

Queen Alexandra Foundation for Children



Hold An Event for QAF

Tips for Organizing a Fundraiser / Special Event

Fundraisers / special events are fun and allow you to be part of something worthwhile. However, special events are time consuming and sometimes expensive. Here are some tips to guide you along to make it easier for you to hold a successful event.

Brainstorm

Talk with coworkers, friends, family, and anyone else who is interested in creating an event to raise money for the Queen Alexandra Foundation for Children (QAF.) The more the merrier!

At this point do not restrict yourself to whether it is doable or not - clear your mind and think BIG! Say whatever comes to mind!

Pick an event

Review the ideas generated through brainstorming and pick the event that fits your group's size, interests, talents, goals, and time availability. It is much easier to plan an event and raise money if it is something you want to be part of.

Pick a day

Figure out how much time you need to plan the event. For something large in size, you should give yourself a minimum 8 months. It may be possible to organize a smaller event in 1 or 2 months.

Next, determine what will a desirable day and time for those you would like to attend. Check out local calendars of events so you don't conflict with another group that is after the same audience! Finally, confirm that your venue, entertainment, etc are available.

Fill out a QAF proposal form

Once you have determined what event you want to hold, please fill out an Event Proposal Form ([click here](#).) We'll check that your event matches with QAF's vision, mandate, and goals and will respond within one week.

Form a committee

Invite people who are enthusiastic, dedicated, and bring different skills to the table. Many hands make lighter work – make sure you have enough to share the load (and sell those tickets!)

Establish goals and a budget

Have an achievable and measurable financial goal for your event. Our budget worksheet ([click here](#)) will alert you to some things you may need to consider and costs you may encounter.

Identify possible sources of income and all expenses. If you are able to keep costs low, you'll be able to help more kids. However, before approaching any companies or organizations

for cash or in-kind support, please contact QAF. We have many groups supporting us on an ongoing basis and prefer that all requests go through us so donors are not overwhelmed.

Promotion and publicity

Publicity and promotion are what will help you sell tickets and ensure your event is a success. Please remember a QAF representative must approve the use of QAF's logo and name; please be in touch before you print anything!

Find Volunteers

It is often harder than it sounds! Determine how many volunteers you will need at the actual event – don't forget to have a few "floaters" who can go where they are most needed at any given moment.

Once you have the "magic" number and know what skills they need (cash handling, customer service, ability to lift heavy objects), start talking to friends, family, and coworkers to see who is interested and ask them to pass the word along!

Please remember your volunteers are usually the lifeblood of an event – snacks, beverages, and a few thank you's go a long way to sustaining them during an event.

Have fun

Your event to benefit QAF is about supporting kids and having FUN! You've put in so much time and effort; make sure you have a great time at the event!

Collect the funds

QAF asks that all funds be forwarded to us within 90 days after your event.

If tax receipts are important to you and your participants, we are pleased to issue them within two weeks of receiving the required information from you. However, please discuss the need for tax receipts with us when you first start planning your event, as QAF is only able to issue them in accordance with Canada Revenue Agency guidelines.

Say Thank you

Saying thank you is very important! Acknowledge everyone and tell them how much you appreciated their participation and/or support. They would also love to hear how much money was raised so they can be proud of the role they played, large or small.

We Thank you

As the tip above suggests, we know how important it is to say thank you! THANK YOU - your generosity and willingness to share your time and expertise is so kind! We want you to feel supported as you organize this event to benefit QAF and will be in touch along the way. However, if you ever need anything, please don't hesitate to contact us at 721.6855. Thank you again!



Queen Alexandra Foundation for Children

2400 Arbutus Road, Victoria, BC V8N 1V7

ph: 250.721.6855 / fax: 250.721.6715

www.queenalexandra.org / jane.bowers@queenalexandra.org