



Event Planner

# Put your heart into it!

My Own Fundraiser provides you with the tools and resources needed to organize a fundraising event in support of Heart & Stroke. Whether you are interested in planning a Personal Fundraiser, a Team Fundraiser or a Multi-team Tournament, My Own Fundraiser will help you reach your goals.



## **Personal fundraiser**

A fundraiser that enables you to ask friends and family to support your individual effort by making donations.



## **Team fundraiser**

A fundraiser that enables you to ask friends and family to join your event as participants and collect their own donations to reach a team goal.



## **Multi-team Tournament**

A fundraiser made up of multiple teams competing against each other.

# Why your support matters

Powered by volunteer fundraisers and donors, Heart & Stroke leads the fight against heart disease and stroke. Dollars raised help fund research breakthroughs that give Canadians more: More hope. More time. More life.



**In 2017, we trained more than 215,000 lay rescuers in first aid and CPR.**



**Last year, My Own Fundraiser and programs like it raised \$32.6 million for research and supported more than 800 researchers.**



**In 2017, we trained more than 323,000 clinicians, first responders, and other personnel across Canada to update their skills for responding to cardiac emergencies.**

## Get inspired

From the ordinary to the extraordinary, any fundraiser can be successful when you put your heart into it. When you organize an event that holds special meaning to you, your dedication will shine through and become contagious!

# 1

Choose the type of fundraiser you would like to host: Personal Fundraiser, Team Fundraiser or Multi-Team Tournament.

# 2

Pick an activity you are passionate about or an event that will attract participants and support from your local community. Check out [Fundraising A-Z](#) for some creative ideas to get you started!

# 3

Think of a fun and unique name for your fundraiser that is easy to remember and could pique the interest of potential donors.



My Own Fundraiser makes it easier than ever before to rally your network around the healthy causes you support. Visit [myownfundraiser.ca](http://myownfundraiser.ca) to register your event and gain access to the online Participant Centre. From there you'll be able to customize your event page, send fundraising and recruitment emails, track your progress and share your event on social media with the click of a button.

# Get organized

## Consider the logistics of your fundraiser:

- Who can help you plan and execute the event?
- When is a good time to host your event?
- Where will you host your event?
- What special permits, contracts, licenses and/or insurance is required for your event? For instance: do you require liquor licenses, gaming licenses, park permits, liability insurance and/or venue rental contracts?

**TIP:** Book your location well in advance of your fundraiser to ensure availability. If you are planning to host an annual or recurring event, try to choose a location with room to grow.

## Create a budget:

Identify all potential incomes and expenses of your fundraiser using the Budget Template.

**TIP:** Secure a sponsor or gift-in-kind donation to reduce expenses and increase donations to Heart & Stroke.

## Set goals:

Communicating a tangible goal to your participants, supporters and potential donors will help them connect to the cause and boost your success!

Register your event online at [myownfundraiser.ca](https://myownfundraiser.ca). The online registration process will help you organize your fundraiser, track your progress and ask for donations by creating a custom fundraising webpage!

## Get social:

Encourage friends, family, colleagues and community members to participate in your fundraiser. Share your event on social media from your custom fundraising webpage!

## Raise awareness:

Promote your fundraiser in local community centres and to local businesses. Target high traffic areas and any businesses where you are a loyal customer.

**TIP:** Review our [media tools](#) for tips on how to invite local media (newspaper, online, radio, TV) to cover your event.

## Collect donations:

Access your fundraising page to send emails asking for online donations. It's safe, secure and your donors will receive an instant tax receipt. You can input offline donations on your fundraising page as well to keep track of your total. Donor contact information is required in order for Heart & Stroke to provide a tax receipt.

**TIP:** Ask your company to match the funds raised by you or your team. This doubles the donations you collect and shows your company's commitment.

## Share your success:

We want to know how it went! Send us stories and photos of your event.

# How Heart & Stroke can support you

## Dedicated Heart & Stroke Representative

If you have any questions about your fundraiser or need help getting set-up online, a dedicated Heart & Stroke Representative can advise you. Click [here](#) to find your local office.

## Customized fundraising page

When you register your event at [myownfundraiser.ca](http://myownfundraiser.ca), we create a customized fundraising page to help you reach your goals. You will be able to send fundraising emails, collect donations and share your success on social media.

If you are organizing a Team Fundraiser or Multi-Team Tournament, you will be able to use your fundraising page to send recruitment emails to new participants, send emails to existing participants, assign Team Captains, view team rosters, track team donations and access team statistics.

## Fundraising tools

To help you focus on putting the fun back in fundraiser, our easy-to-use fundraising tools will collect all the information you need to make your event a success. You won't have to sweat the small stuff! Be sure to check out our:

- Budget Template
- [Downloadable Pledge Form](#) for offline donations
- [Fundraising A-Z](#), an alphabet of creative fundraiser ideas

## Promotional resources

Spread the word about your fundraiser by downloading our customizable event posters, Paper Hearts™, and other media tools [here](#).

You may use the Heart & Stroke logo to promote your fundraiser, provided you keep the following in mind:

- Permission must be received to use the Heart and Stroke Foundation of Canada name and logo for promotional materials and/or advertising associated with the event
- Permission may be withdrawn at any time if the use of the Foundation name and logo could damage its reputation
- Authorized use of the Heart & Stroke logo does not constitute an endorsement of any specific business, product or service
- Promotional resources for your fundraiser should be clear that the event is in support of (and not hosted by) Heart & Stroke
- Information released to the media must be reviewed and approved by the Foundation prior to distribution

## Post-event support

Access your fundraising page to send Thank You emails to donors, Thank You emails to participants and certificates for the winners of your Multi-Team Tournament.

### Heart & Stroke CANNOT provide the following:

- Promotional support for your fundraiser outside of a newsletter and/or web posting
- Insurance, licenses or permits for your event
- Financial assistance for expenses incurred by your event
- Online support for registration fee payment
- Online support for event ticket sales

# Thank you

Heart disease and stroke are still leading causes of death in Canada, affecting thousands of families. Close to 66,000 Canadians die each year from heart disease and stroke – that's one every seven minutes.

You are making a difference. With your help, we can continue to fund the best medical minds in the world; who are working on breakthrough treatments that save lives and improve survivor recovery.

Thank you for being part of our team! Together we create more survivors.

## Have more questions?

**Contact Us:** Your dedicated Heart and Stroke Foundation Representative is available to provide guidance and ensure your event is a success! Click [here](#) to find the local office closest to you!



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