

Getting Started - Special Event Planning Tips

Thank you for you choosing to support the QEII Health Science Centre. Your generous support is deeply appreciated by the patients and families who will benefit from your commitment and good work.

Inspiration

Whether it's a car wash, ladies' night or a golf tournament, hosting a fundraising activity or event can be a very fulfilling project both for you, the organizer, as well as for the people who help you.

If you need some help brainstorming ideas, the QEII Foundation can give you some ideas to help you get started.

To help you plan from start to finish, here is a list of some of the major details to remember when planning your activity:

1. Develop your Concept

Take the time to get your ideas down on paper especially if your event is a new one.

A general plan is a great starting point and will help you identify what is realistic to achieve.

Decide which areas of the QEII your fundraising will support. Your fundraising can support any number of areas such as: Cancer - Cardiology - Alzheimer's - Research – Transplantation – or General Needs.

2. Contact Us

We want to help make your event a success! We will be happy to talk with you about the details of your event and answer any questions you may have. Complete the Community Event Proposal & Registration form and send it to us for review. Our staff is able to offer suggestions and will let you know if and how we can assist you with your event.

3. Set Fundraising Goals

Set a fundraising goal and prepare a budget with proposed revenues and expected expenses. Remember, the expenses should make up less than 50% of the gross income of the fundraising event.

4. Form a Committee / Assign an Event Coordinator

Fundraising is all about teamwork and you will want to have family, friends or coworkers assist you with organizing. Successful events take a lot of time and energy but it is fun! You do need the right group of people to help you. Assign one of your volunteers to be an Event Coordinator who will ensure the to-do checklist is complete as your event takes shape.

5. Choose a Date

Give yourself plenty of time to plan and organize. Fundraising is meant to be fun, not stressful!

If your event involves any type of gaming activity such as a raffle, 50/50 draw or a liquor license, remember to apply several weeks in advance for the permit or license required.

6. Book your event

If your event requires a venue, you will need to book it well in advance. Be sure your event does not conflict with any similar events going on in your community.

7. Tell Everyone about it!

Eye-catching promotional materials will help to get the word out. Be sure to promote your activity by clearly stating the date, time, location, ticket price and a contact phone number. As well, clearly state where the proceeds will go and why. The QEII Foundation can include your event on our on-line Events Calendar. You may also choose to contact local media to further publicize your event. We would be proud to have your event materials display our logo and name, but you must show us all materials you plan to use containing the

QEII Foundation logo and name before you have anything printed or publicly distributed.

8. The Day of Your Event

Remind your attendees who they are supporting and thank them for participating. If you would like a representative from the QEII Foundation to be present or say a few words at your event, please let us know well in advance and we will do our best to attend.

9. After the Event

Remember to thank donors, individuals, sponsors, volunteers and anyone providing services or gifts for the event or activity. If you would like the QEII Foundation to acknowledge sponsors or business supporters, please provide a detailed list, preferably an electronic copy, complete with contact names and full mailing addresses so that we can send a letter of thanks.

10. Accounting

Once all the funds have been received and all the event expenses paid, compile a list of revenue and expenses and prepare a cheque for the net proceeds raised, made out to the QEII Foundation. To ensure timely processing of tax receipts and thank you letters, please deliver your cheque to the QEII Foundation within 30 days after your event.