

Community Fundraising Event Guidebook



The CPAR Community event guidebook is for everyone who wants to raise funds and awareness for CPAR. It will walk you through the various ways to get involved; give you hints to make things easier; and provide you with a lot of the tools that you will need along the way.

This is the place where all of the people who want to support healthy communities in Africa come together. There are many people who really want to support African communities and want to make a larger difference than simply your gift.

We appreciate the effort of individuals and groups who organize fundraising events to support CPAR.

How CPAR Can Help

- We can provide advice on planning your event to ensure a successful event.
- We can provide limited promotional supplies such as posters, brochures, annual reports.
- We can provide information on our programs.
- We can provide a letter to validate the authenticity of the event should you be requesting gifts in kind from suppliers for your event.
- CPAR may be able to provide a guest speaker or representative depending on availability and location.
- We can provide use of logo and photographs for your promotional materials.
- We can provide charitable tax receipts in accordance with the regulations of the Canada Revenue Agency.

Start your own online fundraising event

A great way for you to support communities in rural Africa is to raise money from your friends, family and community.

Don't have time to host a live event? Why not create your own online fundraising campaign using <http://www.cpar.ca/How-to-Help/Plan-an-Event.aspx>

Support the Cause:

- Post your photo. Share your story.
- Set a fundraising goal
- Invite your friends and family to support your cause

You'll get updates about the project your supported project —including stories, photos and video will be posted on the site.

You will see the true impact of your actions.

Give up your gifts

Do something meaningful and create **real change**. Give Up Your Gifts for Africa! Ask friends and colleagues to give a donation to CPAR in lieu of a birthday or special occasion gift.

One unselfish act can make a real difference. Trade in your birthday, wedding or holiday gifts for donations and help provide African men, women and children with some of life's most basic needs: **clean water, adequate food, primary health care and a safe and healthy environment.**

Choose a project to support. Ask your friends and family members to support your goal. **Help change lives in rural Africa.**

There is strength in numbers. This holiday season, Give up Your Office Gifts. Get your whole office involved and provide support for rural African communities!

Get started today—or in time for the holiday season, your next birthday or special occasion.

Each one of us has the power to change lives.

Sign up today:

<http://www.cpar.ca/How-to-Help/Plan-an-Event.aspx>

Choosing the right event

Want to organize your own event for CPAR?

There are many factors to consider when determining what kind of special event to host.

- What are the **resources** that your group has? What are your interests and skills? How much time can you realistically dedicate to organizing the event? Who do you know?
- Think about CPAR and about our organizational **image**. Make sure that your event is in keeping with CPAR's image as a positive, ethical organization doing good works. Think about what it is that you want to communicate to the public about CPAR and about the project you are supporting
- Consider your potential **audience**. Make sure that the event you chose is something that will appeal to your audience. Think about how best to communicate with your audience. The most important thing is to ensure that event attendees enjoy the event. If they have fun they will come again, tell their friends and are more likely to be engaged.

- Think about the **timing** of your event. If you are thinking of a seasonal event make sure that you are allowing enough advance planning time. Be sure to do some research and make sure that your event will not coincide with another identical event for another organization.

IMPORTANT DAYS TO REMEMBER:

February: 2nd last week of the month, Family Day, Canada

March 8: International Women's Day

March 22: World Water Day

April 7: World Health Day

May 15: International Day of Families

September 21: International Day of Peace

October 16: World Food Day

November 20: Universal Children's Day

December 1: World AIDS Day

December 5: International Volunteer Day for Economic and Social Development

December 10: Human Rights Day

Planning your event

There is no hard and fast rule for how long it takes to plan an event. There are a lot of variables involved including the nature of the event, the number of volunteers involved. In general there are few things that will help you ensure that you don't run out of time:

- Don't set a date until you have mapped out the time needed for planning and execution
- Try to involve many people in organizing the event and delegate!
- Break down the work into small tasks and be generous in your estimation of how much time is involved
- Think about the order in which tasks need to be accomplished- if people know that someone else is waiting on them it can help ensure that they will complete their task on schedule
- Check on progress of tasks often. Don't wait and then find out that you are unknowingly in crisis mode
- Assign personal responsibility for all tasks to ensure accountability

Fundraising at your event

Set the right ticket price

- Think about your target audience. How much can they afford to pay? You want to set your ticket price at a level that will bring in significant revenue, but which will not exclude members of your targeted audience.
- Think about your cost per head. Make sure that your ticket price makes a profit above and beyond the cost per head of having the event. Depending on the event you may want to offer a discount to students and/or seniors
- If you have costs to cover upfront, you may want to consider setting a slightly higher price for tickets sold at the door. This will encourage people to purchase their tickets in advance. This is also helpful if the event is being catered as it will allow you to get a better idea of head count before placing your order.

Include secondary fundraising activities

- There will always be people attending your event who can afford to give more. Make sure that you provide attendees with numerous ways to contribute to ensure that they can give in a way which is comfortable to them.
- Consider having a *silent auction* or *raffle*, or sell CPAR's Plant A Tree in Africa (P.A.T) products at the event.
- Always make sure that **donation forms*** are available and distributed so that people can make a direct gift to CPAR.
- Let people know about other ways to get involved such as a *Gift of Change* or *Give Up Your Gifts*

Maximize donations of goods/services

- Take a look at all of your expenses and which you might be able to have donated. For example, a venue may waive the rental fee in exchange for exclusive rights to catering, or you may be able to get the printing for posters and programs donated. You should definitely be able to get all of your silent auction, raffle or door prizes donated.*
- You may even be able to fund some local business to sponsor your event in exchange for recognition (e.g. on your poster, flyers, at the event—check with CPAR-Toronto office about recognition opportunities on official CPAR publications) - Sponsorship packages should be prepared well in advance in order to allow businesses ample time to make their decisions. Sponsorship packages should include information about the event as well as some information about CPAR

- Think about the businesses you know. Is there a restaurant that always caters your meetings? Do you always have material copied at the same print shop? Where do members of your group work?

Budgeting for your event

- Make three versions- one which is conservative and represents the worst case scenario, one which is optimistic and illustrates your goals and one that you use for budget tracking which reflects actual costs as they arise.
- Think about all of the costs, no matter how small, of hosting your event. Make sure that your expenses are itemized and that you include even those which you hope to have provided in-kind. This will give you a better idea of what is needed and the maximum total costs.
- When thinking about your income lines, be realistic. Be realistic about how many tickets your volunteers can sell. It is usually reasonable to expect people to sell 10 tickets. But it depends on the ticket price. Make sure to ask around to find out what your volunteers and supporters can handle. Don't expect the volume of tickets to be sold at the door
- In general you should ensure that your event will make money just through ticket sales. Other fundraising activities such as an auction or raffle should just be icing on the cake.
- Make sure that everyone on the planning committee is familiar with the budget and stays within their limits so that you can achieve your fundraising goal!

Fundraising

Good fundraising events do more than simply raise funds. Fundraising events also provide an opportunity to communicate information about CPAR and our work to the public. All events should therefore have some educational or public relations component.

If an event is done right it should also make it easier for CPAR to raise money in the future. Ask yourself, did attendees learn something valuable about CPAR? If so, are they likely to feel motivated to become involved?

Make sure people leave with information about CPAR. Obviously it is always a good idea to have promotional material displayed. However, not everyone will make the effort to pick it up. People will, however, take a program that is related to the event. This is the perfect opportunity to give people some basic information and let them know how they can support CPAR. You should also use a program to thank donors, sponsors and volunteers. You can never say thank you too many times!

Communications guide

In order to ensure that CPAR's brand imaging is consistent; we ask that all volunteers use the following descriptions when providing an overview of CPAR's work:

Mission Statement: CPAR works in partnership with vulnerable communities and diverse organizations to overcome poverty and build healthy communities in Africa.

CPAR's Work: Founded in 1984, CPAR works to build healthy communities in Africa through projects that provide access to clean water, adequate food, primary health services and a safe and healthy environment. CPAR works with some of the most vulnerable rural communities in Ethiopia, Malawi, Tanzania and Uganda. For information, visit: www.cpar.ca

Media Inquiries

In the event that you have been contacted to be interviewed for an event, it is important to ask the reporter about the details of the interview—after you have obtained some general information about the interview, please contact the Toronto-office so that media training can be coordinated.

We can also work with you to write press releases, event announcements for local media sources and provide you with other materials about CPAR.

Share your success

Information we need from you:

- Don't forget, in order to issue tax receipts to your supporters we will need to have complete names and addresses along with the donation amount
- Are there any businesses or groups that supported your event that you would like us to send a special thank you to?
- For our own auditing purposes, we also need a record of the date of your event, a brief description, # of attendees - you can send these details using the *Event Registration Form*
- We would love to share your story with others! Send us some photos and stories from your event and we will feature them on our website and/or in our monthly e-bulletin and seasonal newsletter. Your story just might inspire others to get involved too!

CPAR thanks all of those who wish to support us through their fundraising activities. Your support is greatly appreciated.

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