



Fondation
Jean Lapointe



FUNDRAISING ORGANIZATION GUIDE

Organizing a fundraiser to the benefit of the Fondation Jean Lapointe

Fondation Jean Lapointe is pleased to learn that you wish to contribute to its mission by organizing a fundraiser.

We sincerely thank you for your support!

Our commitment to support you

In order to help you in the organization of your fundraising event, here is what Fondation Jean Lapointe can do to support you:

- **Personalized advice:**

We can offer recommendations to help you organizing a successful fundraiser.

- **Tax receipts:**

If necessary, we will issue tax receipts for your donors, on condition that their complete coordinates be provided.

- **Use of our logo and name:**

You will have the right to use the logo and name of Fondation Jean Lapointe in your communications. We simply ask to be able to validate the promotional material, to ensure its conformity.

- **Letter of agreement:**

We will provide you with an official letter in order to formalize your partnership with the Fondation.

What we cannot do

We would also like to inform you of certain aspects with which we cannot intervene:

- **Advancement of funds:**

We cannot finance the expenses tied to your fundraising activity.

- **Invitations to donors:**

We cannot directly invite donors of the Foundation to participate in your activity.

- **Volunteers:**

We cannot provide volunteers for your event.

- **Permits or licenses:**

While we cannot ask for permits on your behalf (such as a meeting permit), we are happy to help you acquire them.

- **Prizes for auctions or draws:**

It is up to you to solicit gratuities for prizes for your event.

- **The Foundation's network coordinates:**

We cannot share the privileged contact information of the Foundation (e.g. artists, auctions, etc.) but you can use them for inspiration in your initiatives.

In order to help you in your process, here is the procedure to follow as well as a detailed guide to organize a fundraising event

Procedure to follow in order to organize your fundraising event jointly with Fondation Jean Lapointe

1 Find the idea that motivates you:

Think about the activity that you hold dear.

2 Validate your idea and the donation logistics with us:

Send a description of your project to our team via the form available on the Fondation's website.

3 Promote your activity:

In order to reach a maximum of people, you could, for example: share your activity on your social media, produce signage, send emails to your contacts and entourage, etc.

4 Launch your fundraiser!

5 Send the funds raised:

Once the activity is over, contact us and we will be pleased to present the various options to process your donation.

Detailed guide to organize a fundraising event

Organising a fundraising event requires **good planning** to reach your financial objectives, while offering a memorable experience to participants.

Here are the key steps* to success:

**The order of steps can vary according to your situation.*

1 Put together a team

- **Assign** someone responsible for supervising the event.
- **Specific roles:** Allocate tasks like coordination, logistics, communications, finding sponsors, managing registrations, the animation (audiovisual, photos, videos), the food and beverage service, security, decorations, volunteers, etc.

2 Define the objectives

- **Main goal:** Determine the amount you would like to raise.
- **Secondary objectives:** Determine the number of guests you would like, the number of people to reach, the percentage of employee engagement you wish to obtain, etc.

3 Identify the target audience

- **Determine** who is likely to participate: local companies, individuals, philanthropies or specific communities.

4 Select a type of event*

- Options: Gala, auction, charity run, dinner, concert, on-line collection, etc.
- Make sure that the event corresponds to your target audience and objectives.

***** See the list of ideas for fundraising initiatives after this section. *****

5 Establish a budget

- Include all costs*: venue rental, caterer, materials, marketing, licenses, etc.

**Plan a contingency for unknowns (approximately 10% of the total budget).*

6 Find a location and set a date

- Select a location that is accessible and adapted to the type of event.
- Make sure that the date does not overlap with other major events, to maximize participation.

7 Seek out sponsors and partners

- Identify companies or organizations that are likely to support your event.
- Offer them advantages: visibility, mentions in advertisements, etc.
- See whether your employer can match your contribution.

8 Develop a communication plan

- **Supports:** Create signage, social media visuals and even a dedicated web page.
- **Strategies:** Use emails, company newsletters, press releases, word-of-mouth, the local newspaper, your social media channels, etc.
- **Calendar:** Plan for regular updates with your team to follow the evolution and keep up the interest until the actual event.

9 Organize registrations and payments

- Use online tools to facilitate the registration process (Eventbrite, HelloAsso, etc.).
- Prepare a system to collect donations* before and after the event.

**It is important to validate this step with the Fondation, if you want your donors/participants to receive a donation receipt, since there are criteria and calculation methods to respect.*

10 Planning the logistics of the big day

- **Program:** define a clear sequence of events for the activity.
- **Material:** Ensure that all the necessary materials are available (audio equipment, signage, tables, etc.).
- **Personnel:** Coordinate volunteers and attribute specific roles.
- **Foresee a Plan B:** If your event is held outdoors, it is crucial that you have a back-up plan, in case of inclement weather.

11 Create an engaging experience

- Add interactive elements such as speeches, inspiring videos or performances.
- Plan moments to thank the participants and donors

12 Evaluate and follow-up after the event

- **Analyze the results:** Compare the funds raised to the targeted objective.
- **Acknowledgements:** Send thank you notes to donors, sponsors and volunteers.
- **Feedback:** Collect feedback (surveys) in order to improve your next events.

Here is a list of ideas for fundraising initiatives:

Sporting events:

- Runs (1 km, 5 km, 10 km)
- Walk or Bowl-athons
- Golf/volleyball/soccer tournament
- A friendly hockey game
- Cycling or hiking tour
- Charity Play (game between celebrities or retired athletes)

Social or cultural events:

- Concert
- Dance or theater show
- Art exhibition
- Gala evening/dinner

Gastronomic events:

- Hot dog or pastry sale
- Cooking contest (like MasterChef)
- Spaghetti dinner
- Wine and cheese tasting

Games/Entertainment:

- Draw/Lottery* (prizes to be won, half-and-half) **Attention, there are regulations!*
- Auction
- Karaoke for charity
- Evening of dancing
- Impro tournament
- Treasure hunt or rally

Online events (virtual):

- Webinar or conference online
- Video game streaming (*charity stream*)

Corporate events :

- Jeans day
- Conference lunch/evening
- Business brunch
- Ask employees to pay a small amount for coffee that's normally free

Recycling events:

- Garage sale
- Rummage sale
- Used-book sale

Initiatives for Retailers:

- Place a donation box at the cash
- Ask customers to round up their invoice at the cash
- Donate an amount per product sold. e.g. \$1 per meal, sweater, soap, etc.

Other events :

- Car wash
- Packing bags in large stores
- Collect returnable cans and bottles

We thank you again for your willingness to help and look forward to accompanying you with your initiative!

