



Children's Aid
Foundation of Ottawa
La Fondation de l'aide
à l'enfance d'Ottawa

CAFO COMMUNITY EVENTS FUNDRAISING TOOL KIT



THANK YOU FOR MAKING A DIFFERENCE IN THE LIVES OF CHILDREN!

Thank you for thinking of the Children's Aid Foundation of Ottawa (CAFO). Your fundraising efforts will make a positive impact in the lives of children in child welfare by funding initiatives in educational, enrichment, and essential needs.

This fundraising toolkit is a step-by-step guide that will help you plan and organize from start to finish so that your event is a big success.

As a proud supporter of CAFO, you are joining a committed and passionate community of individuals who believe that all children deserve an equal chance at becoming who they want to be.

Your generous support makes it possible for children to:

- experience create positive childhood memories
- feel empowered and confident
- become successful and resilient adults

On behalf of all of us at CAFO, thank you very much for your dedication to helping children involved in child welfare.

A handwritten signature in black ink, appearing to read "Walter Noble".

Walter Noble
Executive Director
Children's Aid Foundation of Ottawa

10 STEPS TO SUCCESS

STEP 1:

BRAINSTORM AND SET GOALS

Questions to consider to get your brainstorm started:

- What type of event would you like to host? Need an idea? Get inspired by some other community events
- What is your fundraising goal?
- How do you plan to go about fundraising?
- For other things to consider please check out our action plan.

STEP 2:

FORM AN EVENT COMMITTEE

Many hands make light work! It will be helpful to bring together like-minded individuals to share tasks that have a variety of skills and experience to make your event a success!

STEP 3:

SET A DATE AND VENUE

Set a date and time for your event. It's best to use a location that is convenient for you and your attendees. Do a scan of events happening in your area to make sure that your event doesn't conflict with another. Be mindful of holidays, weather (time of year), transportation issues and the number of participants.

STEP 4:

MAKE A BUDGET

Brainstorm and identify your possible sources of income (ticket sales, sponsorship, promotional draw, etc.) and develop an estimate of all potential expenses. These would include venue costs, decoration, food, entertainment. Remember, if you keep your costs down and under control it will enable you to raise a larger amount. Please note that all event expenses need to be covered by the event organizer; CAFO will not cover any event expenses.

STEP 5:

TELL US ABOUT YOUR EVENT

Your CAFO Representative will talk to you about your event plans, share any materials you may need and answer any questions that you may have. email@cafott.ca

PLAN AHEAD

Here is an example of a planning checklist with accompanying resources that can help you plan your event. Note: Please choose only what is applicable for your event.

- ☐ Identify a theme
- ☐ Choose a date
- ☐ Establish a team/committee
- ☐ Create a realistic budget
- ☐ Submit an Event Proposal Form
- ☐ Develop an action plan
- ☐ Identify and solicit sponsors
- ☐ Source venues and services
- ☐ Set up online fundraising page
- ☐ Recruit volunteers
- ☐ Create/send out invitations
- ☐ Determine rental needs
- ☐ Determine food/beverage needs
- ☐ Determine entertainment needs
- ☐ Decide on décor
- ☐ Read about our tax receipting rules and regulations
- ☐ Create "day of" agenda for your event
- ☐ Delegate tasks to your committee
- ☐ Secure permits and insurance
- ☐ Promote your event/share your story
- ☐ Remember to thank everyone!
- ☐ Be proud & celebrate your success!
- ☐ Wrap up your financials and submit them to CAFO
- ☐ Meet to discuss success and challenges to improve your event for next year
- ☐ Register your event again next year so we can continue to support you

STEP 6:

STEP 7:

FUNDRAISE

You can either fundraise online, offline or both!
Choose whichever works best for you and your audience.

Online fundraising

Online fundraising is an effective and efficient way to engage your supporters and create an easy vehicle to make a contribution to your event. Create your own fundraising page.

Offline fundraising

You can also collect pledges, cash or cheques, in person at your event or leading up to it. Please ensure cheques are payable to Children's Aid Foundation of Ottawa.

Please make sure to record the donations and donor information accurately. Your CAFO Representative will make sure you have the tools and resources to do so. Collect all of your donations and send these along with your donation form to your CAFO Representative within 60 days of the event.

PROMOTE YOUR EVENT

Promote your event as much as possible to get the most out of your fundraiser. Think of the type of audience you want to participate and what is the best way to engage them. Here are a few things to consider:

- Promote your event on our Calendar of Events.
- Social Media- promote your event via Facebook, Twitter or Instagram as they can help you get your message out to the community. It's also a great idea to set up an online fundraising page with us that you can link to your social network sites. Download the Social Media Kit to get started.
- Media Relations- There is the potential that your local newspaper or news station may be interested in featuring your event. Use our media advisory template to give media advance notice of your event.
- If pictures or video are to be taken at the event, please be sure to post a sign at your event that indicates your photos may appear on the web. Please include the following text at the bottom of your sign:
 - *Children's Aid Foundation of Ottawa (CAFO) may use photographs or video or both (the "Images") taken of the participants at this event. By participating in this event, participants are deemed to grant the event organizers and CAFO irrevocable right and unrestricted permission to use and publish the Images of them, on a royalty free and unrestricted basis for any purpose authorized by CAFO, including website use and fundraising use. This grant includes a waiver of moral rights and the rights to modify and/or retouch the Images. Participants fully and without limitation release CAFO from any liability that may arise from the use of the Images. I agree and acknowledge that the Images are also subject to the Terms of Use in the CAFO website.*

STEP 8:

STEP 9:

ENJOY YOUR EVENT!

Your event day has finally arrived! With your well-thought out planning in advance, make sure you take time to enjoy your event – you deserve it!

POST-EVENT MANAGEMENT

Collect your funds and wrap up

Now that your event is over it's time to start wrapping up loose ends, pay outstanding invoices and submit the proceeds to CAFO. Here are some items we suggest thinking about during your wrap up:

1. Invoices/payments
2. Final budget – the fun part, how much did you end up raising?
3. Submit proceeds to CAFO within 60 days
4. Tax receipts if applicable – speak with your CAFO Representative about this in advance of your event
5. Evaluate your event with your committee
6. Thank your committee
7. Thank and acknowledge those who participated in or supported your event, let them know how much you appreciate their support. It's also a good idea to let them know how much your event raised. It's important to make your donors and volunteers feel part of your achievement. Your guests will appreciate knowing how their support helped CAFO. You can also provide more information on next year's event at the same time!
8. Start planning for next year!

STEP 10:



COMMUNITY EVENT IDEAS TO GET YOU STARTED

- Food Drive
- Hockey Tournament
- Dress Down Day
- BBQ
- Board Games
- Pancake Breakfast
- Food Cook-off
- Jazz Night
- Loonie/Toonie Collection
- Comedy Night
- E-Waste Collection
- Karaoke Night
- Tea Party
- Something-a-thon
- Dance Event
- Play/theatre
- Car Rally
- Cocktail Reception
- Bottle Drive
- Sales of Items
- Concert Fundraiser
- Scavenger Hunt
- Casino Night
- Fashion Show
- Car Wash
- Gala Dinner
- Bake Sale
- Bingo Night
- Sporting Events
- Golf Tournament
- Employer Matched
- Talent Show
- Garage Sale
- Book Sale
- Card Tournament
- Bowling Tournament
- Donations in lieu of gifts
- Auction Raffle
- Arts and Crafts show



SAMPLE ACTION PLAN

5-12 months before event	Person responsible	Date completed
Decide on the type of event you'd like to organize		
Are there competing events in your area?		
Recruit a volunteer event planning committee		
Register your event with Children's Aid Foundation of Ottawa		
Research the cost associated with your event		
Create your budget showing expenses and revenue		
Set up a regular meeting with your committee		
Secure your venue. Order supplies		
Send letters out to people/businesses for sponsorship or donations		
Create your fundraising event webpage to share		

3-5 months before event	Person responsible	Date completed
Develop your invitation list		
Create and send out materials to promote your event		
Invite local celebrities (i.e. Mayor)		
Recruit additional volunteers if needed		

1-3 months before event	Person responsible	Date completed
Contact local newspapers, radio stations, companies who could promote and provide coverage of your event		
Arrange photography/videography of the event		

1 week before event	Person responsible	Date completed
Confirm your location and any set up details		
Contact any suppliers to confirm deliveries/pick up		
Connect with volunteers to provide detailed info		

Day of event	Person responsible	Date completed
Arrive early to set up, and cover off any last minute details that may arise		
Record all donations, ticket sales and deposit funds		

After event	Person responsible	Date completed
Pay all outstanding expenses		
Send proceeds and photos to Children's Aid Foundation of Ottawa		
Send out thank you letters		
Begin planning for next year		



SOCIAL MEDIA KIT



FACEBOOK

Create an event listing on Facebook and invite your friends, family and fans to attend.

By leaving the event open, it encourages your attendees to invite their friends and family too.

For larger or yearly events, consider creating a dedicated Facebook group, where your members can receive updates throughout the year. Upload photos and videos for your members to share, receive comments and questions from your community and create a central location of information on your event. For best results, keep your Facebook group set to open.

Be sure to tag @CAFO in your posts where possible (our name should pop up as you write, which you should then highlight to have us tagged) as we can comment and like the post.

Share your event on the CAFO Facebook page. Your event will appear in the "Visitor Posts" section of our page for people to see (and we can also like and engage with the post).

TWITTER

Start by following the Twitter 101 Guide to help you get started using Twitter.

Create either a personal or event-specific account.

Begin by following influential individuals you believe would be interested in your event. Hint: these might be people who would be interested in your event and already have a strong follower base.

Be sure to tag our handle @CAFO and use the hashtag #CAFOEvent to help define yourself as a member of the CAFO community.

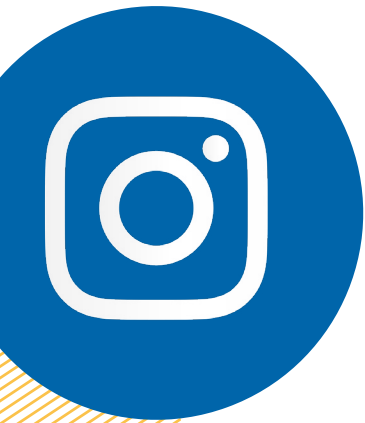
We will keep an eye out for you and retweet when we can to help spread your event message even further.

For Twitter best practices and a full guide to Twitter lingo, please visit the Twitter for Business Guide.

YOUTUBE

As the largest video-sharing site in the world, YouTube allows you to view, share and interact with originally-produced content. Be sure to visit the CAFO YouTube channel.

Be sure to tag your videos with relevant keywords such as “Children’s Aid Foundation of Ottawa”, “CAFO”



INSTAGRAM

Visit the Instagram Help Center to learn how to sign up for your free account.

You can share all your post-event photos on this photo sharing and organizing website

If pictures or video are to be taken at the event, please be sure to post a sign at your event that indicates your photos may appear on the web.

ADDITIONAL RESOURCES:

We want to make sure you enjoy your fundraising event experience and want to help you along the way. We have included some sample content for your reference. Please feel free to use these templates to create your own for your specific event. If you have any questions, please feel free to ask your CAFO Representative for advice and guidance and they will be happy to assist you.

Below please see:

- Sample Thank you letter
- Poster Template

Please contact us for:

- CAFO Logo and approved images
- Help with sponsorship packages and press releases

email@cafott.ca



SAMPLE THANK YOU LETTER

Date

First Name, Last Name Address

City, Province, Postal Code

Dear First Name,

Thank you very much for supporting my event, NAME, held on DATE at LOCATION. Because of you, we were able to raise \$XXXX in support of children and youth involved with child welfare!

Thanks to philanthropic individuals and companies like you, CAFO is better equipped with the tools and resources to support children and youth in child welfare by funding initiatives in educational, enrichment, and essential needs.

As a proud supporter of CAFO, you are joining a committed and passionate community of individuals who believe that all children deserve an equal chance at becoming who they want to be.

Once again, thank you for brightening the lives of children and youth by participating in my fundraising event.

I hope to see you next year!

Sincerely, YOUR NAME

