



Good Shepherd  
Faith in people.

# COMMUNITY FUNDRAISING TOOL KIT



# How to Organize a Successful Event

*Here are some tips to consider when planning a Good Shepherd fundraising event with your school, business or community organization*

## **Brainstorm**

There are many ways to raise funds or collect donations for Good Shepherd. You should determine what the goals and objectives are for your project, what your budget will be and decide when you plan to run the event. Be aware of other similar events that may be running at the same time and identify who your target audience will be.

Here are a few event ideas to help you get started:

- Barbecue
- Bake Sale
- Dinner and Dance
- Car Wash
- Sports Tournament
- Yard Sale
- Casual Dress Day at work or school
- Trivia Night
- Concert
- Craft Sale
- Raffles, Silent Auctions and 50/50 Draws
- "a-thon" – many different types like a bowl-a-thon or walk-a-thon. You can get creative with the type of activity you choose
- Collect used bottles and cans to return and donate the refund

## **Develop a Plan**

Once you have an idea for your event, it's time to set a date, recruit volunteers and delegate the tasks that need to be completed in order for the event to be a success. It's best to create a timeline for these tasks and factor in time for obtaining any special insurance or licenses that might be required.

## **Create a Budget**

Plan a budget for your event to determine financial feasibility and set financial goals. A budget will help you identify expenses and areas where sponsorship may be beneficial.

## **Submit Your Event Proposal**

Once you have decided what you want to do, please submit your Event Proposal Form to the Good Shepherd Development Office. We will review your proposal and notify you if there are any questions or concerns with your event. You can submit the completed form through the enclosed self-addressed envelope or you can scan and email the form to [info@gsch.ca](mailto:info@gsch.ca)

## Promote Your Event

Keep your target market in mind and choose the promotional tools that you think would work best for your audience. Upon request, we may provide you with a copy of the Good Shepherd logo for use on your event promotional materials.

Please send copies of any printed materials to Good Shepherd prior to releasing them to the public so we can ensure that the logo is being used correctly.

If you use social media to promote your event, you can tag Good Shepherd on Facebook ([facebook.com/goodshepherdhamilton](https://www.facebook.com/goodshepherdhamilton)) or on Twitter ([@GoodShepherdHam](https://twitter.com/GoodShepherdHam)).

## Run the Event

Your plan is in place and your volunteers know what needs to be done.

If you would like a representative from Good Shepherd to attend your event, please contact our Development Office to arrange the details. We will try our best to get there, but, unfortunately, we can't promise.

## Receipts

Please discuss charitable tax receipting in advance of the event with a Good Shepherd staff member. Participants who make charitable monetary gifts of **\$15.00 or greater**, and who provide ***legible full name and full address information*** may be eligible for an official tax receipt from Good Shepherd.

## Donate the Funds or Items

We request that all funds or items collected at your event are submitted to Good Shepherd Development Office within two weeks of the event date. This is a great opportunity to tell us about the success of your event and to provide us with photos that you would like to share.

Please make cheques payable to Good Shepherd.

## Contact:

**Good Shepherd Development Office**  
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**Phone: 905.528.6565**  
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