

THINGS TO CONSIDER AND DO

FORM AN EVENT COMMITTEE

Unless it's a small event, you know exactly what you're doing, and you've done it all before, you're going to want some help with this. Also, it makes it more fun.

DATE AND VENUE

Set a date and time for your event early on. Pick a location that is convenient for you and the people attending. Try to ensure that the date you pick doesn't conflict with another popular event in your community. Think about weather, public holidays, and faith dates.

PLAN AHEAD

However far in advance you set your date, it's going to come quicker than you think. Leave yourself lots of time to plan and get organized.

PROMOTE

Tell your friends. Use social media. The more you promote, the more people will participate. Having good attendance helps you get the most out of your fundraiser, and, incidentally, how you have the most fun.

Depending on the nature and size of your event, there's a chance the local media might be interested in covering the story. To help you get the word out to them, please see our Media Advisory Guide (page 6).

POST-EVENT

Collect your funds, make sure everyone who needs to get paid is paid, and submit the remaining proceeds to The Ottawa Hospital Foundation so that those who contributed can get their tax receipts. You will also want to make sure you thank your donors, sponsors, and volunteers right away. Please feel free to use our handy thank you letter template to get your started.

If this event is going to be an annual fundraiser, we suggest you try and keep as close to the same date and/or time of year in the future as people tend to start holding those dates for the following years.

Then, start planning next year's event!

BUDGET

Make sure you look at ways to maximize your revenue so you can ensure you have covered your expenses and have additional funds for your cause. There are many expenses to consider when planning an event such as: venue rental, decoration, food, and entertainment. These can all be expensive. The more you keep your costs low, the more you end up raising.

Here are some other things to consider when building your budget:

- 1 Will you be selling tickets? If so, for how much?
- 2 Will there be sponsorship opportunities?
- 3 Have you considered a silent or live auction?
- 4 Will you hold a raffle or draws at the event?