

- 1) **Choose an event that is simple and fun** – often the simplest ideas, well executed, are the most successful.
- 2) **Check the date.** Make sure there isn't another big event on the same day.
- 3) **Establish goals.** Have measurable financial goals (make sure you don't spend more than you raise) and get what you can donated from local businesses or friends. Make sure that you have set realistic organizational time expectations.
- 4) **Publicize well.** Think about who you are targeting and how they will best receive the information e.g. emails, facebook, twitter, posters, flyers or a combination. The more people talk about the event the more successful it will be. Use the blank poster in the Fundraising Tool Kit to advertise the event. Call Childhood Cancer Canada's toll-free line at any point during your planning so we can support your fundraising and supply you with extra supplies and advice.
- 5) **Make it personal.** One effective way to make your event successful is to make it as personal as possible. Get your children and community involved as much as possible. You can even post photos or make a journal. Make the event a tribute event. Hold the event in memory of or in honour of a child with cancer or a survivor. Alternatively hold an event in honour of a special occasion such as a birthday, wedding or other special occasion.
- 6) **Think of other fund raising add-ons.** As you plan your event think of other ways to obtain additional funds from the sponsors. It could be by selling additional items or providing additional services or entertainment.
- 7) **Make the ask.** Remember that most people don't give because they have never been asked! Make sure you ask for a donation!
- 8) **Ensure you have a sponsorship form ready.** You will find a sponsorship form in your Fundraising Tool Kit. Take your sponsorship form with you wherever you go and ask friends/ family/ colleagues to sponsor you.
- 9) **It's even easier online.** Simply visit [www.childhoodcancer.ca](http://www.childhoodcancer.ca) and click on Host An Event and follow the instructions on screen. The money raised through online donations comes directly to Childhood Cancer Canada and you can email your sponsorship page to friends and family who will be able to donate safely and securely with their credit card.
- 10) **After the fun is over say "thank you."** Say "thank you" to all that participated and supported the event. Individuals and businesses alike.

**At any point during your planning call a Childhood Cancer Canada Event Planner so we can support your fundraising and supply you with extra supplies and advice.**

**[childhoodcancer.ca](http://childhoodcancer.ca) • 1 800 363 1026**

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