# 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, Manager, Events & Development at 1-800-880-1004 ext. 2229 or by email at 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

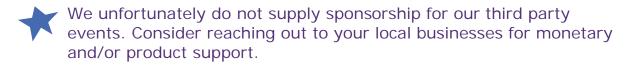


#### Workplace Campaign

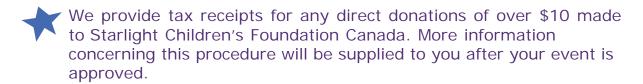
Suggest 'Casual Fridays' to your workplace, where each employee pays \$5 per week to participate. Inquire if your workplace will match all charitable donations.

# Key Points









### 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®



Contact Carly Raffiek, Manager, Events & Development, at 1-800-880-1004 ext. 2229 or by email at carly.raffiek@starlightcanada.org with any questions and concerns or to register your event.

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