



# Event Planner

This guide provides you with the tools needed to organize a successful fundraising event.

**Review the following steps to ensure your event is a success**

## GET INSPIRED

Pick a fundraiser that inspires you. Whatever your personal motivation is for organizing a fundraiser, choose an event you are passionate about. When you organize an event that holds special meaning for you, fits your personality, and excites you, your enthusiasm will shine through and become contagious.

When creating a **Team Fundraiser**, choose an event that will attract participants and support from the local community. A creative and unique event has a greater potential for motivating others to get involved. From the ordinary to the extraordinary, any fundraising event can be successful and fun – especially when you put your heart into it!

## GET CREATIVE

Think of a fun and unique name for your fundraiser that will generate interest from potential supporters, and is a name people will easily remember.

## GET ORGANIZED

- **Register your event Online at [myownfundraiser.ca](http://myownfundraiser.ca).** The online registration process will help you to organize your event and set up your personal fundraising page so you can begin accepting donations for your fundraiser.
- **Share** your personal connection to the cause, post photos, and explain why you created your own fundraiser on your personal online fundraising page.
- **Set Goals:** Consider your audience when selecting your participation fees, product prices and goals. Be sure to communicate your goals to those who are involved.
- **Budget:** Identify all potential income and expenses.
  - TIP:** Secure a sponsor or gift-in-kind donation to reduce event expenses and increase contributions to the Foundation. For more details, visit [myownfundraiser.ca](http://myownfundraiser.ca) to review our **FAQs**, **Sponsorship Tools** and **Budget Template**.
- **Create a “To Do” list:** Develop a list of everything that needs to be done before, during and after your event. Try working back from the event date of the fundraiser to get a better idea of timing. Ask friends and volunteers for help completing the items on the list.
- **Book your location** (if applicable) well in advance to guarantee availability. Pick a location with room to grow if you are planning to host an annual event. Be sure to check if there are any special permits, contracts, licenses and/or insurance required for the venue (i.e.: you may need to obtain a liquor license, liability insurance, and/or venue rental contract). Depending on the type and size of your fundraiser, your home can also serve as a great location to become an annual activity.

Visit [myownfundraiser.ca](http://myownfundraiser.ca) for additional event resources and fundraising tips.

## ENGAGE

### 1

**Promote:** your fundraising event by announcing it to your friends, family and community. Download pledge sheets, customizable posters, badges and ticket templates from [myownfundraiser.ca](http://myownfundraiser.ca). Promote your fundraiser in high traffic locations.

**TIP:** Promote your event in local community centers and to local businesses. Target businesses where you are a loyal customer. It's a great way to raise awareness and secure local sponsors.

### 2

**Get Social!** Review our Media Tools for tips to promote your event through Facebook, and invite local media (newspaper, online, radio, TV) to cover your event.

### 3

**Review Resources** in our Event Success Tools and FAQs sections of the website. Visit [myownfundraiser.ca](http://myownfundraiser.ca) for helpful tips and numerous online resources.

### 4

**Stand Out** and be seen by wearing **RED** on event day!

## FUNDRAISE

**Login** to access your online Participant Centre.

**Send** fundraising emails asking for online donations. It's safe, secure, and your donors will receive an instant tax receipt.

**Reach** all potential donors at once via email, Facebook or Twitter from your personal fundraising page.

**Ask** your company to match the funds raised by your team. This doubles your total and shows your company's dedication to your cause

**Tip:** Generate excitement and create a sense of urgency by posting a count-down chart to remind everyone of the number of days before the event.

## CREATING A TEAM BASED FUNDRAISER? GET ONLINE!

When registering your team fundraiser online, you become the Team Captain. This gives you access to your online Participant Centre and tools that make communication with your team members easy. Here are some additional tips to reach your team participant goal and maximize your fundraising.

- **Assign** a Co-Captain through the Team Captain's Participant Centre to help spread the word, recruit more participants and help raise more funds.
- **Recruit** new team members by sending recruitment emails through the Participant Centre.
- **Communicate** to all existing team members by using the email templates provided.
- **Track** recruitment progress automatically through your Participant Centre. You will receive automatic updates as members join your team.
- **View** your Team Roster, Team Donations and Team Statistics to keep up-to-date on team activity.
- **Update** team members through the Message Board. Provide updates to your team members on new developments, or post a motivational message to keep them excited and engaged.
- **Connect** with team members regularly to ensure their fundraising is on target.
- **Celebrate** fundraising efforts by encouraging all members to wear **red** on event day.

# THANK YOU

Heart disease and stroke are still leading causes of death in Canada, affecting thousands of families.

Close to 70,000 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.

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## 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!