



Community Event Planning Guide

Steps To A Successful Fundraising Event

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About Joseph Brant Hospital & Foundation

Joseph Brant Hospital Foundation is dedicated to raising funds for the Joseph Brant Hospital. Through our events and fundraising initiatives, we strive to build and strengthen Community relationships, rally support for our cause, and ultimately benefit the Community at large by ensuring great health care is available to the residents of Burlington and surrounding areas.

Our Community Hospital is committed to providing safe quality care and great service. Joseph Brant Hospital provides a wide range of inpatient, outpatient and outreach services. Each year thousands of patients depend on Joseph Brant Hospital for specialized, complex and critical care.

We are grateful to our Community event organizers for their personal efforts in helping to build a future for better patient care. With help from organizers like you, we continue to achieve our vision of Compassionate Care. Exemplary Service. Every Time.

Steps to Organizing a Successful Event

Step 1 Brainstorm

There are a variety of creative and fun ways you can raise funds for the Joseph Brant Hospital Foundation. Your initial strategy should be to outline the goals and objectives for your event and then determine whom your targeted audience will be. Another critical step is creating an event budget to ensure your fundraiser will be profitable. Date selection is an important step towards planning a successful event. Research similar events in your Community to ensure there are no conflicting dates with your proposed date. Finally, it is important to recognize the potential tasks that are involved in your event, identify where the needs will be and determine who will provide support.

Have a fundraising event idea? Feel free to contact a Foundation Event representative for guidance.

Please Note Funds raised are designated to Joseph Brant Hospital's Critical Needs. If you would like more information please contact us.



Suggestions for Fundraising Events

- "A-thons" of any kind
- Auctions
- BBQ/Bake Sale
- Carnivals
- Car Washes
- Celebrity Appearances
- Dinner-Dances
- Dress Casual Day
- Garage Sales
- Holiday Celebrations
- Parties
- Pledge Based Bike/Hike/Run
- Raffle/Auction
- Special Occasions
- Tournaments – golf, volleyball, baseball
- Theatrical Events
- Trivia Night

Step 2 Develop a Plan, Create A Budget, Submit your Community Event Proposal

Developing a Plan

Events of all sizes require a degree of planning. The nature of your event, your goals and the number of volunteers required will determine how detailed you need to be. Here are some points to consider in your initial planning stages:

- Identify your audience – Who is most likely to attend and support your fundraiser for the cause and/or the event itself?
- Set an obtainable fundraising goal
- Determine the date of your event – don't forget to look at your Community calendar so your event doesn't compete with other events or holidays
- Make all the necessary bookings and arrangements as soon as possible: location, equipment, food, transportation, security, permits etcetera
- Develop a timeline for all tasks. Don't forget to factor in time needed for obtaining any special insurance, licenses (raffle, liquor, etcetera) and permits that might be required

Create A Budget

Plan a budget in order to determine the event's financial feasibility and set financial goals for the project. A budget will help you identify expenses and areas where sponsorship or donations may be beneficial in order to meet your fundraising goals.

Submit your Community Event Proposal

Once you have determined the type of event you want and have considered timelines, budgets and the manpower required, we ask that you submit a completed *Community Event Proposal* to Joseph Brant Hospital Foundation for review. The *Community Event Proposal* is an excellent tool that will allow the Foundation to learn about the event you are proposing, and also provide you with a list of the ways the Foundation can support your event. Once received, we will review your proposal and advise you when it is approved. Please note that fundraising cannot begin until your event has been approved.



“I want to do my part to show how lucky I have been to have a healthy and happy family and support those who are in need.”

Kaitlyn Wilson, Annual Beach Charity Classic



Step 3 Promote Your Event

Promoting an event effectively is important to its success. Keep your target market in mind and choose the promotional opportunities you think will work best for your audience and align with your budget.

Helpful Promotional Ideas

- Press Releases – Contact the media about your event. Please contact the Foundation prior to sending out a press release
- Public Service Announcements (PSAs) – If your event is open to the public send a PSA to your local media (newspaper, radio, TV). Be sure to include information about why you are fundraising, who you are raising money for, what the event is and where and when it will take place. Some radio stations will invite you to join them on-air to promote your event and some will give away free tickets to increase awareness
- E-mail Campaigns – send out emails to all of your friends, colleagues, and business acquaintances and ask them to pass the information forward
- JBHF Website – once approved, the Foundation would be pleased to post your Community Event on our Foundation website
- Create Event Posters – post them on Community message boards, ask to post them in business windows and post them in your workplace
- Letter of Authentication – Our Foundation would be pleased to provide you with a letter of authentication to confirm that Joseph Brant Hospital Foundation is the beneficiary of proceeds raised from your event
- Social Media

Facebook create a event page with your details and send it to all your Facebook friends and ask them to pass it forward. Don't forget to continuously update your page with event news and your progress in reaching your fundraising goal

Twitter use to update followers on the latest news regarding your Community event

YouTube create a video promoting your event and share the link with your friends, colleagues, and business acquaintances

- Word of Mouth – Tell everybody you know. Talk about it in group activities you are involved with. Find group activities/classes related to your event in the Community and ask to say a few words to the class. Example: If you are having a dance event, look up dance classes in your Community and ask teachers if you can come and talk about your fundraiser



Post-Event Promotion

Don't forget to share your success story when the event is over. This will help build support for your next event. Here are a few ways you can promote the success of your event:

- Make sure to take photos of your event so you can update your Facebook, Twitter and other personal fundraising pages with your event funds raised and photos
- Send thank-you notes to participants, sponsors, and donors letting them know how they helped and the amount of funds you raised
- Send a photo to your Community paper to celebrate your success
- Don't forget to send photos to us for our records as well

Step 4 Run Your Event

Finally, it is your BIG DAY. All of your hard work and diligence leading up to your event is now coming to fruition – let the fundraising begin!

Here are some helpful hints for the day of your event:

Invite a member of the Foundation to your event. We would love to thank you and your donors in person.

In the excitement that follows an event, it's easy to lose sight of the importance of following through on the paper work. This includes collecting and reporting information for tax receipts and any information that is required to complete a license. In addition, send out thank you letters to everyone who helped make the event happen including those people who assisted you in any way and may not have been able to attend. Finally, calculate the total amount of your donation to the Foundation after expenses and issue a cheque in that amount.

Donations and Tax Receipting Information

Please keep track of donor names and full mailing addresses of any participants that make a charitable gift of \$20 or more and require a tax receipt from the Foundation.

For more tax receipting details please talk to your Foundation representative as you plan your



“I built the birdhouses with my Dad from old materials we found. I chose the Hospital because I was born here, and it's a great thing to do.”

Connor Age 7, On why he donated to Joseph Brant Hospital Foundation



event. There are a number of regulations set out by Canada Revenue Agency (CRA) that event organizers must follow.

Please Note if an individual/organization receives a benefit such as promotion in return for their gift, the gift is not eligible for a charitable tax receipt. However, businesses can claim most contributions as business expenses which could have a greater tax advantage than claiming a charitable donation. If a sponsor wishes to receive a letter of value for their donation, we will be happy to issue one upon request, provided the Canada Revenue Agency conditions outlined are met.

Step 5 Collect Funds

After the event, we request that you submit to the Foundation the proceeds you raised within 30 days of your event. Once you have the proceeds calculated and all required tax receipt information, please contact your Foundation representative to arrange a date to bring the funds and information to the Foundation Office.

Please make cheques payable to Joseph Brant Hospital Foundation, and reference the event in the memo line.

Step 6 Recognition & Thanks

Many people and businesses will play a role in the success of any given fundraising initiative. It's important that they receive proper recognition and appreciation for their contributions and efforts. Keep this in mind during your planning stage so that you can incorporate proper recognition into your event and keep a list of those whom you will need to thank once the event is over.

Please let those who volunteered at your event, and those who attended, know how much you appreciate their support. Ensure they know that their commitment and generosity have impacted the lives of patients, families and staff at our Hospital.

- Send a personal "we did it" note to your committee members
- Send a PSA and photo to local media to thank your Community for helping to raise \$X for your cause
- Send a note and relevant photo to your sponsors thanking them for their efforts



- Update your Facebook events page with photos and fundraising totals
- Send an e-mail to participants sharing the final amount they helped raise

Foundation Logo Upon request, we can provide you with a copy of the appropriate Foundation logo for use on your event promotional materials. We must ensure you are using our logo or name correctly. Therefore, we ask that any print materials, website use and media releases bearing the Foundation's logo or name be sent to the Foundation to be reviewed and approved prior to being released or printed. We ask that you do not use the logo past the date of your event.

Foundation Promotion of Your Event

- Included in Internal Weekly email to all staff
- External JBH Publications (where applicable)
- Website Upcoming Events Section
- Posters Posted by Foundation/Hospital (where applicable) up to 3 weeks prior to event
- Foundation Community Events Window Posting
- Foundation Social Media Facebook, Twitter and other applicable platforms

Step 7 Evaluate

An evaluation of the event is important and helpful. For your own reference for future fundraising endeavours, we suggest taking the time with the committee after your event is over to discuss and chronicle what worked, what could be improved upon and any logistical details you would like to remember for next time.

Your Foundation Representative

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On behalf of Joseph Brant Hospital Foundation
 Thank You for your time, effort and support.
 Good luck with your event!



Events are a great way to bring everyone in the Community together to help support the local Hospital. We need to give back to the Community that supports us.

