



Fundraising toolkit:



community events



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Thank you for choosing to raise funds for the Canadian Diabetes Association!

This fundraising toolkit provides a step-by-step guide that will help you organize an event in your community which will make a valuable contribution to our mission: lead the fight against diabetes by helping people with diabetes live healthy lives while we work to find a cure!

About the Canadian Diabetes Association

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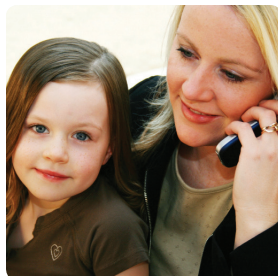
- Today, there are more than **9 million** Canadians living with diabetes or prediabetes. With more than 20 people being newly diagnosed with the disease every hour of every day, chances are that diabetes affects you or someone you know.

Your donation counts

Every dollar is gratefully received and wisely invested in the fight against diabetes. Here are just some examples of what your donations mean to those we help.

\$50

Provides 25 health-care professionals with tool kits so they can help their patients understand diabetes and its management – supporting literally hundreds of people with diabetes.



\$100

Provides up to 75 people with support for questions related to diabetes management, programs and services.



\$200

Sends a child to one of our diabetes summer camps for a day to learn about diabetes self-management in an enjoyable environment with support from other kids also living with type 1 diabetes.

\$500

Funds a diabetes research lab for half a day, bringing us closer to finding a cure.

Your event: getting started

Here are a few important things to consider before you start planning your event:

- **Share your story:** People are more likely to donate or volunteer their time to help if you let them know why the cause is important to you and the Canadian Diabetes Association needs their support.
- **Set realistic goals:** Setting a realistic fundraising goal helps motivate your team, gives supporters something to work towards and manages expectations. Create a budget and think of some costs you might incur (rental fees, printing, decorations, etc.) and always track your spending.
- **Timing is everything:** Review our Community Event Listings (www.diabetes.ca/get-involved/community) before committing to a date to see if there are competing events in your area. Think about scheduling your event to coincide with a special day like World Diabetes Day, Banting's birthday, Diabetes Awareness month, etc.
- **Know your audience and use your network:** Who do you want to attend your event and how will you secure their support? Be mindful of who is in your network and solicit accordingly. Think about who you can ask to support your fundraising efforts. Tailoring the size of your event to your potential audience helps you narrow options for suitable events and venues.
- **Have a question?** We are happy to help you! Please visit www.diabetes.ca/contact/regional-offices to locate a Canadian Diabetes Association location near you.



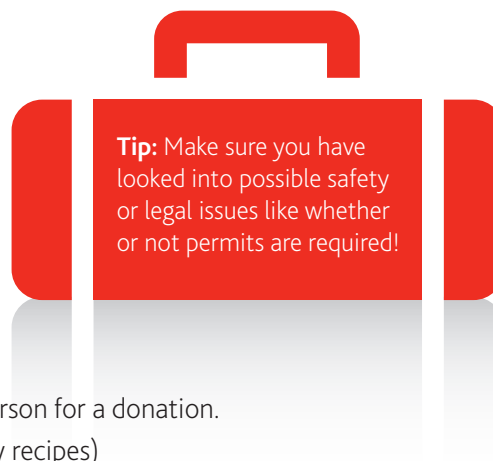
- ▶ Since 1975, the Association has awarded more than \$120 million in research grants to scientists who have dedicated themselves to the fight against diabetes.



Event ideas:

No idea is too big or too small! Check out this list below for some great event ideas. Think about your skills, network and interests!

- Car wash
- Penny drive
- Casual dress day at work (Ask your co-workers to dress casual at work one day in exchange for a donation)
- “A-thon” (dance, bike, swim, zumba, etc.)
- Bake sale
- Cook Off
- Fashion show
- Pool party
- Dinner party (Host a group of friends for dinner and ask each person for a donation. Visit www.diabetes.ca/diabetes-and-you/recipes/ for some tasty recipes)
- Gala
- BBQ
- Sports tournament (Ask family, friends and co-workers to register a team and have their registration fee be the donation)
- Craft sale
- Comedy show
- Birthday party (Consider asking for a donation in lieu of presents)



Tip: Make sure you have looked into possible safety or legal issues like whether or not permits are required!

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- ▶ **Remember:** A lottery licence is required to conduct a raffle and regulations may vary province by province. For more information, please contact your regional Canadian Diabetes Association office at www.diabetes.ca/contact/regional-offices
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Start fundraising!

Once you have decided what event you want to host, when you want to host it, who you want to attend and what your goal is, it's time to start fundraising!

How to register your event

Please visit: www.diabetes.ca/how-you-can-help/fundraise/my-diabetes-fundraiser to register your event and use the tools on this site to help you along the way.

Collecting donations online

Canadian Diabetes Association has the tools available for community events that will allow for online fundraising; you can even build a group of fundraisers! The online resource can be used to solicit donations in an easy and secure way, track fundraising progress and communicate with donors and fellow fundraisers. To create your own personal or group fundraising page online, please follow these steps:

1. Visit: www.diabetes.ca/how-you-can-help/fundraise
2. Click on "My Diabetes Fundraiser"
3. Select "Create a New Event" or "Create Your Own Event"
4. Enter your postal code
5. Register an Individual, Group or join Group of fundraisers
6. Complete event information
7. Accept the Waiver
8. Personalize your page
9. Solicit donations, send e-mails and share your event
10. Keep track of donations, and watch the donations rise

Collecting offline donations

You can collect pledges, cash or cheques, in person at your event (cheques payable to the Canadian Diabetes Association). Please make sure to record the donations and donor information *accurately*.

► **Remember:** Download the Donation Form from "My Diabetes Fundraiser" to get started! Collect all of your donations and send these along with your donation form to your local Canadian Diabetes Association office *within 30 days* of the event.

Planning checklist

Planning an event can be fun and easy if you're organized! Consider using the checklist below to ensure you are on track to making your event a success!



Before your event

- ☐ Brainstorm fundraising event ideas – refer to the list of “Event Ideas” for some great ideas
- ☐ Look into possible safety issues – specifically if your event requires a permit or licence
- ☐ Determine how many people you will need to help organize your event and start recruiting volunteers. Depending on your event, you may wish to establish a planning or organizing committee
- ☐ Contact your regional Canadian Diabetes Association office to provide details about your event
- ☐ Find a suitable date and location
- ☐ Secure permits and insurance if necessary (keep a copy on hand during your event)
- ☐ Promote your event and share your story
- ☐ Safety first! Always have a first aid kit available for emergencies

► **Remember:** if you wish to place the Association's name and/or logo on your promotional materials, you must provide a sample to your regional Canadian Diabetes Association Coordinator.

During your event

- ☐ Assign someone to be responsible for handling all donations

► **Remember:** have the donation form handy for those who wish to make a donation and receive a tax receipt!

- ☐ Display/distribute Canadian Diabetes Association materials
- ☐ Make closing remarks and thank everyone for their participation

After your event

- ☐ Thank donors, sponsors, and volunteers by sending a thank you letter once you have finished collecting funds

► **Remember:** let them know how much your event raised! It's important to make your donors feel part of your achievement!

- ☐ Meet with your volunteers and committee to discuss successes and challenges
- ☐ Compile all of the money you collect along with any donation forms and send to your regional Canadian Diabetes Association Community Engagement Coordinator within 30 days of your event
- ☐ Contact your regional Canadian Diabetes Association Community Engagement Coordinator with an update on how your event went and send in photos so we can share your success

Community events guidelines

Tax receipting

Donations made online will be issued an electronic tax receipt and will be sent directly to the donor via e-mail. For all other donations (cash/cheque) of \$15 or more, the Canadian Diabetes Association will issue an official tax receipt upon request. Please use the donation form to track offline donations as full name and address, telephone number and amount of donations are required for each individual or corporate donor.

