

Fundraising Event Toolkit

Not sure how to start planning an event in support of St. Michael's Hospital? We've got you covered!

This step-by-step guide outlines everything you need to plan a successful event.





8 Steps to Plan Your Fundraiser

This guide will help you plan, promote, and host a fundraiser in support of St. Michael's Hospital.

- 1 Form a Fundraising Committee**
- 2 Develop a Plan**
- 3 Create a Budget**
- 4 Promote Your Fundraiser**
- 5 Run Your Event**
- 6 Collect Funds**
- 7 Thank All Donors/Participants/Volunteers**
- 8 Evaluate**

1

Form a Fundraising Committee

A fundraising committee can be a huge help in spreading the word—and the work!

To get started, determine how many people you will need to help you execute your plan and the types of skills they may need to have. Then put out a call for volunteers! Recruit friends, family, colleagues or others in your community who may be interested in supporting your fundraising. Together, you can accomplish anything.

Fundraising Event Committee Tips:

- Collect everyone's contact information
- Decide how you'll communicate with one another (email, WhatsApp, in person, etc.)
- Decide how often your committee needs to meet
- Determine each member's responsibilities and assign roles and tasks
- Decide if any skill sets/talents are missing and how you will find those resources

2

Develop a Plan

Enlist the help of others to help plan and organize your event. If you have a committee, give each person a specific task to be in charge of, such as:

- Promoting your event
- Event day logistics and set up
- Ticket sales or pledge and/or registration collection

With the help of your committee or supporters, determine the basics of your fundraiser, such as:

- Date and time of the fundraiser.
- Location of the fundraiser. Will you need to rent a space? Do they have a not-for-profit rate?
- Will you require special occasion permits, raffle licenses, or insurance? Make sure to review guidelines from the Alcohol and Gaming Commission of Ontario (www.agco.ca).
- Use St. Michael's Hospital Foundation's Fundraise Your Way webpage to collect donations and post about your event. You can even create a team page! [Click here to learn more.](#)
- Determine whether you'll need additional volunteers or support. [Click here for more resources.](#)

3

Create a Budget

Establishing an event budget is a crucial step during the planning phase, right after setting your goals and objectives. A budget is a detailed forecast of what will be happening financially at your fundraiser. It helps control your expenses and revenues, and measures the success of your meeting or event performance. To access our sample budget tracker, visit our [Resources page](#) and get started!

Consider what expenses you will have and whether these can be minimized with community donations or sponsorships. Once you have a good idea of your expenses and how much you want to raise for St. Michael's, set a fundraising goal and communicate it to all of your participants and volunteers.

How Will Your Fundraiser Raise Money?

- Pledges
- Donations
- Event registration fee*
- Sale of items*
- Sponsorships*
- Auction/raffle*

**Not eligible for a tax receipt*

4

Promote Your Fundraiser

Spreading the word about your event is critical to its success! Upon approval of your event, we will forward a copy of our logo(s) for you to use for promotional purposes on any of the following:

- Press Release
- Flyers
- TV ads
- Print ads
- Invitations
- Social media
- Email invites
- Website
- Blog
- Other, like word of mouth!

St. Michael's Hospital Foundation can also provide you with a confirmation letter, which indicates that your event is raising essential funds on behalf of St. Michael's Hospital Foundation. This letter may help you secure donations of products or services within the community to support your fundraiser. [Click here for more resources.](#)

5

Run Your Event

Finally, your fundraiser is happening! Your plans are in place, and your committee and volunteers know what needs to be done—let the FUNdraising begin!

Here are our top tips for a successful event:

- Have fun and make sure to let your supporters know what a huge difference they're making for St. Michael's Hospital and the patients we serve!
- Take pictures. These are great to add to your thank you letters/emails, social media/local media after the event to share your event success.
- Send any great stories to the Foundation liaison and include pictures if you can! We may publish these through our communication channels. *Disclaimer:* By providing us with your stories and photos, there is implied consent that you allow St. Michael's Hospital Foundation to use them in our marketing and promotional materials. When possible, please identify the individuals in your photos.
- Keep track of donor names and contact details on the pledge forms provided so that participants who make charitable gifts of \$20 or more can receive an official charitable tax receipt from St. Michael's Hospital Foundation. We must receive the full name and address of donors in order to issue tax receipts. This information is best typed to ensure legibility and accuracy of receipts. Use our pledge form to help you stay on track.

Don't Forget To:

- Collect and report information for tax receipts.
- Send thank you letters/emails to everyone who helped make the event happen, including those who assisted you in any way and may not have been able to attend.
- Calculate the total amount of your donation to the Foundation after expenses and issue a cheque in that amount payable to St. Michael's Hospital Foundation.



Collect Funds

After the event, make sure to collect and submit the funds raised at your event and send them to St. Michael's Hospital Foundation within 30 days of your event. Please note that if we have not received the proceeds from your fundraiser after 60 days, we will follow up with a request.

Please Drop Off Cheques At:

2 Queen Street East
7th Floor, Suite 712
Toronto, ON M5C 3G7 Canada

*Please ensure you have connected
with a Foundation staff member
in advance of your visit.*

Our office hours are Monday to
Friday from 8:30 a.m. to 4:30 p.m.,
excluding statutory holidays.

Mail Cheques To:

St. Michael's Hospital Foundation
ATTN: Vanessa Chiu

30 Bond Street
Toronto, ON M5B 1W8 Canada

*You can also call your Foundation
representative to coordinate pick-up.*

Please make cheques payable to St. Michael's Hospital Foundation;
please reference the event in the memo line.

Our charitable registration number is #122963663RR0001

7

Thank All Donors, Participants or Volunteers

When donors and volunteers feel genuinely appreciated and feel the impact of their contributions, they're more likely to stay engaged and give again. Donor recognition is a powerful way to build lasting connections and inspire support for next year's fundraiser!

Here are some simple ways to say thank you:

- Send a personal “thank you for your support” note to your committee members.
- Update your social media with photos, fundraising totals, and a thank you message.
- Send an email to participants sharing the final results they helped raise.
- Send a handwritten letter or email to your sponsors thanking them for their support—add a photo(s) for even more impact!

8

Evaluate

Evaluation can tell you whether your fundraiser was successful according to your goals, and can help you decide if it's appropriate to hold the same fundraiser again, make some tweaks, or decline to offer it again and free up time for other, more effective initiatives. Consider elements like budget, funds raised, number of guests or participants, number of volunteer hours, and other factors in your evaluation.

How We Can Help

- Offer advice on event planning
- Provide a letter of support to validate the authenticity of the event
- Have staff or volunteers, when possible, attend the event and/or accept a cheque presentation
- Promote your event on the Events page of the [Foundation website](#) and provide a link to your website
- Approve copy for promotional materials. Please note: You must obtain permissions from our communications team to use our name and logo
- Use our DIY fundraiser web platform to collect funds donated
- Automatic tax receipts will be issued in accordance to Canada Custom Revenue Agency (CRA) guidelines

What We Cannot Do:

- Fund or reimburse any of the event expenses
- Share our mailing list of donors or volunteers
- Guarantee staff or volunteer support and/or attendance at your event
- Guarantee a Foundation or hospital speaker at your event
- Provide applications for gaming licenses, permits, or insurance
- Provide prizes, auction items, or awards

Employer Matching Gift Programs: You may be able to double your fundraising efforts! Before you start coordinating your fundraiser, check to see if your employer has a “matching gift” program. A matching gift is a charitable gift directed to a charity by a matching donor under the condition that the original donor makes the first gift. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees.

Thank you for helping St. Michael's Hospital
deliver exceptional care, without exception.