

fundraising

importance of fundraising

As a volunteer, you know the difference we can make together at Results, and grassroots fundraisers are an important part of making the work possible. Fundraising events are an opportunity to raise needed funds to support trainings, staff members, and resources for volunteers. They are also a chance to tell other people about the work we do and grow our network of volunteers and supporters. Not to mention, fundraisers are a powerful time to gather together and celebrate our achievements.

fundraising event goal setting

The first step in planning an event is setting specific goals. Remember that first and foremost, fundraising events are aimed at raising money for the nation-wide work of Results Canada.

Set an ambitious, but attainable goal. Keep in mind there are many ways to achieve it. For example, you can raise \$3,000 with six people giving \$500 each, 30 people giving \$100 each, or 100 people giving \$30 each. All donations make an impact.

Stating a suggested donation amount on your invitation is very effective in reaching your fundraising goal. One good idea is to make the suggested donation symbolic or reflective of our mission – for example, \$37 to commemorate Results' 37th anniversary or \$20.30 to symbolize our goal to end poverty by 2030.

leverage your fundraising event to achieve advocacy goals

Make your event an extension of your advocacy work!

- Invite your Member of Parliament (MP), members of their staff, and local media contacts to your event. Member's not in town? Ask for a brief video or audio greeting you can play at the event.
- Always have a [sign-up sheet](#) – including email addresses – and invite your guests to your next group meeting.

- Write about your event in your next media push. Take photos to submit and showcase your Results group.
- Share your current pitch/story (see [communicating a message powerfully](#)) during the event and update guests on the latest accomplishments.
- Highlight the work Results has already done to end poverty. For example, share statistics that show Results' effectiveness, as well as your own personal efforts to increase access to health, education and economic opportunities.

how to plan a fundraising event in four days

1. Pick a date, time, and location

When and where will you have your event? Consider free and low-cost options such as public parks (check if you need a reservation or permit) or a neighbour's backyard who loves hosting parties. Or choose to "Eat Out for Results" by asking a favourite restaurant to host your fundraiser and donate a percentage of proceeds on a specific date to Results. Invite your friends, family, and neighbours to eat-out for a cause on that date. Set up a small Results table to share information and capture email addresses for people who come.

2. Set a fundraising goal

Set an ambitious, but achievable goal. Share your goal and include a suggested donation amount on your invitation so your guests know what to expect – they will be motivated to help you reach the goal! See above for tips on goal setting.

3. Create an online fundraising page

Consider creating a page on online free fundraising pages like [Go Fund Me](#) to correspond with your in-person event. This way people who can't make it, who live far away, or who prefer to give online, can still support your event.

4. Send invitations

Send invitations to your guests at least 3 weeks before your event. A good rule of thumb is to send invitations to 2-3 times the number of guests you want to attend. Remember to invite your MP, local politicians, media contacts, and to think broadly about your social contacts – coworkers, business colleagues, parishioners, book clubs, and neighbours – who want to be inspired by you! Consider using email and Facebook to reach your network. Remember to track RSVPs so you know who is coming. Consider using [Canva](#) to create eye-catching invitations or posters!

5. Plan event details

A general timeline will help your event, and the rest of your planning process, go smoothly (see a sample timeline below).

Include a brief program to tell your guests about Results and an example of what their dollars are going to support. Remember that you are your best speaker – your guests are there because of you and they want to hear why you care about Results. Include time for eating, drinking, and mingling as well – it’s a social gathering after all.

6. Make a personal contact to confirm attendance

Budget some time to send an invitation reminder or make phone calls to follow up with your undecided guests a week before the event. Remind your invitees who can’t attend that they can support the cause through your online event page.

7. Keep in touch with the public engagement team

The public engagement team is ready and eager to help make your fundraising event lots of fun and a big success! Please email them at action@resultscanada.ca when you’re ready to get started.

sample timeline and event details

First hour: The first hour should be reserved for guests to arrive, mingle, and eat snacks. Remember to ask guests to sign in when they arrive and include a place for email addresses and phone numbers.

Second hour: At the start of the second hour, gather your guests to begin a brief program. Consider assigning parts of the program to different people in your Results group. The suggested program has three parts:

- 1. Introduction:** 3-5 minutes. Thank your guests for coming and share Results’ mission and your history with the group. For example, share how long you’ve been an advocate, what inspired you to first join Results, and why you stay involved.
- 2. Remarks:** 5-10 minutes. Use a [laser talk \(EPIC\)](#) to give details about the [current Results campaign](#). If you’ve recently met with your MP or had a letter to the editor published, talk about it! Invite your guests to ask questions.

- 3. The ask:** 2 minutes. This is when you ask your guests to make their suggested donation and explain how their dollars make an impact for Results. Their donations support grassroots advocacy including trainings, materials, and staff.

After the program guests go back to mingling for the duration of the fundraising event. This is also the time to answer additional questions, talk more about the current Results campaign, or help people with their donation forms.

Don't forget to collect donations and store in a safe place!

Designate a specific place where guests can fill out their donation forms [contact action@resultscanada.ca to get the latest donation form] or set up a tablet or laptop where guests can make a donation directly including on [Results Canada's website](#). Please provide envelopes for your guests to keep financial information secure.

help is never too far

It's true that we could really use your help as a fundraising host, but that doesn't mean you're alone – that's far from the truth! The communications team is available and ready to support you, and we've put together these tips to help you through the planning process for your event. This is only meant to get you started. Let's connect so we can create a plan that works for you and your group and will ensure your event is successful, fun, and stress-free. Also do not hesitate to connect with [our online community](#) to get their help and tips!

Thank you again. With your help we are building the resources and people power we need to continue our work to end poverty.

action@resultscanada.ca

1-855-807-8485 x101

Updated: January 2020