



Cowichan Women Against Violence Society

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Tips for organizing a 3rd Party Fundraiser / Special Event

Fundraisers / Special Events can be fun and allow you to be part of something worthwhile. They can also be time consuming and expensive. The following tips can make it easier for you to hold a successful event.

Brainstorm

Talk with co-workers, friends, family and anyone else who is interested, the more the merrier! Encourage big thinking and don't restrict yourself to whether it is doable or not – at this point say whatever comes to mind.

Pick an Event

Gather all the ideas generated by your brainstorming and pick an event that fits your group's size, interests, talents, goals and time availability. Ask yourself some of these questions and the ideas will start to take shape.

- What do you enjoy doing? What inspires you?
- What is your goal for this event?
- How many people have volunteered to be on the committee? Does anyone have event-planning experience?
- How much time do you and the rest of your committee have to spend on this event?
- Do you want to do something with the potential of growing it in the future?
- Who is your target audience? A general fundraiser for everyone? Or will it be geared to a specific audience like business people, young professionals, families, or parents?
- How will you sell your event? Is it open to the public or by invitation only?
- Do you have access to celebrities or VIPS?
- Is it financially feasible?

Some Popular event ideas:

- Black Tie galas, Masquerade Balls
- Casual Days – Work Parties
- Concerts – Poetry Readings – Art Exhibits
- Dinner Parties or Receptions
- Fashion Shows
- Garage, Bake, Craft, Book Sales
- Home and Garden Tours
- Raffle – (Gaming Licenses required)
- Silent and Live auctions
- Sporting Events – Golf, ball, fishing derby
- Walk, run, or bike-a-thons
- Family events – guests make a donation

Establish goals and a budget

Every fundraising plan should include a budget listing all the expenses required to hold the event along with the potential revenue. Is this a viable fundraiser? A budget sheet is included here and will alert you to some things you may need to consider. If you are able to keep costs low, you will be able to donate more to CWAV Society. Before approaching any companies or organizations for cash or in-kind support, please contact us. We have many groups supporting us on an ongoing basis and we must be careful not to overwhelm the community and our donors.

Pick a date and a venue

For something large in size, you should give yourself a minimum 8 months planning time. It may be possible to organize a smaller event in 1 or 2 months. Find out when your venue, entertainment, etc are available. Next, determine a date and time when your target market would be most likely to attend. Check out local calendars of events so your event will not clash with another or be eclipsed by other activities in the community.

Fill out an event proposal form

Once you have an event decided and a date, time and place, please fill out an *Event Proposal Form*. We'll check that your event matches with CWAV Society's vision, mandate, and goals and will respond within one week.

Create a Committee

Invite people who are enthusiastic, dedicated, and bring different skills to the table.

Promotion and Publicity

Promotion and publicity are what will help you sell tickets and ensure your event is a success. Please remember CWAV Society must approve the use of our logo and name; please be in touch with us before you print anything!

Find Volunteers

Determine how many volunteers you will need at the actual event and what types of jobs they will be doing – don't forget to have a few "floaters" who can go where they are needed the most at any given moment. CWAV Society volunteers can be recruited to assist at your event, please be sure to give us plenty of time to book them. Your volunteers are the lifeblood of an event – snacks, beverages, and a few thank-you's go a long way.

Collect the Funds

CWAV Society asks that all funds be forwarded to us within 90 days after your event. If tax receipts are important to you and your participants, we are pleased to issue them within two weeks of receiving the required information from you. However, please discuss the need for tax receipts with us when you first start planning your event, as CWAV Society is only able to issue them in accordance with Canada Revenue Agency guidelines.

Say "thank-you"

Saying thank-you is very important! Acknowledge everyone and tell them how much you appreciated their participation and / r support. They would also love to hear how much money was raised so they can be proud of the role that they played, large or small.

We thank-you - don't hesitate to contact us at 250-748-7000 Ext 228 if you need assistance.