



# My Diabetes Fundraiser Event Toolkit

Charitable Number: 11883 0744 RR0001

# Thank you for Joining the Movement

Thank you for joining us in being the national voice for the 11 million Canadians living with diabetes or pre-diabetes. Holding a special event for Diabetes Canada is a great way to fulfill your philanthropic goals, build community spirit, and raise awareness of the diabetes epidemic that faces Canadians. When you donate to Diabetes Canada as an independent fundraiser you are joining the fight to End Diabetes. End Diabetes is our rallying cry to end the terrible health impacts of diabetes as well as its shame, blame, stigma and misinformation.

Diabetes Canada knows that donations are a demonstration of trust – trust that we'll use the very most of every dollar received to help Canadians with diabetes to live healthier lives, and to enable researchers in their quest to find a cure. When you choose to fundraise for Diabetes Canada, you have the option to select where your money will go:

**Research:** Diabetes Canada understands funding of diabetes research is a crucial step in providing these advances. This is why we choose, each year, to fund Canada's most renowned scientists and clinicians in their quest for new and innovative developments in the prevention, treatment, and management of diabetes.

**Advocacy:** One of the key pillars of Diabetes Canada's advocacy strategy is our commitment to inform and educate governments, decision makers, media, the general public and, people like you, on the issues that affect Canadians living with diabetes.

**D-Camps:** For nearly 70 years, Diabetes Canada has provided children living with type 1 diabetes the opportunity to enjoy authentic camp experiences. While at camp, children learn about diabetes management in an enriching, safe and fun environment with all of their diabetes needs monitored by a dedicated team of trained medical professionals.

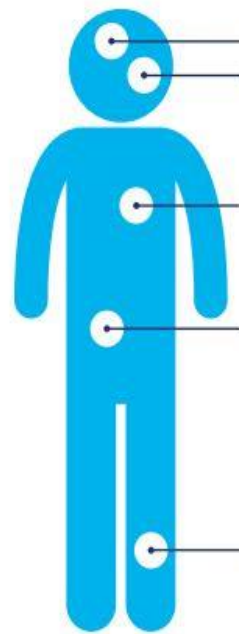
Because of generous community leaders like you, we are able to supply these programs and more for the people who need them.

On Behalf of everyone at Diabetes Canada, and all 11 million Canadians living with diabetes, thank you.

Jan Hux  
President and CEO  
Diabetes Canada

# Diabetes by the Numbers

## Diabetes contributes to:



**30%** of strokes  
Leading cause of blindness

**40%** of heart attacks

**50%** of kidney failure  
requiring dialysis

**70%** of all non-traumatic leg  
and foot amputations

**11 million**  
Canadians  
currently  
have diabetes  
or prediabetes



**14 million**  
Canadians will  
have diabetes  
or prediabetes  
by 2027

One Canadian is  
diagnosed with diabetes  
**every three minutes**



**1.5 million** Canadians  
have type 2 diabetes –  
and don't know it



# A Step-by-Step Guide to Planning your Event

## Think about what type of Fundraiser you'd like to host?

- Birthday Celebration – It's your Birthday, celebrate it your way and ask friends and family to donate on your behalf.
- Life Celebration – Celebrate your wedding, a special anniversary, or other significant events.
- Community Event – Host a community fundraiser, car wash or a hockey game.
- In Honour of – Honour a loved one in a unique way
- Walk / Run / Challenge – Run in a local race, complete a triathlon or a creative physical challenge.
- Unleash your creativity – Host an event we haven't thought of, the only limit is your imagination.

## Create your fundraising page:

- Head to the [Diabetes Website – My Diabetes Fundraiser to set up your fundraising page](#)
- Follow the easy steps to creating your online fundraising page.
- Think about your fundraising target, but don't worry, you can change this at a later date.

## Start Planning your My Diabetes Fundraiser

# A Step-by-Step Guide to Planning your Event

## STEP 1: Brainstorm

- What kind of event do you want to plan?
- What are your goals?
- Make a **Critical Path** to help you map out the planning process

## STEP 2: Make a Budget

- Make a list of all of your projected expenses (i.e. décor, catering costs, venue rental, marketing, entertainment)
- Make a list of all of your projected sources of revenue (i.e. attendee registration/ticket sales, silent auction/raffle, potential sponsorship)
- The budget is ever-changing because expected values and actual values differ

## STEP 3: Confirm a Date and Venue

- Choose a date for your event – keep holidays, weather/season, and other events that may be happening at the same time in mind
- Choose a venue for your event – make sure it is easily accessible to attendees (creating a **Venue Checklist** with all your needs can help during site visits)

## STEP 4: Create an Event Committee (optional, but recommended)

- Sometimes it pays to have the extra help with planning – more people can get more work done!

# A Step-by-Step Guide to Planning your Event

## STEP 5: Create a Checklist

A step-by-step checklist similar to this can help you organize what you need for your event and keep track of tasks as you complete them.

- Pick a theme
- Create a budget
- Choose a venue
- Pick a date
- Find committee members
- Create a **Critical Path**
- Submit an **Event Proposal**
- Create posters
- Set-up a **MyDiabetesFundraiser** page
- Create and send out invitations or E-Blasts
- Determine rental needs
- Determine entertainment needs
- Determine food and beverage needs
- Decide on décor
- Determine what permits or licenses are needed (ex. Special Occasions Permit)
- Determine insurance needs
- Delegate tasks to committee members
- Create a “day of” agenda
- Promote your event
- Send out event reminders to registrants
- Thank everyone for your event (sponsors, donors, staff, volunteer, etc.)
- Finalize your budget and pass the information along to your Diabetes Canada representative
- Meet with your planning committee to debrief and determine if you want to do the event again next year

# A Step-by-Step Guide to Planning your Event

## STEP 6: Contact Us

- Fill out an event proposal form and a Diabetes Canada staff member will contact you for details
- Based on your fundraising goals, we will provide you with certain levels of support:

Support	Less than \$5,000	\$5,000 - \$14,999	\$15,000 - \$29,999	\$30,000 and more
Endorsement letter (Community Engagement Manager)	X	X	X	X
Diabetes Canada informational material at event	X	X	X	X
MyDiabetesFundraiser Page	X	X	X	X
Diabetes Canada branded poster	X	X	X	X
Editable Sponsorship Package	X	X	X	X
Diabetes Canada representation at event			X	X
Social media marketing			X	X
E-Blast about the event			X	X
Endorsement letter (CEO)			X	X
Help obtaining some silent auction/raffle prizes			X	X
Customized Sponsorship Package				X
Help obtaining some sponsors for the event				X

\* Events that aim to fundraise \$30,000 and more are considered Partnered Events. This means that if you choose to discontinue the event, Diabetes Canada can still choose to carry it out, but during the time of partnership we will not reach out to your sponsors.

# A Step-by-Step Guide to Planning your Event

## STEP 7: Start Fundraising!

### Online Fundraising

- Now you've set up your fundraising page, be sure to include all the information about your My Diabetes Fundraiser and share your page with friends and family, and social media channels.
- You can create a shorter URL for your event by going to [Bitly.com](https://bitly.com)

### Offline Fundraising

- Often events will collect pledges or donations in person
- Ensure that you are keeping track of donations using the event donations form
- Ensure all donations by cheque are made out to Diabetes Canada
- Donations are eligible for a tax receipt if they are \$15.00 or higher and as long as the donor provides their address, full name, and phone number

## STEP 8: Get the Word Out!

Promoting your event is very important when it comes to getting more attendees, and getting the attention of sponsors. Here are some ways to consider marketing your event:

- Network: perhaps you know someone at a local newspaper, radio station, or tv station.
- Social Media: share your event on all social media platforms – and Diabetes Canada can help. Contact your D.C. rep and get them to share your event on the Provincial Diabetes Canada Facebook, Twitter, or Instagram pages. Check out our **Social Media Toolkit** to get started.
- The Diabetes Canada Calendar of events: talk to your rep about getting your event on our calendar.
- Canvassing: go out to local community centres, coffee shops, or any public place that will let you put up a poster for the event
- Word of Mouth: at the end of the day, talking about your event to people is one of the best ways to promote your event



# A Step-by-Step Guide to Planning your Event

## STEP 9: Execute Your Event

Have your “day of” agenda ready (internal and external)

- An external agenda communicates *to your attendees* the timing for when presentations, speakers, activities, and dinner service start.
- An internal agenda communicates to all staff/committee members when action needs to be taken to get the next part of the program going
- An example: The external agenda will say that a speaker presents at 6:00pm, but the internal agenda will say that someone needs to make sure the speaker is by the stage by 5:55pm.

Enjoy the event – look at where all your hard work has gotten you!

## STEP 10: Wrap-up

- Complete any outstanding payments/invoices
- Complete your final budget
- Submit the proceeds to Diabetes Canada within 30 days of the event
- Get in contact with your Diabetes Canada representative if any tax receipts are required
- Debrief your event with your committee
- We recommend having an event evaluation for attendees to fill out so you can get their feedback
- Thank committee members, attendees, sponsors, volunteers, and staff. This is a great opportunity to get the word out for next year’s event if you plan to do it again!

# Additional Resources

Here is a list of available templates that we can offer to make the planning process easier for you:

- Sponsorship package
- Thank you letter
- Critical Path
- Budget Plan
- Social Media Toolkit
- Event Proposal Form

Here are resources that Diabetes Canada has to offer:

- MyDiabetesFundraiser
- Tax Receipting Guidelines

# Thank You!

Diabetes Canada wants to sincerely thank you for making us your charity of choice. By creating an event, you bringing a community together to help the 11 million Canadians living with diabetes or pre-diabetes. Community leaders like you are needed to help End Diabetes – Thank you!

**Please let us know if you have any questions!**

Reach out to your Provincial Diabetes Canada representative if you have any additional questions. [Click here](#) for a list of Diabetes Canada Provincial office locations.

**DIABETES**  
**CANADA**