

How to Host Your Own Fundraising Event

Cost

Considerations

1. What will it cost to rent the space?
2. What will it cost to host the event?
3. Is there a deposit fee? When do you get it back? What are the guidelines for insuring a full refund?
4. Will the cost of the event be balanced out by the funds raised?

Tips

1. Try to get the space donated before agreeing to rent space.

Places to try:

- Churches/places of worship
- Community Centres
- Schools
- Party rooms in apartment buildings
- Atrium areas and reception rooms in office buildings
- Local bars and restaurants looking to bring in clientele
- New establishments looking for ways to become involved in the community

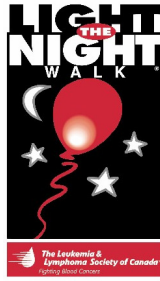
Time your event so that it would bring in people during an “off time” for the establishment – they are more likely to donate the time and will be more enthusiastic to work with you. Be able to communicate how you are bringing business to them, pair your event with the venue that you are approaching.

2. Look for hidden costs. Often when using hotels or banquet halls there are hidden costs that start to add up. Be clear before signing any sort of agreement as to what you will and will not be responsible for paying for as well as what they are able to provide for you.

Set and Strike – Getting Ready and Cleaning Up

Considerations

1. What is the facilities procedure for set up and take down?
2. Will there be staff to assist you? Should you ask friends to help?
3. Do you need to bring cleaning supplies?
4. Do you need to bring any audio/visual supplies?
5. If you aren't bringing your own AV is there a cost for using the equipment provided by the venue?



Tips

Visit the venue prior to your event. Make sure that it has all of the elements you need to make your event a success. Take note of where the plugs are and what type you need. It's amazing how many people fall short by "just one extension cord". Talk to the building manager to make sure that your needs can be met. This is the person who should be able to help you with the technical aspects of your event – including making sure that you can get into the site on the day of.

1. Most likely there will be staff available to help you – however, they may also have other duties to perform at the same time and you may not be their number one priority.
2. Give yourself lots of time to set up.
3. If you have asked friends to help, don't leave out the detail about helping cleaning up after. Many hands make light work!
4. Be SURE to leave the facility in the same, if not better, condition – this will leave the door open to working with the organization again. Don't burn any bridges! It also ensures that you will get your security deposit back at the end of the day.

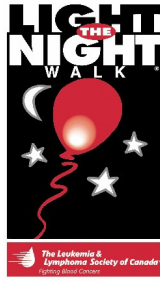
Food and Beverage

Considerations

1. Are you bound to using an on-site caterer? Can you bring in donated food and beverages?
2. Food allergies
3. Can alcohol be served at the premises? Will you be required to apply for a permit to serve alcohol for your event?

Tips

1. Try to pick a location where you can serve donated items. Have people attend your event help out by bringing something or soliciting donations from other companies. This will reduce your overhead costs.
2. If using a restaurant or hotel it is unlikely that you will be able to bring in food or beverages. Try to barter for the best price. Make sure that you clarify such details as "free refills" on food and drink. Will their employees serve the food, etc?
3. If you are serving alcohol, always serve food. If people will be drinking, make sure to have a list of taxi cab companies or designated drivers to make sure that everyone gets home safely.



Entertainment

Considerations

1. Is the facility equipped technically for your event?

Tips

1. Having entertainment means increasing your set up time. Meet with the DJ or band prior to the event to make sure that you have a complete list of what their requirements are. If they cannot provide the equipment, try to have its use donated. By recruiting local celebrities or fledgling performers they may be more apt to donate their time.

General

Considerations

1. How will you be making money at this event? Are you charging a set entrance fee or will you be providing a “suggested donation”?
2. What money will be out of pocket to host this event?
3. Will you be holding an auction or raffle? Are there any permits involved in doing this?
4. Who will you invite? How will you market your event? It's tough to do, but how many people do you realistically think will show up?
5. Does the facility hold the number of people you anticipate attending?
6. Have you invited the media? Organizations are more apt to donate if they will receive public thanks.
7. How will you thank the people involved?

Events are a great way to raise money and awareness – so to be sure to make the most out of the opportunity, make a plan and stick to it. Include every little detail. Be sure to create a budget as part of your plan. Plan in advance, this way you will be able to ask for help from the LTN staff prior to your event day. We are thrilled that you are out there creating awareness and raising funds – one really cannot be done without the other! We're looking forward to hearing of your success!

If you would like to contact a LTN staff person to discuss your plan to hold a fundraising event, please contact us at:

Vancouver: 604-733-2873

Victoria: 250-590-4818