

Planning An Event - Ten Tips To A Successful Event

Personal Fundraising Events are a wonderful way to raise funds to help meet your fundraising minimum of \$2,200. We want to make sure you are prepared and have fun organizing your event!

1. **Tell us about your event**

Once you know what type of event you would like to organize, it is important to contact PWA and the Bike Rally and let us know about your event. Depending on the size and nature of your event, you may be asked to fill out an event planning form.

2. **Form a planning committee:**

The probability of success of any special event is increased by the enthusiasm and dedication of the people who plan and organize it. Your planning committee should have enough members to share the work and represents a variety of skills.

3. **Establish goals:**

Have a realistic and measurable financial goal.

4. **Brainstorm ideas:**

Give free reign to your imagination. Several heads are better than one! The wackiest idea may be the best fundraiser. Then again, it may not. But it's worth thinking about.

5. **Be sure you've chosen the 'right' event:**

The type of event you choose should fit the size, interest, talents, goals, and time availability of your group. You want this event to be fun to plan and organize, as well as to attend.

6. **Schedule the event:**

Schedule your event for a time that is appropriate and convenient for those who will be attending. Remember that two fundraising events that cater to the same audience, on the same day, will divide the support for each event so it's important to review the Bike Rally calendar and community events.

7. **Budget:**

Identify possible sources of income and all expenses. If you keep costs down, you'll generate a bigger donation - something everyone will feel good about. The budget section of the event planning form is a useful tool to clearly outline your business plan.

8. **Promotion and publicity:**

The Friends For Life Bike Rally and PWA logos are registered trademarks. All uses of the logos must be approved by PWA and the Bike Rally. Publicity and promotion are key to a successful event, so get out there and promote, promote, promote! Just remember to have all your materials, web and graphics approved before they are printed, posted or distributed.

9. **Collect the funds:**

We ask that all funds be forwarded to Toronto People With AIDS Foundation within 30 days after your event. Please allow four weeks from that date for tax receipts to be issued to donors (see information regarding receipting - some proceeds from your event are not receiptable).

10. **Thank you, thank you, thank you:**

Here's the most important part: please acknowledge everyone who participated in, or supported, your event and let them know how much you appreciate their help. They would also be proud to hear how successful the event was and how much money was raised!