



Tournament Event Planner

This guide provides you with the tools needed to organize a successful tournament fundraiser, recruit team captains and participants, and help achieve your goals. **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 fundraising tournament, choose an event you are passionate about. When you organize a fundraiser that holds special meaning for you, fits your personality, and excites you, your enthusiasm will shine through and become contagious.

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 Tournament by completing the Tournament Application Form at myownfundraiser.ca. Our local office will contact you to confirm the event details, offer advice, and support your online fundraising efforts by creating your own tournament website.
- **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 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** well in advance to guarantee availability. Pick a location with enough room to support the number of teams you expect to participate. 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).

ENGAGE

1

Promote: 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. Promote your fundraiser in high traffic locations.

2

Recruit team captains by sharing your custom URL to your custom tournament website and asking them to register online.

3

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.

4

Share your personal connection to the cause, post photos, and explain why you created your own fundraiser on your personal fundraising page.

5

Review Resources in our **Event Success Tools** and **FAQs** sections of the website. Visit myownfundraiser.ca for helpful tips and numerous online resources.

6

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

FUNDRAISE

Remind all participants to fundraise online using these steps:

Login to their online Participant Centre by using the custom URL or myownfundraiser.ca.

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 the participant's personal fundraising page or through the Facebook Event page.

Ask their company to match the funds they raise. This doubles their total and shows their company's dedication to your cause.

COMMUNICATE WITH TEAM CAPTAINS

Connect with your Team Captains to provide encouragement and updates, and remind them to have all participants register online. Team Captains have access to extra features within their online Participant Centre that make communication with all team members who have registered online easy! Here are some additional tips to share with Team Captains to reach their team goal and maximize 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 the Participant Centre. Automatic updates are received as members join their team.
- **View** the 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 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.

To ensure your tournament event is a success, visit your Event website on a regular basis using your custom URL so you can review your online fundraising progress.

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.

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!