

A Guide to Planning a Successful Fundraiser

1. Form a committee to assist in the planning and execution of the event. Ensure that it's a group who believes in the cause, is reliable, and has time to make a commitment. Whether it is a pair or a group of ten put your creative minds to work and brainstorm a variety of events and a realistic financial goal.

2. Develop and propose a plan to the Foundation. Pick a date and time that doesn't conflict with other popular events that could take away your support. If your organization has

produced similar events in earlier years, use that information to develop your plan. Repeat previous successes. To kick off your planning, determine what your ideal end result is and work backward from it, itemizing what needs to happen and when. Fill out the attached

application form and submit it to the Foundation office.

3. Start Approaching! Visit potential sponsors who might be interested in donating money or gift in-kind items to your event. For example, a

local meat shop might provide steaks towards a barbeque.

Retail stores may donate items for a silent auction. A major supplier to your organization may write a cheque for a donation.

4. Start Communicating regularly with those involved. Keeping the people you're working with

informed is crucial throughout the process, especially as the fundraising day approaches. Create e-mail distribution lists to get the right information to the right people when they need it. You may want to create one list for volunteers, committee members, and employees within your organization.



Advertise Your Fundraiser

People need to know about your fundraising campaign to support it, so be sure to start advertising well in advance. If you're planning an event that people will have to buy tickets for, start advertising about a couple months in advance. For fundraising sales, one month in advance should be enough.

If you are familiar with using social media, create a facebook or twitter account as a communication tool.

5. Practice good accounting! Treat your fundraiser like a business, and make good decisions about your costs and the profit you intend to bring in. Identify all sources of income and all expenses.

6. If your fundraiser will be open to the public, promoting it can increase attendance and participation to make it that much more successful. Depending on the nature of your fundraiser, you can get the word out using a range of media — from hanging posters in well-traveled venues such as the mall, to mailing out flyers. The TMHF will be happy to assist you with the promotions.

7. Details! Develop a list of everything that needs to be done before your fundraiser and be sure that

someone in your committee is looking after each item.

8. Questions? If you have questions or concerns, don't hesitate to contact the Foundation. We will do our best to help!

9. Enjoy! Planning a successful fundraiser is a reward in itself. Not to mention the impact you're having on your community by supporting

the TMHF. Enjoying the process and making it fun for others are the magic ingredients that will keep your organization progressing toward its

mission, and keep people coming back the next year.

10. This is the most important step: please let those who attended and/or assisted with your event know how much you appreciate their support. Tell them how much money they helped to raise and what that means to the hospital.



Most importantly, have fun!