



PULL-TOGETHER.CA

Stand with Indigenous Nations against the Trans Mountain Pipeline



**TOOLKIT
TIPS AND IDEAS FOR
ORGANIZING A
COMMUNITY
FUNDRAISER**



RAVEN



**SIERRA
CLUB BC**

4 Steps to Get You Started

This step-by-step guide will help you organize your fundraiser and give you useful tips to help you through the process.

1 Dream up your event

Fundraiser Ideas

- Dinner
- Live music night
- Guest speaker
- Bake sale
- Silent auction
- Quiz night
- Karaoke-a-thon
- Dance party
- Run
- Raffle
- Poetry reading
- Garage sale
- Film night

How you choose to fundraise will be guided by your time and finances, the type of community you live in and your own interests. Because you are raising funds for First Nations legal challenges against Trans Mountain, you may want to include an educational component to your event, informing attendees about these legal challenges and why they are important. Your event can be something small like a dinner party or something big like a music night.

2 Build your team

Don't go it alone. Even putting on a small event can be a lot of work and there are people all around you who can help make your event a success. Talk to friends and neighbours, and reach out through your networks. Delegation is key!

3 Set a Goal

EXAMPLE: If you want to raise \$1000, and you charge \$10 per person at your event, then your goal is to have 100 people show up.

Set an attainable fundraising goal. A goal can motivate you, and inspire those around you to help out. Your goal will become a part of the story you tell to your community. Many small amounts can add up to big sums.

4 Make a Plan

Be sure to write everything down. The most important things to jot down are the big decisions (“We’re doing a karaoke night!”), and specific action items (“Jim is going to approach the local pizza place as a sponsor before the next meeting.”)

Write out a plan – week by week – that includes what needs to be done and who is going to do it. Your plan should include event logistics like a sound system; accessibility; photography; sponsorship;

Be flexible. Your plan will probably change as you go along.

and event promotion. Having a detailed plan helps you figure out how much preparation time you will need to put on a great event, and it will keep everyone accountable – if you are working with a team email the plan, or make it a Google document (drive.google.com), which everyone can edit.

Find an event planning checklist on pages 6 & 7!

More Essential Considerations

Respecting & Involving First Nations

Reach out to First Nations in your area and ask if they'd like to be involved from the very beginning. By holding a fundraiser to support First Nations legal challenges against Enbridge, you are standing in solidarity with communities on the front lines and showing your support in a tangible way. If you like, your event can also be an opportunity to build relationships with the First Nations where you live. If you do not belong to a First Nation, reach out to these nations and invite them to participate in organizing, to attend and to speak at your event.

If you don't have contacts, a good place to start is to call the band office and ask. Or go in person. To be respectful, don't send an invitation at the last minute; give as much advance notice as you can. Ask what the proper protocols are, and be prepared to be flexible as needed. If you are unsure about how to begin, start with a phone call.

Budget & Sponsors

Figure out how much the event will cost and strategize about how you can keep your expenses as low as possible.

Ask individuals and/or local companies for donations of supplies for your event. For example, grocery stores will often donate food if they're given enough advance notice (usually a month or more).

Sponsors may cover some, or all, of your event costs in exchange for promotion of their business as the event sponsorship can be a win-win arrangement providing businesses with an opportunity to participate in a meaningful way in their communities. Think carefully about what company would make a good fit with your cause and be very clear about the terms of the arrangement.

It's a good idea to have one person in charge of keeping track of the money. To be sure not to run over-budget, have that person collect everyone's receipts and track reimbursement.

Spread the Word

Promotion & Outreach

They say people need to hear about an event in three different ways (on the radio, on Facebook, and on a poster at the grocery store, for instance) before it sticks. If you live in a small town where you know everyone, you may already know how to get people to come to an event. In places big and small, it's usually a good idea to get a charismatic mover-and-shaker to commit to coming and spreading the word.

Online



- Create a Facebook event page and send the link to everyone you know. Invite local First Nations, community groups, and environmental organizations. Keep the page active leading up to the event.



- Use Twitter or Instagram to post event details, relevant photos and ways to participate. Make contact with groups or individuals in your area who can help spread the word.



- Post your event on community listings boards and local newspaper event calendars (online and offline).

Offline (don't rely solely on the internet!)



- Contact your local radio stations and ask them to put out public service announcements.

- Send a news release to local media a few days before the event. If you know local reporters, contact them directly and ask them to cover the story about why you are hosting this fundraiser.



- We have a [poster template](#) that you can use, modify, or make your own. Put posters up around town anywhere you think people who would be interested in your event might frequent. Many places have public notice boards including community centres, libraries, universities, coffee shops, laundromats, workplaces.



- Word of mouth. Directly ask people if they're coming. Hand out flyers outside your local grocery store or busy street corners.

- Phone-banking – that's the business word for sitting down with a group of people, a bunch of phones, a list of phone numbers, and calling people to remind them/tell them about your event.

Don't rely on any one tactic. Not everyone is on Facebook, and those of us who are can tell you we don't go to every event we click the 'attend' button for.

Write a simple script to make it easier for someone less familiar with the issue and give them a chance to practice.

- Follow the rule of halves: If your goal is 10 event attendees, get 20 to RSVP. To get 20 attendees, you need 40 RSVPs. To actually talk to 40 people, you'll need to call 80.

Don't have phone numbers? Why not go door-to-door with a flyer?

The Day (or Night) of the Event

Taking Photos

Designate one person to take photos throughout the event. Quality photos can be used for social media, blog posts, media coverage and thank yous.

Using Social Media

Live tweet, using the hashtag #PullTogetherBC. Post photos and quotes or stories to Facebook. Social media builds community and can be a great way to challenge other communities to host an event of their own.

Collecting Donations

How do you go about collecting the money? You can start by explaining the issue (in this case, First Nations legal challenges against Trans Mountain), and explain why your fundraiser is important. Then, make the “ask” (ask people for money). Consider finding someone willing to publicly announce a big donation, to encourage others who have the means to do so to consider doing the same.

Provide a variety of ways that people can give – passing a hat several times, selling raffle tickets, holding an auction, accepting cheques and credit cards. Donations can be directly to your online fundraising page at the event.

Cheques should be made out to RAVEN, and remember: all donations are tax-deductible!

Most events can be made accessible to everyone. For instance, you can make admission by donation, with a jar and a greeter by the door.

Following the Rules: Gaming Licenses & Alcohol

If there is any kind of raffle or gaming at your event, you will require you to have a license. For more details visit the BC Gaming Policy and Enforcement Branch’s [website](#).

If you plan to serve alcohol at your event, be sure you are aware of guidelines for serving alcohol. For more details visit the Liquor Control and Licensing Branch’s [website](#).

After the Event

Tell your story

Update your Facebook, Twitter and any other online pages with photos, totals raised, thank yous to volunteers and sponsors and any other event follow-up details. The sooner you do it, the more exciting and relevant it will be. Write letters to the editor and/or follow up with local reporters to let them know how your event went.

Say thanks

Send personal thank yous to volunteers, sponsors and where possible, attendees, to let them know how much was raised and where their money is going. It's important to show gratitude, and it will help people feel a part of the movement. One of the best things about organizing something like this is the connections you make and relationships you build. Building strong connections in our communities is an important part of our work.

Celebrate!

Get your group together after the event is over, share some high-fives, and talk about what went well, what could have gone better (don't point fingers!), and what comes next. It's a great idea to write down what you learn and have those notes ready for your next event.

Submitting Donations

How do I submit my donations?

Submit online via credit card or PayPal through your own online fundraising page, or at pull-together.ca

Send cheques by mail:

R.A.V.E.N.

Attn: Laurie MacKenzie, Development Director

509-620 View Street

Victoria, B.C. V8W 1J6

Please make cheques out to
R.A.V.E.N and write Pull Together
on the memo line.

Organizing a fundraiser can be a lot of work. Thank you for taking this on.

When it's over, please let us know how it went! Send your stories and photos to info@raventrust.com

Contact RAVEN Trust if you need any further assistance. info@raventrust.com | (250) 383-2331

Major Event Checklist

You've dreamed up an event. You've assembled your team. Here's a handy checklist for you and your group to use as you plan your event. Change and add to the list to suit your needs. We recommend every organizer in your group have a copy of the checklist you use.

Event Name _____

Event Date _____

Fundraising Target _____

Staff/Volunteers Involved _____

Task	Who is doing it?	Deadline	Completed
6 Weeks To Go			
Reach out to local First Nations, ask if they want to be involved			
Plan brainstorming/ planning meeting			
5 Weeks To Go			
With organizing group, develop event plan and budget and assign roles			
Search for/ invite speakers/ artists/ MCs			
Search for venues			
4 Weeks To Go			
Reserve venue			
Set up online fundraising page for your event. Save the URL and paste it into event promos + FB page			
Design poster			
Design flyers			
Determine A/V needs			
Talk to local businesses about endorsements or sponsorship			
3 Weeks to Go			
Print posters			
Print flyers			
Compose and send e-mail to networks and listserves			
Create Facebook event and start updating regularly			
Confirm speakers/ artists/ MCs			
Arrange AV equipment rental (speakers, microphones, projector, screen, etc.)			

Task	Who is doing it?	Deadline	Completed
2 Weeks to Go			
Postering – put up posters around town			
Organize food/refreshments			
Send event info to newspaper and other event listings			
Write media advisory/press release			
1 Week to Go			
Call/ text friends, visit neighbours, spread word of event			
Work with your team to plan logistics re: set-up			
Social Media updates			
Call or email TV/radio media			
Buy thank-you gifts and cards			
Make a plan for volunteer needs at your event			
Week of Event			
Send Media advisory/ release			
Make agenda for event			
Have materials ready for event			
Social Media updates			
Make backup flash drive (if you have a Powerpoint presentation)			
Reminder e-mail to networks and listserves			
Designate a media spokesperson			
At the event			
Tents/chairs and other equipment			
Laptop and other AV equipment			
Bringing thank-you gifts for speakers			
Coordinating volunteers			
Live updates on social media; share fundraiser url			
Setting up AV equipment			
Testing AV setup			
Greeting guests			
Setting-up food/ refreshments			
Managing food/ refreshments table throughout event			
Managing donation collection throughout event: use fundraising page for credit card donations			
Photographer			
Waste disposal and Clean-up			
Week After Event			
Debrief meeting			
Send out thank-yous! Send photos to RAVEN			

www.pull-together.ca

