



## COMMUNITY FUNDRAISING TOOLKIT

This Toolkit is your How-To-Guide to organizing a successful fundraising event in support of the Vaudreuil-Soulanges Palliative Care Residence Foundation (VSPCRF).

Any individual, company or organization can put together an event initiative or other activity to benefit the VSPCR Foundation.

### MISSION:

The mission of the Vaudreuil-Soulanges Palliative Care Residence (VSPCR) is to offer specialized palliative care with respect and dignity to individuals of all ages (children, teenagers, adults) who have a terminal-phase illness

### VISION:

To provide a home where serenity, warmth, comfort and relief are offered, with an approach to excellence in palliative care, thanks to a passionate and professional team of employees, volunteers and partners, all free of charge.

### WAYS WE CAN HELP:

- Providing you with an authorization letter to validate the authenticity of your event, activity and its organizers, demonstrating to potential sponsors that your activity is approved by the Foundation.
- Issuing Tax receipts, (if applicable) to all eligible donors (**Please see tax receipting in FAQ's**).
- Providing you with our logo for your marketing materials (**Note:** all materials must be approved by the Foundation prior to their use).
- Sending Foundation representative (s) to attend your event (subject to availability).
- Supplying promotional materials such as a signs with our logo, donation cans, banners, brochures and donation cards.

- Promoting your event, initiative or activity through the VSPCR Foundation's website and Facebook pages and targeted media before your event takes place.
- Offering guidance and answering your questions.

#### **WAYS WE CANNOT HELP:**

**We are here to support you. However here are some services we are unable to provide your event:**

- Insurance or liability coverage.
- By sharing mailing or emails lists of donors and/or vendors.
- Funding or reimbursement of your expenses.
- Guaranteed attendance from our volunteers or staff.
- Guarantee to supply prizes, auction items, and awards.
- Providing administrative help.
- By issuing a press release, or purchasing newspaper or radio advertising to promote the event.

#### **LET THE PLANNING BEGIN! 10 Steps to planning a successful event:**

1. Choose an event that is simple, fun and that is of interest to you and your team and community.
2. Submit your Community Event Proposal & Agreement Form. Once you have decided on an event concept, please fill out the attached **Community Event Fundraiser Proposal & Agreement Form** and submit it to Nathalie Clermont, Community development coordinator at [nclermont@mspvs.org](mailto:nclermont@mspvs.org). You can also arrange a meeting to discuss the details of your event and how we can best support you.
3. Check the date. Make sure there isn't another big local event on the same day. You don't want to be competing with them!
4. Establish your goals. Have measurable financial goals and get what you can, donated from local businesses or friends. Make sure you set realistic organizational time expectations.
5. Stay organized. Create a critical path or step-by-step plan to ensure your event is successful. Set due dates for sending out invitations, making follow-up calls, marketing etc. **(See our event planner example).**
6. Publicize well. Think about who you are targeting to come to your event and how they will best receive the information e.g. emails, Facebook, twitter, flyers or a combination. The more people who talk about your event, the more successful it will be.

7. Think of other fundraising add-ons. As you plan your event think of other ways to obtain additional funds from the supporters. It could be by selling raffle tickets, hosting a silent auction or a 50/50 draw for special prizes. (Make sure you arrange for the necessary gambling licenses).

8. Make the Ask! Remember most people don't give because they have never been asked. Don't be afraid to ask. People in general are always willing to help and support a great local cause such as the VSPCR Foundation.

9. Collection of funds and wrap up. Now all you have to do is wrap up any loose ends, pay any outstanding invoices, collect outstanding donations and submit the proceeds to the VSPCR Foundation.

10. The most important thing to do after organizing a community event for the VSPCR Foundation is to say 'Thank You'. It is very important to make sure that you take the time to send thank you notes, letters or make phone calls to all those that participated and donated towards your event.

## **BUDGET**

**Example :**

<b>Revenue :</b>	<b>Amount</b>	<b>Notes</b>
<b>Ticket sales :</b>		
<b>Sponsors:</b>		
<b>Donation:</b>		
<b>TOTAL Revenue :</b>		
<b>Expenses :</b>		
<b>Food :</b>		
<b>Hall or room rental</b>		
<b>Materials</b>		
<b>TOTAL Expenses :</b>		
<b>NET PROFIT :</b>		

## **PUBLICIZING YOUR EVENT**

Here are some local, no or low-cost advertising ideas for marketing your community fundraising event.

All media and print materials must be reviewed and approved by the VSPCR Foundation prior to distribution.

### **NEWSPAPER AND ONLINE**

- [www.viva-media.ca](http://www.viva-media.ca) – <http://www.viva-media.ca/editoriaux/yanick-michaud/>
- [www.neomedia.com/vaudreuil-soulanges](http://www.neomedia.com/vaudreuil-soulanges)

### **SOCIAL NETWORKING SITES** / Create your own event page, invite your friends

- [www.facebook.com](http://www.facebook.com) – Click on Events, Create an event, fill in event information and then publish to your home page. Then invite friends by choosing from your friend list.
- [www.twitter.com](http://www.twitter.com)

Thank you for your amazing support!

\* The pictures you take and send to us could be published on our Website and shared on the Vaudreuil-Soulanges Palliative Care Residence Facebook page. Upon receipt of photographs, we will assume we have the required authorization to use them. If a photo credit is required, please ensure you provide the information.

## **AFTER THE EVENT**

The proceeds from your community Fundraiser will have a lasting impact in helping us in our ongoing mission to continue to provide FREE end- of- life care services. We thank you for your support!

- After your fundraiser, all you need to do is send in your donations/proceeds.
- Call us to pick up your donations at 450 202-2202 extension 128 or come in to see us. We are always pleased to welcome you and happy to give you a tour of your local Palliative Care Residence.
- Cheques can also be mailed to: **90 Como Gardens, Hudson, JOP 1H0** (Cheques should be made out to the Vaudreuil-Soulanges Palliative Care Residence Foundation, or to the VSPCRF.
- Include a short note explaining your fundraiser event.
- Email the best 3-5 photos from your event to [nclermont@mspvs.org](mailto:nclermont@mspvs.org)

**We thank you in advance for your involvement, initiative  
and wish you great success!**