



**Langley  
Memorial**  
HOSPITAL FOUNDATION

# Independent Community Fundraising Events Toolkit



## Step 1: Pick a fundraising event

The key to successful fundraising events is to get creative! Any event or activity can include a fundraising element. Host a lemonade stand, skate-a-thon or garage sale; organize bottle drives or a marathon games night; the sky is the limit!

### **What:**

Fundraising

Other great ideas include garage sales, golf tournaments, anything-a-thons, raffles, silent auctions, dinner and dances, seasonal parties, sporting events, multicultural events, pub nights, shopping sales events, bake sales, BBQ events, company events, kids events, cause marketing, marathon pledging etc.

Pick a fundraising event that will be a good fit for your social circle or your businesses.

### **Who:**

You're in charge! Plan an event as an individual or through your workplace or school. Gather your volunteers, and recruit family, friends, colleagues and neighbours to attend. The Foundation is just an email or call away, so reach out with questions!

### **When:**

Your event can take place any time throughout the year. Seasonal events, such as holiday parties or birthday celebrations, can be a great time to ask for donations. The key is to pick a time that meets the need of your event and to start your planning early so it gives you time to work out the logistics and promote your event.

### **Where:**

Choose to host at your home or pick a community venue appropriate for the type of event and anticipated number of participants. If the venue requires an official letter of endorsement, please contact a Foundation representative.

### **Why:**

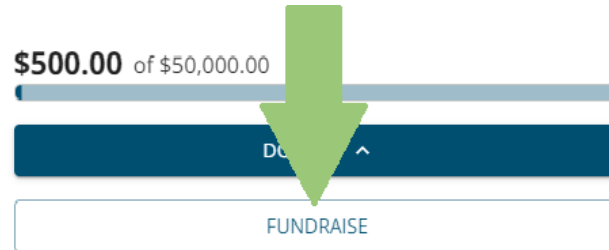
Sharing why you are fundraising for Langley Memorial is a great way to inspire people to support your event. Perhaps you have had a personal experience or know someone who has. Maybe supporting health care is important to you, your customers or your employees. Whatever the reason, be sure to share this and know you are truly making a difference in the lives of those who need to use Langley Memorial Hospital and its community health services.

## Step 2: Register your event

By registering your event with Langley Memorial Hospital Foundation, we can endorse your event, offer advice and provide support materials.

Create your own peer-to-peer campaign by filling in the form at [LMHFoundation.com/Fundraise](https://LMHFoundation.com/Fundraise)

1. Click Fundraise



2. Creating a team is good choice for a group of people fundraising together. This could be with coworkers, family, classmates, sports team members and others. You can then join the team and make your own page.

When creating your campaign, you will have to decide on your fundraising goal. Look at the original campaign's goal and then think about how much of an impact you want to make. Take into account how many of your friends and family will donate and how much you will be donating yourself. Make sure your goal is realistic. If you don't think you can achieve your goal, you won't be motivated during your campaign. Make the goal within reach, but still a bit of a challenge. You want that feeling of accomplishment when your thermometer reaches the top! And don't worry, you can always edit it later.


Create a fundraising team ×

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**CREATE A TEAM**    INDIVIDUAL FUNDRAISING    JOIN A TEAM

Team name

Campaign target \$    Email

 Photo

First name

Last name

Photo (ratio 1:1)

3. You have officially created your campaign. Now, it's time to personalize it.

Congrats! You have officially created your campaign. Now it's time to personalize it. Once it's created, you will receive a confirmation email, with a link to make your Simplyk account. On your account you will be able to customize your campaign page with a personal message, image and colour. This is an important step, because by personalizing your campaign, you demonstrate how important the cause is to you, which will compel your friends and family to donate.

#### 4. Write your story

This part might be a bit trickier if you are not as comfortable with writing, but don't worry, we have the tips to make it easier. First off, the charity you are supporting will have provided a message for their general campaign. It is important you incorporate it into your own messaging. It will explain exactly what the goals of the campaign are and what the donation will be going towards. Part of your work is already done!

#### 5. Donate to your own campaign

There's nothing complicated about this step. Before you ask others to donate, make sure you do so yourself. You are a leader, and here you can lead by example! The positive effects of this step are clear; those who donate to their own campaign raise about 10 times more than fundraisers that don't.

#### 6. Share your campaign

Now it's time to get the word out to the whole world – or at least your whole world. Send a personalized message to all your friends and loved ones (using your story!). Let them know how much it would mean if they donated. Don't be afraid to share with people that aren't in your inner circle. It is for a great cause, so don't worry about annoying anyone. If your messages are positive and confident, people will be willing to give. And of course, don't forget to include the link for your campaign!

Share your campaign on all your social media platforms. Be sure to use parts of your personal story in every one. Adapt each post to the style of the platform. For example, you can make your post longer on Facebook than on Twitter. Or edit your Instagram image to add text that makes the goal of your post obvious (you can do this easily using [Canva](#), a free tool). Use the social media widgets on your campaign form to share it quickly!

The social media widgets below the campaign image to easily share on all platforms.

Incorporate pictures of yourself in your posts that are related to the cause. They could include you volunteering at the organization or interacting with the beneficiaries of the organization's programming.

#### 7. Share again!

Next, you'll have to start the last step over again. Keep sharing your campaign on your platforms and sending it individually to your friends.

Check back in with those who said they would donate but haven't yet by sending them a friendly reminder. Repost when the campaign is halfway over or when there is only a week, or a day left.

Don't be afraid of posting too much. Your friends may forget about your campaign. They will appreciate being reminded. Also, those close to you will want to support you and maybe get involved themselves. Your campaign may be so compelling that you convince some to start their own!

#### 8. Celebrate your progress

Whether you make it halfway to your goal or reach it, be sure to celebrate! Congratulate and thank those that support your campaign when you reach milestones in it.

Post when you make it halfway to your goal. Post again when the campaign finishes, thanking all your supporters and mention the impact your campaign will have on the organization. For example, “We raised \$100! Thank you for helping!”

Don’t forget to personally thank each of your donors. Like you did with sharing, send them each an individual message, email or give them a call. It will mean a lot and set the stage for your next campaign.

## Step 3: Start Planning

### Create a check list:

- Keep organized and identify what you need to buy, how many volunteers you need, and how the event will raise funds.
- Create a timeline that will help you manage your time and identify when you need to start promoting your event.

### Create a budget:

- Include all your event expenses and projected revenue to ensure you can make a significant gift.
- Events supporting Langley Memorial Hospital Foundation must keep expenses less than 50 per cent of gross proceeds.

### Recruiting Volunteers:

- Ask your friends and co-workers to help plan your event and assign them with specific roles, for example assisting with silent auction, logistics etc.
- Make sure to provide your confirmed volunteers with briefing notes, details on their roles and responsibilities, and training.

### Create a guest List:

- Include your friends, co-workers, neighbours, or whoever is appropriate for your event.

### Secure Sponsors:

- Securing sponsors for your event is a great way to cover event costs while recognizing and promoting caring companies in your community.

### Gaming Licenses:

Gambling events include raffles, bingos, poker, 50/50 lotteries and wheels of fortune. The BC government’s Gaming Policy and Enforcement Branch requires you to apply for a license if you are including any kind of gaming activity at your event. For further details, please visit:

<http://www2.gov.bc.ca/gov/content/sports-culture/gambling-fundraising>



A full-scale golf tournament can take approximately six to nine months to organize

Ask local companies to donate or discount supplies for your event.

Understanding who is invited will help you choose how to promote.

Ask the Foundation for sponsor request and thank you templates

## Step 4: Promotion

Let people know why you are doing the event and give progress updates to maintain interest.

### Online:

- Email friends, family and colleagues.
- Create a Facebook event page with your event details.
- Use your personal social media channels like Facebook, Twitter Instagram, YouTube or TikTok.
- Text reminders to encourage RSVPs.

### In the Community:

- Add posters to your staff room, apartment building or community centre bulletin board; distribute flyers to neighbours.
- Get your local media involved: Send a Press Release.
  - Include information about why you are fundraising and who or what inspired you.

### Support from Langley Memorial Hospital Foundation:

- Request Foundation items like a logo, brochures, a banner and pledge/donation forms.
- Our website features community events and we promote events on Facebook and Twitter. Please provide your event date, time, location and participation request or ticket costs.



Create a unique event hashtag for people to follow

Tag @LMHFoundation1 in tweets & we'll retweet!

Contact the Foundation for a template that includes standard information to include.

Send event promotional material (event posters, ads etc.) to the Foundation for review prior to printing and distribution for approval for logo use ad messaging.

## Event Day

- Have fun! You've just helped make a difference.
- Take lots of pictures.
- Display Foundation promotional materials at your event.
- Keep the fundraising going! Sell 50/50 tickets, display auction items or have envelopes ready for donations.



Add event games such as a toonie toss or fling-the-ring-to-win or search Pinterest for more fundraising ideas!

## Post Event

### Thank and Celebrate:

- Update your Facebook, Twitter and other personal pages with your event total and photos.
- Send thank-you notes to sponsors, donor and participants, letting them know how they helped.
- Send a photo with amount raised to your community paper to celebrate your success.
- Send photos and post-event details to the Foundation so we can help you celebrate.
- Come to the Foundation for an official cheque presentation!



Have lots of photos? Use Flickr to upload and share!

Ask us for a thank you letter template

We may showcase you on our website or on social media!

## Post Event

Submit your event proceeds to the Foundation within two weeks of the event by:

1. Sending a personal cheque or money order to:  
Langley Memorial Hospital Foundation  
22051 Fraser Highway  
Langley, BC V3A 4H4  
Please include a note about your event
2. Calling the Foundation office and donating the event proceeds via credit card. Donors who requested tax receipts will be issued their official tax receipts by the Foundation after event funds and donors' full names and contact / address details are received.

We'll send you a thank you letter to celebrate your awesome contribution once we've received your funds.

## Guidelines for Issuing Tax Receipts

Langley Memorial Hospital Foundation adheres to the provisions outlined in the Income Tax Act.

### Official tax-deductible receipts will be issued for:

- Monetary donations from identified individuals or organizations
- Eligible in-kind donations. Contact the Foundation to assess the gift.

### Acknowledgement receipts will be issued for:

- Monetary donations where it's impossible to identify the amounts contributed by a particular donor
- Sponsorship funds of your fundraising event, upon request.

### Receipts will not be issued for:

- Purchased merchandise (such as an umbrella)
- Purchased auction items
- Lottery tickets
- Donation of old clothes, used furniture etc.
- Donated items for which the fair market value cannot be determined.

### The Foundation will issue receipts upon receipt of:

- Full donation amount
- Full name and address of the donor / organization.