Foundation Canada. More information concerning this procedure will be supplied to you after your event is approved.

## What your Event Can Do!

- **\$100** – Hospital Playroom Support
- **\$500** – A Day at Disney World
- **\$1,000** – Eight Starlight Comfort Kits
- **\$3,000** – Starlight Great Escapes® Event
- **\$7,500** – Starlight Fun Center®



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*Thank You for Supporting Starlight Children's Foundation® Canada!*