



connect
grow
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Host Your Own Fundraiser TOOLKIT





Let's GET STARTED!


This guide should give you everything you need to get started. From inspiration to help you decide what to do, to advice on setting up your own fundraising page, to tips on publicizing your fundraiser.

Need any more help or extra fundraising materials? Reach out by emailing our Fund Development Officer for Events at RStreat@betweenfriends.ab.ca.

How can WE HELP YOU?

- **Offer advice** on event planning - hopefully this toolkit will give you a start, but if you need any more advice we will be more than willing to help however we can.
- **Provide resources** such as Between Friends logos, brochures, banners, attendance and support at the event (pending staff/volunteer availability).
- **Post on our social media channels.**
- Provide a **letter of authorization** to validate the event as a fundraiser for Between Friends.
- Assist you in **designating your contribution** to a specific area of Between Friends.
- Provide **charitable tax receipts** to donors who make a minimum \$20 tax deductible donation through Between Friends.

(Please record offline donations on a Between Friends Donation Form, which will be provided)



Define YOUR W's

Why

We can provide you with our “**Why**” - but what’s yours?
Do we directly support you or someone you know?
Does our mission align with someone close to you?

What

You can choose to either host a **new** event, or add a fundraising element to an **existing** event!

When

Give yourself **plenty of time** to plan!
Check national and provincial holidays and make sure your event is **not competing** with another event in your community.

Where

Can you host it at your office, school, or even your home?
If not, **community centres** can often be rented at a reasonable cost.

Who

Ask your **friends and family** or coworkers to help you out. You do not have to do this alone!
Don’t forget, you can always [reach out to us](#) for any extra support as well.

Setting up **YOUR FUNDRAISING PAGE**

Before you even set up your page make sure you set an **achievable goal**. Adding photos as well can really help to kick things off.

There are loads of great fundraising platforms out there - but we recommend using [CanadaHelps](#). They make it as easy as 1, 2, 3...

1. Login or create a **FREE** CanadaHelps account
2. Choose **Between Friends** to fundraise for
3. Get fundraising!



SHARE, SHARE... AND SHARE AGAIN

Start by asking your **nearest and dearest** and go from there (no one is expecting you to reach an untapped market of donors overnight!).

Don't forget to tag us on your socials using [@CalgaryBFC](#) [#BetweenFriends](#)



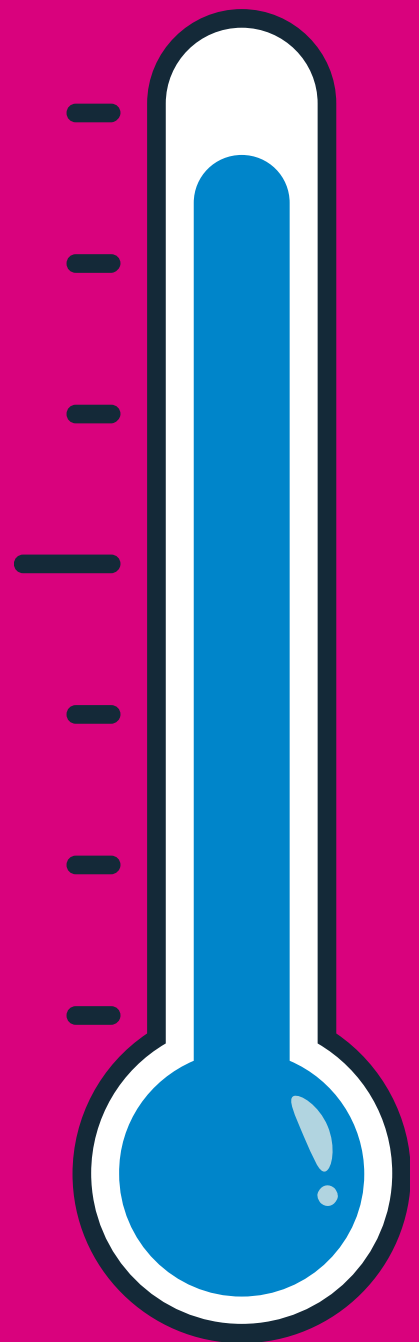
Saying **THANK YOU!**

Celebrate every gift you receive and see how your **totalizer** keeps rising. Thanking people for their support will not only make them feel all warm inside but **encourages others** to give too.

Thank you **notes** and social media **shoutouts** go a long way!

Most importantly, make sure you **have fun!**

Smiles are a great way to promote your cause, and your friends and family will love to see you happy and thriving in your **fundraising mission**... which may even prompt them to **donate more!**



Some **FUNDRAISING IDEAS** to get you started



GET ACTIVE!

- Host a **dance-a-thon!** Give out prizes for endurance or best dance moves.
- Plan a **scavenger hunt**, incorporate local landmarks, puzzles and prizes.
- Move for a cause - set a distance that you think is achievable for you to **walk, run, bike, swim** or anything that gets you moving and see how far you get!

EAT, DRINK AND BE MERRY...

- Sell **lemonade** from your front door; an old faithful.
- Host a **cocktail (or mocktail!)** party for your friends and family - maybe create a signature drink for the evening.
- Plan a **bake sale or coffee morning** at your office or school - let them eat cake!



And a few **MORE...**

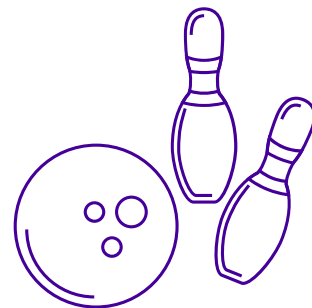


GET CREATIVE!

- Enjoy having a **laugh?** Host a comedy night!
- **Big knitter?** Have your friends and family donate by the skein, scarf, or pair of socks...
- Looking for a perfect way to unwind after a busy day. Consider a **Paint-and-Sip** night (or Paint-and-Mocktail!)

IT'S ALL FUN AND GAMES...

- Host a **bowling night** at your local alley.
- **BINGOOO** - make sure you learn your bingo slang...
Rise and shine - 29!
- Ever fancied yourself a bit of an MC? Get your friends to swot up on their general knowledge and host a trivia night.



THINKING ABOUT A 50/50 OR RAFFLE?

We know that 50/50 Draws and Raffles can be a very popular method of fundraising. If you choose to go down this route you **NEED TO BE AGLC COMPLIANT**.

Please reach out and we will be happy to help ensure everything is official and legal!

FAQs

FOR YOU AND YOUR DONORS

What's the difference between fundraising and donating?

Donating is generally a one-time or monthly gift made by an individual in support of Between Friends.

Fundraising is an activity an individual or group of individuals do to engage with their networks to help raise money to support Between Friends. Plus, you get bragging rights, the chance for prizes and that sense of competition.



Can I do anything to fundraise?

As long as your event is legal, supports people with disabilities and is safe to yourself and others, you can do absolutely anything you like to fundraise. People fundraise in truly creative and wonderful ways – the wackier the better!



Any idea is a good one, big or small. Every penny raised helps us make a difference to the lives of people with disabilities.

I have decided how I want to fundraise - what now?

Fabulous! Let us know! Please download our [Between Friends Third Party Agreement](#), so that we can gain a better understanding of your event and send it over to RStreat@betweenfriends.ab.ca. Then feel free to use any of our additional resources you may need to make your event a success!



- [Offline Donation Form](#)
- [Between Friends Bunting](#)
- [Between Friends Cake Flags](#)

And a few more FAQs...

Do I have to create an online fundraising page?

No, you are welcome to create a Facebook Fundraiser (search for The Calgary Between Friends Club - Fun & Fellowship for Disabled Youth), accept cash donations and make a [single online gift](#), or whatever other method you prefer.



There are many ways to give to Between Friends if you'd simply like to invite people to make a donation!

I'm really proud of my fundraiser and want to share my story. How do I do that?

We can't wait to hear more! Email Rosie at RStreat@betweenfriends.ab.ca and let us know how you did.



But what about tax receipting?

If you host your fundraiser through CanadaHelps your supporters will receive a charitable tax receipt. If you donate directly to us then we will be happy to provide a tax receipt for any donation over \$20.



Well that's it from us!

If you need any help with your fundraiser, just get in touch:

**RStreat@betweenfriends.ab.ca
403-930-3850**

THANK YOU AND GOOD LUCK!