

## Run an Event



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# Introduction

This manual was designed to provide all of our volunteers with a detailed and concise manual to use when coordinating events in support of War Child Canada. This guide can be used for a variety of third party fundraising events by students, volunteers, campus reps or anyone wishing to coordinate a fundraiser in support of War Child Canada.

The goal of this manual is to provide our volunteers with an easy to follow and informative guide, full of ideas and advice to ensure that your event is a success. The information and ideas in this guide are meant to facilitate the event planning process for everyone from seasoned event planners to someone coordinating their first event.

## First things first...

Sound event coordination is the key to a successful event!

1. **Be creative.** The more creative and interesting your event is to the public; the more appealing it will be.
2. **The sky is the limit.** Your event can range from a bake sale to an all day marathon- the size, type and format of your event is up to you.
3. **Stick to what you know.** When planning an event think of events that you would be excited to attend and donate to.
4. **Set realistic goals.** Ensure that you have the resources and man power to stay on schedule and achieve your goals.
5. **Time Management.** When planning your event, make sure you take all of the logistics into account. Leave yourself enough time to plan, contact and promote your event.



## Registering

Your first step when coordinating an event in support of War Child Canada is to register your event using our on-line registration program. The process is very easy and reduces the amount of leg work you have to put in manually.

### Follow these easy steps...

1. **Visit:** <https://secure.e2rm.com/registant/LoginRegister.aspx?EventID=13835&LangPref=en-CA>
2. **Register your volunteer event.** This page provides you a template to create a unique site for your fundraiser or event.
3. **Personalize your page.** You can personalize your event's page by uploading pictures and videos. Don't forget to include all of the pertinent information.
4. **Send Invitations.** Send your event page link to contacts, friends and family.
5. **Promote your Event.** Post your link on promotional material so that interested donors can easily contribute to War Child Canada on behalf of your event.
6. **Solicit Donations.** Send your event page link to people interested in donating to your event.
7. **Keep Track of Donations.** Your page will keep track of your on-line donations as they come in and update your donation tally as you approach your fundraising goal.

Once you've done this you can get down to the nitty gritty and get your gig off the ground.



# Fundraising

## Funding

We want to be able to provide you with everything you'll need to host a successful event. We can get you some resources, we can give you advice, but one thing we can't do is fund your project.

### 1. Sponsorship.

- A) Approach local business and associations for corporate sponsorship.
- B) Make your event appealing by offering to include their logo on promotional material.
- C) Provide information about War Child Canada and your event.
- D) Be ready to explain what War Child is, why you are organizing an event and what your goals are.
- E) Encourage them to make a donation to your event if they are not willing to become a sponsor. Be sure to mention that War Child Canada is a registered Canadian charity and can provide tax receipts for donations over \$10.

2. **Grants.** Search your local municipality's or town's website as well as associations, art councils, cultural groups, your school and other institutions that may provide you with grants or funding in support of your event.

## Budgeting

Don't sink a lot of money into this event out of your own pocket. While you may need to dig into your pockets to cover initial costs don't dig *too* deep!

Budgeting is the most important part of coordinating an event.

- 1. **Expenses.** This is the money you put into the event (such as photocopies or equipment rentals, etc.)
- 2. **Profits.** This is the money generated from the event.

Take into consideration:

- A) Cost of the event (ticket price, etc.)
  - B) Revenue generated at the event (are you selling food and merchandise?)
- \* Include additional donations received at the event.

The difference between the two is what you'll be donating at the end of the day.

If you think your expenses might be too high, or your profits too low, you should consider reworking your costs.



## KEEP ALL OF YOUR RECEIPTS!!

NOTE: No more than 10% of funds generated can be used to cover the cost of your event. As War Child Canada only uses 10% of our income for administration, we encourage you to do the same – look for donations wherever you can, and be sure to use all the resources you have access to.

## Pledges

If you are planning an event where participants are being asked to fundraise it is a good idea to provide pledge sheets, which can be downloaded from our website or we can send them to you.

## Raising Awareness

War Child Canada is a not for profit organization, which means our operating budget and the funding for our programs and overseas projects are completely dependent on fundraising and donations. However, raising awareness is equally as important.

1. **Resources.** There are downloadable pdf files on our website that you can photocopy and hand out at your event. We can also send you pamphlets and posters in the mail.
2. **War Child's Mission.** War Child Canada is a registered Canadian charity dedicated to providing urgently needed humanitarian assistance to war-affected children around the world. War Child Canada helps generate awareness, support and advocacy for children's rights everywhere.
3. **Our Programs.**

### A) National Programs:

War Child Canada's national programs focus on educating Canadians about our programming. We offer educational resources for educators and students on our [www.getloud.ca](http://www.getloud.ca) website.

### B) International Programs:

We currently have 13 international programs in operation. For more information visit [http://warchild.ca/programs\\_int.aspx](http://warchild.ca/programs_int.aspx)

- C) **Newsletter.** It is a good idea to provide a newsletter sign-up sheet at your event for people who are interested in receiving more information about War Child Canada.
- D) **Website.** Direct people to our website if they have questions or want to know more about our organization.



# Marketing

## Marketing

The way you market your event to the public has a significant effect its overall success. The way you go about selecting your target demographic and the venues where you choose to promote can dictate the number of people that will attend and hear about your event.

Be creative- think long and hard about every possible way you can promote your event.

There are usually loads of untapped resources at your fingertips- think about the contacts the event committee members already have and go from there.

## Media

Send a press release to local television, radio stations, newspapers, and invite media outlets to cover your event.

NOTE: When discussing your involvement with the event, you must make it clear that you are fundraising in support of War Child Canada and that you do not represent War Child Canada.

## Use of War Child Canada's Logo

War Child Canada's logo is copyright protected.

**It cannot be altered or changed in any way.**

1. Don't change its format.
2. Don't change its colour.
3. All promotional material must state that your event is in support of War Child Canada.
4. It should be made clear that it is not an official War Child Canada event, but an independently organized fundraiser in support of War Child Canada.



# Advertising

On the War Child Canada website you can find a downloadable package of posters and other materials to get you started. However, there are lots of other strategies you can take when promoting your event.

**Flyers:** Make hand bills with all the important information and hand them out to anyone that might be interested.

**Posters:** Draw up a poster by hand or electronically, or use the ones we send you. Photocopy a few and stick them up in places where lots of people will see them: local music shops, CD/record stores, cafes and bars, at the venue, or at your school, etc.

**Print:** You can also email or call your local arts and culture magazine/newspaper to see if they will run a posting in their “upcoming concerts” listings – these announcements are usually free of charge.

**Email:** Send out emails to all your friends, and ask that they forward the message on to their email contacts.

**Online Social Networking:** Post the event on MySpace or Facebook, ask friends to re-post. You can also make mention of it in your blog, or post it to other blogs and related sites.

**Television:** You can also inform your local news outlet about your event – they often feature charity events that involve youth and culture.

**Word of Mouth:** Be sure to tell anyone and everyone about your event-you’ll be surprised about how far word-of-mouth will travel.



# Donating to War Child Canada

## First thing's first...

1. **Reconcile your budget.** Carefully go through your budget and make sure you have covered all of your expenses.
2. **List your donations.** We suggest creating a word or excel document to organize all of the donations you have received.
3. **Contact WCC.** Please contact us when you know the final donation amount.

## On-Line Donations

Transfer all funds online by logging in to your event page (created during the initial event planning process).  
If you did not register online but want to transfer your funds online, you can go directly to [www.warchild.ca/donate](http://www.warchild.ca/donate) and follow the instructions.

## By Mail or Money Order:

Write us a check or money order and send it to our office:  
War Child Canada  
401 Richmond Street, Suite 204  
Toronto Ontario  
M5V 3A8



NOTE: If your grand total is a combination of on-line donations, cash and cheques please create an electronic document (Word or Excel) with the names of each donor, the method of payment and their full address.

## Tax Receipts

War Child Canada is a registered Canadian charity and is happy to provide tax receipts.

1. Include ALL contact information including the donor's full address (including postal code) and name.
2. Clearly indicate the donation amount
3. Clearly indicate the method of payment

# FUNDRAISING AND EVENT COORDINATION

## Logistics

When coordinating a fundraiser it's important to take some time and think about all of the necessary arrangements and information related to your event. Our Event Coordination Guide will ensure that you cover every important detail.

Please go through this list and brainstorm possible ideas so that you have a solid understanding of how to bring your event to life.

We suggest filling out the Event Planning resource as you go through this list to organize your ideas.

## How to get Started:

1. Brainstorm all of your ideas- make sure everyone's voice is heard.
2. As a group decide what type of event you are organizing.

## Planning the Event:

1. Who or what committee is planning the event.
2. Who is supervising?
3. Is there community involvement?
4. Are there outside volunteers?
5. What are you fundraising for?
6. Why are you doing it?
7. Where is it happening?
8. How is it going to happen?
9. What is the goal of the event?
10. What are they key elements to your event's success?



## Delegation

1. Outline the responsibilities of every person involved in the event.
2. Are the resources to successfully carry out the requirements of every task available?
3. You may want to create a list and outline all of the steps needed to complete it.
4. Designate sub committees (marketing, sales, sponsorship, etc.)
5. Are the responsibilities equally delegated amongst members ?
6. Are there going to be volunteers helping at the event?
7. How can teachers, adults, community members, faculty, friends help you out?

## Communication

1. How will members communicate?
2. Are you going to schedule meetings or create on-line forum to discuss the event?
3. Create an easy way for everyone to stay informed and in the loop.
4. Does everyone have each other's contact information?

## Sponsorship

1. Are outside businesses or other groups/associations donating gifts, money or resources for your event?
2. Brainstorm a list of possible groups or associations in your community who may wish to contribute to your event.
3. How are you going to approach businesses/associations for sponsorship?
4. Make your requests clear and remember as long as your requests are framed in a professional and reasonable manner there is no harm in asking.
5. Do you have contacts within the organization?

## Marketing

1. How are people going to find about your event?
2. How are you going to inform the public and your community?
3. Exhaust all possibilities- the more people who attend and contribute to your event the more successful it will be.
4. Consider posters, email, flyers, banners, websites, inserts, ads in newspapers.
5. Keep in mind that people are very advertising savvy and used to being bombarded by messages.
6. Get creative and do something interesting that will cultivate interest about your event.



## Media

1. Are you informing the media about your event?
2. Are you inviting media to your event?
3. Brainstorm the media outlets in your community: consider newspapers, radio, community newsletters, community websites, local news channels and television.

## Finance

1. What is your financial goal for the event?
2. What will your event costs be?
3. Have you made a budget?

## FUNDRAISING IDEAS

These ideas are meant to inspire possible events. They can be in association with WCC groups or third party fundraising initiatives

1. 50/50
2. Auction
3. Bake Sale
4. Benefit Concerts (showcase local talent)
5. BBQ (lots of \$ after bar nights)
6. Bingo (Drag Queen Bingo)
7. Birthday Cake Delivery
8. Booze Delivery
9. Calendar creation
10. Can or Bottle Drive
11. Candy-grams
12. Carnival
13. Car Wash
14. Casino Night
15. Chili/Spaghetti/Corn Roast Dinner
16. Coffee Sales (or perhaps some B52s) or Lemonade Stand
17. Coffee: specific dates, portions of all coffee sales go to WCC
18. Collaborate with community groups
19. Cook Book
20. Coordinate campaigns/projects in association with international dates (ie: Valentines Day)
21. Dinners (solicit local restaurants that cater to the campus community and have primarily student clientele and have them sponsor, host a ticketed dinner in support of WCC)
22. Donation Jars at campus convenience stores and coffee shops, awareness tables
23. Exam Care packages
24. Fashion show
25. Flea Market
26. Food Sales: great during exam time (cotton candy, candy, pretzels, anything festive around the holidays)
27. Fortune Cookie Sale- stuff with facts from WCC
28. Garage Sale/Flea Market
29. Guitar Hero Competition
30. iPod playlists (at happy hour or any other low key event charge \$ to play)
31. Karaoke
32. Keynote speaker events
33. Merchandise Sales (sell/design apparel)
34. Mini Putt
35. Movie Screenings
36. Paint Party
37. Plant/Garden Sales
38. Playoff Pool
39. Poster Sales
40. Potential Partnerships with local public schools: local to global → catalysts for change, inform younger generations
41. Pub Crawl
42. Raffle (Ginger Bread Houses, donated prizes, tickets, apparel, appliances)
43. Rubber ducky races
44. Santa Photos
45. Sell tickets to a sporting event (group discount)
46. Silent Auction (student art, donated prizes)
47. Snow removal
48. Speed Dating
49. Sponsorship from community
50. Sumo Wrestling
51. Talent Show (Themed Events- sell small token gift to compliment event (ask bartenders to donate a portion of their tips)
52. Ticketed Events
53. Toboggan-a-thon
54. Tournaments (Dodge Ball, 3 on 3 Basketball, Golf, Poker, Darts, Scrabble, Guitar Hero, Euchre, Air Guitar, Water Polo, Volleyball
55. Used Book Sale
56. Volunteer to work the canteen at a sporting event
57. Wine Tasting

# EVENT PLANNING

**Campus Group:**

**Date:**

**Tentative Date of Event** (check for other events happen near or on your selected date which may take away from your event)

**Type of Event:**

**Name of Event:**

**Tentative Venue:**

**Chair/Organizer of Event:**

**Committee Members:** (list all members involved in the planning of this event as well as their contact information)

**Event Summary** (Briefly summarize description of event, include important details)

**Fundraising Goal:**

**PROMOTIONS** (posters, flyers, tickets, media releases, awareness tables etc.)

**Logistics** (Are there permits involved for venue? Do contracts need to be signed? Draft a budget, Consider funding, Can you collaborate with another group? Think of possible contacts, resources you can access)

**How are you raising money?** (ticket sales, donations, pledges, selling merchandise, etc.)

**Support from War Child Canada** (how can we help make your event a success?)

# EVENT CHECKLIST

## BEFORE EVENT

1. Register with War Child Canada
2. Set a date
3. Confirm artists/guests/volunteers
4. Make note of contact info
5. Make note of equipment requirements
6. Make a budget
  - Seek sponsorship from the local businesses, etc.
7. Confirm venue
  - Make note of contact info
  - Make note of conditions
  - Negotiate fee, if applicable
8. Printing (include all relevant information and details)
  - Flyers
  - Banners
  - Posters
  - Handbills
9. Distribute promotional material
  - Send out electronic advertisements
10. Call local arts/culture/media publications

## AFTER EVENT

1. Send donation to War Child Canada
2. Send Thank You's
3. Compile photos and articles (send to WCC)

## EVENT FOLLOW-UP

Group:

Date:

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Date of Event:

Name of Event:

Venue of Event:

Type of Event:

Chair/Organizer of Event:

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1. Event Summary (Briefly summarize description of event)
  2. Goal of Event:
  3. Money raised:
  4. How was the event promoted?
  5. Number of attendees:
  6. Strengths of event:
  7. Weaknesses:
  8. Recommendations for future events:
  9. Were you satisfied with the support you received from War Child Canada?
  10. Are you planning on making this an annual event?
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