



## Host a Fundraising Event – Steps to a Successful Event

Following these guidelines will set you on the path to a successful event!

### **Brainstorm**

Chat with friends and colleagues to develop an idea for an event that excites you. Need a bit of inspiration? You can host:

- ❖ “A-thons” of any kind
- ❖ Barbecues
- ❖ Celebrity Appearances
- ❖ Fashion Shows
- ❖ Rummage Sales
- ❖ Dinner gatherings,
- ❖ Beach Volleyball Tournaments
- Auctions
- Carnivals
- Dinner – Dances
- Holiday Celebrations
- Beach & Water Parties
- Tea parties
- Tournaments – golf, baseball, pool

### **Set Goals**

Map your chart to financial success! The enclosed budget form will help you identify expected income as well as expenses. Remember: the lower your costs, the larger your contribution.

### **Get Your Event in Our Calendar**

The Fundraising Activity Centre wants to know more about you, your goals and ideas. Once you have decided on an event concept, please complete the enclosed event proposal and budget forms, and submit them to us at the Society.

### **Come and Meet Us**

We want to help make your event a success! Arrange to meet with the Fundraising/Special Events team member to discuss the details of your event and how we can best support you.

### **Form an Event Committee**

It takes a lot of time and energy to plan a successful event. Recruit enthusiastic and dedicated volunteers with a variety of skills to divide the tasks and help organize your event

### **Who Is Your Audience?**

Understanding who will support and attend your event is crucial to its success. Identifying your target audience is important for promotion and ticket sales.

### **Set the Schedule**

Schedule your event for a time of day and in a location convenient for those who will be in attendance.

### **Event Logistics**

Attention to detail is essential to the success of every event. The special events department would be happy to review the logistics of your event.

### **Media and Promotion**

Eye-catching flyers, tickets and other promotional materials will help make your event a success. We would be proud to have your event materials display our logo and name, but must ensure that you are using our identity correctly. Therefore, we ask that all promotional and publicity material be approved by the Lifesaving Society (please allow one week for approval).

### **Collection of Funds**

We ask that you collect and submit all funds raised to the Lifesaving Society within 7 days of your event.

### **Thank You**

The most important step: please let those who attended and assisted with your event know how much you appreciate their support. Tell them how much money they helped to raise and what that means to the Lifesaving Society.