



Event Planning Guide

Thank you for choosing to host a community event in support of St. Boniface Hospital Foundation! If you have any questions after reading through this package, please contact us at events@stbhf.org or call (204) 237-2067.

TIPS FOR SUCCESS:

1. Brainstorm

Chat with friends and colleagues to develop an idea for an event that excites you. Need a bit of inspiration? You can host:

Tournaments (golf, softball, etc.)	Rummage Sales	Holiday Celebrations
Auctions	Parties	Celebrity Appearances
Barbecues	Sporting Events	“A-thons” of any kind
Carnivals	Dinners	Socials

2. Set Goals

Map your way to financial success! The enclosed budget form will help you identify expected income as well as expenses. Remember: the lower your costs, the larger your contribution.

3. Introduce Yourself

The Foundation wants to know more about you, your goals, and ideas. Once you have decided on an event concept, please complete the enclosed event proposal and budget forms and submit them to us for approval.

4. Come Meet Us

We want to help make your event a success! Arrange to meet with us to discuss the details of your event and how we can best support your fundraising endeavour.

5. Form an Event Committee

It takes a lot of time and energy to plan a successful event. Recruit enthusiastic and dedicated volunteers with a variety of skills to divide the tasks and help organize your event. This is one of the most important elements to the success of your special event!

6. Who is your Audience?

Understanding who will support and attend your event is crucial to its success. Identifying your target audience is important for promotion and ticket sales.

7. Set the Schedule

Schedule your event for a time of day and in a location convenient for those who will be attending. Also do your best to check that your event doesn't conflict with other major events in your area that target the same market you are hoping to reach.

8. Promotion

Eye-catching posters, tickets, and other promotional materials will help make your event a success. We would be proud to have your event materials display our logo and name; however, we must ensure that our visual identity is used within our brand standards. Therefore, we ask that all promotional and publicity material be approved by St. Boniface Hospital Foundation (please allow 5 business days for approval). ***This must be done before the promotional material is printed.***

9. Collection of Funds

We ask that you collect and submit all funds raised to St. Boniface Hospital Foundation so we may issue charitable receipts for donations of \$15 or more, and for donations that meet CRA guidelines. For more information on eligibility for a charitable receipt, please visit <http://www.cra-arc.gc.ca>.

10. Say Thanks!

This is the most important step: please let those who attended, helped, and sponsored your event know how much you appreciate their support. Tell them how much money they helped to raise and what impact their support will have in advancing excellence in patient care and health research in Manitoba.

COMMON EVENT COMMITTEE POSITIONS:

<u>Position</u>	<u>Responsibilities</u>
Chair	Oversee all event operations and management; call and conduct meetings; facilitate communications among committee members; prepare budget; help to secure sponsorship; liaise with Foundation.
Treasurer	Manage all financial resources including budget, establish a record keeping system, maintain up-to date-records; be present during event to oversee handling of money and post-event financial report.
Registration/ Ticket Sales	Distribute and collect entry forms and/or tickets; formulate database of registrants (if appropriate); determine event volunteer needs and relay this information to the volunteer coordinator.
Publicity & Promotion	Develop a publicity/promotion strategy; distribute information as required; liaise with Foundation to coordinate media before, during, and after the event; prepare and distribute all public service announcements; coordinate media conference and/or interviews; distribute promotional material (ex. posters); coordinate with Foundation regarding social media promotion.

Sponsorship/ Prizes Contact businesses regarding financial sponsorship of the event; ensure that all promised benefits of sponsorship are carried out; approach businesses for donation of items to be used as prizes; create database of all sponsors, including contact names and addresses. Remember to plan to say ‘thank you’ to sponsors.

Food/ Beverages or Venue Liaison Determine all refreshment/food needs for the event; establish a budget as required; secure donation/sponsorship of supplies; coordinate transportation, storage, and distribution of supplies.

If working with a venue, be the liaison between the committee and the venue. Work with venue on menu choices, layout of event, and any miscellaneous items that may be needed. Determine your volunteer needs and relay this information to the volunteer coordinator.

Volunteer Coordinator Liaise with all committee members to help determine their volunteer needs for the event; recruit and train volunteers; coordinate and schedule volunteers on the day of event; throughout the event, stay in touch with volunteers and ensure they have everything they need (food, beverages, breaks, etc.); create a database of all volunteers, including all necessary contact information. Remember to include volunteers in event ‘thank you’ efforts.

PROPOSED BUDGET:

This budget template is a planning tool to help you prepare for your event’s success. This is not a formal financial statement, but rather a projection of your event’s budget. Use this as a template to plan your actual budget.

REVENUE		EXPENSES	
Sponsorship	\$	Venue Rental Fees	\$
Registration Fees	\$	Food/Beverage	\$
Ticket Sales # ____ @ \$ ____	\$	Promotional Items (tickets, posters, etc.)	\$
Donations	\$	Security	\$
Ancillary Fundraising (silent auction, raffle, etc)	\$	Advertising	\$
Other (please specify):	\$	*License Fees	\$
Other:	\$	Prizes	\$
Other:	\$	Other (please specify):	\$
Other:	\$	Other:	\$
Total Revenue	\$	Total Expenses	\$
TOTAL EXPECTED PROFIT (revenue minus expenses)			\$