



# **COMMUNITY FUNDRAISING 101**

**Updated May 2019**

Burnaby Hospital Foundation takes great pride in community engagement fundraising activities. Our goal with these events not only is to raise funds in support of patient care and comfort, but to create awareness for the Foundation. Thank you for choosing to support Burnaby Hospital Foundation. We are excited to be a part of your event!

**Getting Started**

**Step 1: Choose an Event**

If you need some inspiration, here are a few fundraising ideas to get you started:

Movie Night	Trivia Night	Bake sale
Garage Sale	Arts and Crafts Sale	Proceeds from Retail Sales
Bottle Drive	Raffle or Auction	A-thons
Holiday Parties	Special Occasion Fundraisers	Sports Tournaments

If you own a business, for example, a portion of sales from a specific product or day can be donated. If you work for a retailer, you can ask your employer to consider doing the same. Special occasion celebrations such as birthdays, anniversaries, and retirements are also great opportunities to ask guests to consider making a donation instead of bringing a gift.

**Step 2: Set a Fundraising Goal**

Set a fundraising goal that you feel is attainable given your budget and expenses.

**Step 3: Plan Your Event & Begin Fundraising!**

To help make the planning and execution of your fundraiser as easy as possible, we created a Community Fundraiser checklist.

**Finding Sponsors for your Event**

Sponsorship is a wonderful way to offset fundraising costs and increase net dollars raised. Sponsorship can take the form of cash or donated goods and services (gifts-in-kind).

**Tips to Help Secure Sponsorship**

- 1) Decide on the sponsorship levels for cash sponsors (e.g. bronze, silver, gold) and the price for each level.
- 2) Determine what benefits (visibility and recognition) each sponsorship level will receive (e.g. company logo on a poster or advertisement or recognition by the emcee at the event).
- 3) Look at your budget and determine if there are any expenses that can be offset by donated goods or services (e.g. printing, food and beverage).

- 4) Develop a quality sponsorship package that includes a cover letter and a proposal. The proposal should outline sponsorship opportunities and benefits according to sponsorship level, and it should also include information on the Foundation, as the beneficiary of proceeds.
- 5) Approach sponsors early. Mail or email a sponsorship package along with a personalized cover letter, and follow up with a face-to-face meeting whenever possible.
- 6) Ask the Foundation to provide a letter of support which can be presented to potential sponsors to validate the authenticity of your fundraiser.
- 7) Say thank you, it's important before, during and after your fundraiser. Following the fundraiser, provide sponsors with photos and copies of event collateral in which their name and or logo appeared, such as programs and posters, etc.

## **Promoting Your Fundraiser**

### **Promotional Materials Create a Visible Presence**

Whether it's a poster, banner, brochure or advertisement, all promotional materials provide a visible presence for your fundraiser, helping to establish its identity and create awareness. Promotional materials bearing the Foundation's "in support of" logo must be forwarded to the Foundation for review prior to printing or distributing. (See guidelines for logo use)

### **Social Media- It's Free and Effective**

Create a Facebook event page for your fundraiser. If you use Twitter, tweet the details of your event to followers, and let us know you're tweeting so we can help spread the word by re-tweeting from @BbyHospitalFdn.

### **Connect with Local Media**

Submit a news release to your local newspaper. News releases should be emailed to the appropriate newspaper reporter approximately three weeks prior to your fundraiser.

Use community calendars to let people know about your fundraiser. A sentence or two is required about the event including details such as the name, date, time and location of the fundraiser. Also include who the proceeds will benefit and your contact information.

Popular community calendars include:

Burnaby Now <https://www.burnabynow.com/add-event>

Global News <https://globalnews.ca/pages/global-bc-community-events/>

Tourism Burnaby <http://www.tourismburnaby.com/events/event-submission/>

Metro Vancouver <http://www.metrovancouver.org/events/calendar/Pages/default.aspx>

Radio stations often announce upcoming fundraisers and events benefitting charities. Approach local stations and ask them to consider airing public service announcements (PSA) about your fundraiser. Email a short description about your event to the radio station three weeks in advance.

### **Other Ideas for Promoting your Event**

If you have a newsletter or notice board at work, at your local community centre or church, submit and post information there regarding your fundraiser.

### **Post-Fundraiser Procedures**

At the end of your fundraiser, don't forget to celebrate! It's important to thank everyone that was involved and share results and photos. Special notes to your top fundraisers are always well received. We also suggest that you send thank you letters or cards within one week after your event.

### **Presenting Event Proceeds to the Foundation**

As Burnaby Hospital Foundation has lent its name to your fundraiser and people have been made aware that it is the beneficiary of your event, it is important that the Foundation receives donations in a timely manner. **All proceeds from your fundraiser must be submitted to the Foundation within 6 weeks of its conclusion.** The following documents should accompany the proceeds:

- 1) A completed Donation Summary Form (if receipts are being issued for donations). The form identifies donor name, address, telephone number and or email and contribution amount.
- 2) Financial Summary Report

*Both document 1 and 2 can be found in the Community Fundraising Guidelines and Forms document.*

### **Sharing information and Photos with the Foundation**

The Foundation is honoured to be the beneficiary of Community Fundraisers, and proud to share the work of the people who make them happen. Following your fundraiser, we would welcome a brief write up and a few photos, so we can post them on our website and social media platforms and include them in other Foundation publications as appropriate.

## **Recognition for Community Fundraisers and their Organizers**

We are immensely grateful to all who give their time to further the mission of Burnaby Hospital, and we believe strongly that these efforts should be recognized. To this end, we are pleased to acknowledge Community Fundraisers in the following ways:

- A cheque presentation photo opportunity;
- A letter from Burnaby Hospital Foundation's President & CEO acknowledging your Community Fundraiser and sharing how it has made a difference for Burnaby Hospital patients and health care staff;
- A certification of appreciation.

**Happy Planning!**

**For more information please call or email Sydney Ednie, Administrative & Development Assistant at 604-431-2881 or [sydney.ednie@bhfoundation.ca](mailto:sydney.ednie@bhfoundation.ca)**



## Community Fundraiser Checklists

<b>The Vision</b>	<b>YES</b>	<b>NO</b>
Type, theme, and size of fundraiser have been determined		
Realistic goals and objectives have been identified		

<b>The Basics</b>	<b>Details</b>	<b>YES</b>	<b>NO</b>
Name of the Event			
Date/Time of Event			
Location/Venue			
Budget Amount			
Determine sources of revenue (i.e. - ticket sales, pledges, online fundraising, auction, raffle, etc.)			
Create a list of guests/ participants to invite			
Establish a contact list for suppliers and other key people			

<b>Sponsorship</b>	<b>Details</b>	<b>YES</b>	<b>NO</b>
Cash sponsorship desired amount	\$		
In-kind sponsorship desired			
Sponsorship package created			
Potential sponsors have been identified			
List of potential sponsors has been reviewed by the Foundation prior to soliciting sponsors			
Sponsorship packages mailed or emailed to potential sponsors			

<b>Notifying the Burnaby Hospital Foundation</b>	<b>YES</b>	<b>NO</b>
Complete a Community Fundraiser Registration Form and sign a copy Community Fundraising Policies & Guidelines		

<b>Burnaby Hospital Foundation Materials</b>	<b>YES</b>	<b>NO</b>
A request has been made to the Foundation at least 4 weeks prior to the event for the following:		
“In support of” logo		
Banner		
Brochures		
Donation forms		
Donation box		
Balloons		
Date of request:		

<b>Promotions</b>	<b>YES</b>	<b>NO</b>
Posters have been created and distributed		
Facebook event page has been created and linked to the Foundation		
Fundraiser details tweeted		
Fundraiser info submitted to community calendars		
Email invitations sent out to personal network		
Press release drafted and emailed to local newspaper		
Local radio stations asked to consider a PSA		

<b>Does your fundraiser require</b>	<b>YES</b>	<b>NO</b>
Food and beverage/refreshments		
Paper plates, plastic cutlery, napkins, cups		
Music/entertainment		
AV equipment (mics, speakers, laptop, projector, screens, etc.)		
Décor items (flowers, plants, balloons, lighting, etc.)		
Signage		
Photographer/emcee/entertainment		
Special event insurance		
Gaming licence (raffles, 50/50 draws, bingo, casinos, etc.)		
Approval from the city		
Liquor licence		
Security		
Access to washrooms, trash cans and recycling bins		
Power at venue source/event location		
First aid		
Payment or donation processing tools		
Foundation promotional materials (banners, brochures, etc.)		
Gifts for volunteers and speakers		

