

## Fundraising Tips

### Brainstorm Ideas

The only limit is your imagination! think about different types of events that you can host.

- Special occasions – birthdays, engagement parties, weddings, holiday parties
- Athletic events – all of the a-thons such as walk, skip, bike, dance, skate, swim and so many more
- Student fundraisers – talent shows, car washes, book sales, bake sales
- Tributes – honour a loved one like mom or dad, a mentor, a beloved pet or in memory donation
- Community events – BBQs, craft sales, bake sales, street parties, galas, theme parties

### Set Your Fundraising Goal and Budget

It is important to know all your costs before starting your event. A budget will help you monitor your expenses and determine your fundraising goal. Set that fundraising goal high! You will be amazed at how generous people can be during a fundraiser. Recruit sponsors to help reduce overall costs.

### Set the Time and Location

Schedule your event for a day, time and location that provides you with plenty of time to plan and promote it properly. Determine legal, insurance, liability, permit and safety issues you may need to address.

### Add a Personal Message

Tell your supporters why you are raising money for the animals at the Toronto Humane Society. It's great to use photos or videos to help tell your story.

### Create a Promotion Plan

Develop a plan on how you will share your fundraising event with the public. Be sure to share the link to your fundraising page on all your social media accounts and send it to your email contacts. Create flyers, posters and other promotional materials to help generate awareness and excitement about your event. Check out the Toronto Humane Society's website for downloadable promotional materials. Printed materials (brochures) may be provided upon request based on availability.

### Send our Invites

Let all your friends and family know about your event. Send out e-vites, social media posts and post your flyers.

### Thank Your Supporters and Sponsors

Remember to thank everyone who supported your fundraiser. Give recognition to all those that helped make you achieve your fundraising goals!

