

# Tips for Planning a Successful Fundraiser!

## For the 1st Annual RADIOTHON



October 7, 2010 – Bay of Quinte Golf Club

### ***Radiothon . . .***

. . . is a 12 hour call-in radio broadcast and aired live, simultaneously on Hits 95.5, Cool 100, MyFM 100.9 and myFM 88.7, UCB Canada, Mix 97.1, CJBQ, 91X Loyalist and Rock 107. This fundraising event is in support of Quinte Healthcare and their 3 **Foundations from Belleville, Picton and Trenton.**

Many donations to the Radiothon are made on that day by phone or on-line. Every year donors of all ages and all walks of life are finding creative ways to give to their hospital. Some give their babysitting money; some donate money from their coffee club and book club kitties. Still others raise money in their school or neighbourhood by organizing an event prior to the day of the Radiothon. This guide has some quick tips and is intended to encourage you to get started on a fundraising idea of your own.

### ***Our Challenge to You ...***

**Phil Panelas**, Chair of the Trenton Memorial Hospital Foundation recently threw out this challenge to our community.

*"It is four months until the 2010 Radiothon. I encourage individuals and groups to consider holding some type of fundraising activity between now and October 7th. Proceeds from these fundraisers could take us over the top on the day of the Radiothon. Working together to raise money for life saving equipment right here at home is a cause that is well worth the investment."*

**Please let the Foundation know about your fundraising plans ahead of time. We want to help you as well as show our appreciation by recognizing your hard work at the Radiothon.**

## Tips For Planning a Successful Fundraising Event

Use these easy steps to plan and run a successful fundraising event for our Radiothon in support of the Hospital Foundations in Belleville, Trenton and Picton.

- **Form a planning committee and brainstorm for ideas.** Don't do all the work yourself! Gather a team of enthusiastic people and assign roles based on skills and interest areas. Check out some of the following fundraising ideas:
  - **A-Thons:** walk, run, stair climb, read, dance, skip, clean, skate. Invite people to donate \$1.00 for every city block you can ride or flight of stairs you climb.
  - **Sales:** BBQ, garage, bake, lemonade, 50/50, concession stand, book
  - **Tournaments:** golf, baseball, bowling, poker, euchre
  - **Themed work days:** crazy hat, pyjamas
  - **Donate:** a portion of the proceeds from an item being sold can be donated to QH-TM.
  - **Mail out:** campaign asking for donations.
  - **“In Lieu of” Events:** have guests make a donation to Trenton Memorial Hospital Foundation in lieu of gifts for birthdays, graduations, bridal showers, weddings, or any other life occasion.
  - **Jeans day:** pay \$5 to wear jeans to work or slippers.
  - **Loose change:** put containers out at retail businesses for loose change.
  - **Boss costume pictures:** charge \$5 to have a picture taken with the boss.
  - **Baskets (theme) auction:** put together theme baskets to be auctioned off.
  - **Pampered Chef or Tupperware party:** donate a portion of the sales to QH-TM
  - **Curse buckets/ swear Jars:** must pay a fine for each curse word spoken at work. .
  - **Fill a jar:** with jellybeans and have employees and/or customers make a donation to guess how many there are in the jar.
  - **Silent auction:** have a silent bake auction for a sweet fundraiser.
  - **Pamper Yourself Night:** slumber party for women only! Charge \$10 to attend.
  - **Gift Wrapping:** set up a Christmas package wrapping station at a mall for donations.
  - **Face Painting:** Set up within your facilities or at a community event.
  - **A cook off:** Charge entry fee and for samples.
  - **Hula-hoop contest:** Great for kids AND adults! See who can go the longest.
  - **Bingo**
  - **Cocktail party, picnic, or dinner party**
- **Register your event with the Foundation.** Let our Special Events Coordinator (Christine Richard) know about your event using the attached form.
- **Establish your goals and identify your audience.** Set a realistic fundraising goal. Identify who you need to support your event and what the best way is to let them know.
- **Schedule the event and set your budget.** Schedule an appropriate time and date for your event. Avoid conflicts with major holidays or other similar events occurring at the same time. Identify all sources of income and expenses. By keeping costs down, you can generate a bigger donation for the Hospital.

- **Get the word out.** A successful event needs promotion, like posters and media coverage. Some radio, TV and newspaper media offer free public service announcements. There are also numerous community websites where your event can be posted for free.
- **Collect the funds.** All funds should be forwarded to the Foundation Office before the Radiothon so we can schedule recognition of your donation on the day of the event.
- **Thank you, thank you, and thank you!** Don't forget to thank everyone who participated in or supported your activity.

Please note the Foundation must approve events where our name and logo are to be used. We will give you our written approval. This assures donors and supporters the money they give to your fundraiser will be received by the Foundation. Please forward us your completed Third Party Event Proposal Form included in this guide to Christine Richard at the Foundation Office.

**Contact Christine Richard, Special Events Coordinator at TMH Foundation:**

Call (613) 392-2540 ext 5867 or e-mail at [crichard@tmhfoundation.com](mailto:crichard@tmhfoundation.com) if you have any questions. Christine is here to offer her help to make your fundraiser a success. This guide is intended to help you get started but our Hospital Foundation has many other tools to help you plan your event, including tips on running a raffle, templates for tickets and thank you letters. For our complete Third Party Event Booklet, visit our website [www.tmhfoundation.com](http://www.tmhfoundation.com) and click on Events.

**OUR THANKS FOR CARING ABOUT YOUR HOSPITAL  
AND GIVING THE GIFT OF YOUR TIME AND TALENTS!**



# RADIOTHON

## Third Party Event Proposal Form

To register your event, please complete the following form and return to:  
Trenton Memorial Hospital Foundation  
Attention: Christine Richard, Special Events Coordinator  
Mail to: 242 King St. Trenton, Ontario K8V 5S6  
Or Visit us at: Trenton Memorial Hospital, – 2nd Floor  
Tel: (613) 392-2540 ext 5867 – Fax (613) 392-3749 – Email: [crichard@tmhfoundation.com](mailto:crichard@tmhfoundation.com)

Name of Individual/Company planning the event: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Home: (    ) \_\_\_\_\_ Business: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_

Type/Name of Event: \_\_\_\_\_

Proposed Date and Time: \_\_\_\_\_

Location of Event: \_\_\_\_\_

How will funds be raised? Example: Ticket sales, Raffles, Pledges, etc.  
\_\_\_\_\_

Expected revenue: \_\_\_\_\_

**Please sign and return this proposal form. We will contact you right away.**

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

