



Federated
Health Charities

2024 Special Event Planning Guide

Welcome to the Federated Health Charities Campaign!

The purpose of this guide is to provide support to those running fundraising events for the campaign. The information in this guide should get you started, but please don't hesitate to reach out to use should you have any further questions or need any additional guidance. We are happy to help!

Contents

Contents.....1

PLANNING AN EVENT2

DO YOU NEED A LICENSE?4

EVENT IDEAS.....4

EVENTS-IN-A-BOX.....6

PLANNING AN EVENT

Planning an event is a great way to support Federated Health Charities and we want to ensure you and your colleagues enjoy the process from start to finish. Some people are skilled event planners and know exactly what to do (if this is you, go for it and do your thing!), while others find event planning a bit daunting and need a little more guidance. That is absolutely okay, and we are here to help! If you fall into the latter category, below is a general checklist to get you started.

1. **Assemble a Team:**

Running a special event can be a lot of work – you don't need to do this alone! Your fellow Campaign Executive Committee members can help. Your 2024 campaign team may have a list of people who helped with the special events last year. There are hundreds of amazing and committed people who volunteer year after year for the Federated Health Charities Campaign – they are your best recruits!

2. **Decide What Kind of Event you are going to do:**

Ministries/Agencies hold special events during the campaign to raise money as well as awareness for all 21 charities. All special event revenue is divided equally among all charities. Your event concept could be a trivia contest, a bake sale, a walk-a-thon or anything in between. You will find a list of ideas in this package with detailed plans for a few! Another great group of people to talk to when figuring out what kind of event you want to do is the 2024 Federated Health team, they will be able to provide you with valuable advice on what does and doesn't work. Over the years it has become evident that what works in one office might not work as well in another.

3. **Set Your Fundraising Goal:**

Make sure to have a realistic and measurable financial goal. Events can take a good deal of time to plan and execute, so make sure the funds raised will be worth it. Often with events, less is more.

4. **Schedule the Event:**

The Federated Health Campaign runs from **Monday, April 1st, 2024 – Friday, June 28th, 2024**, and your event can take place any time during this time frame. Some other things to consider:

- What else is happening in your ministry, agency, or community? Any major holidays?
- How much planning and promotion time do you need?
- Did you leave yourself enough time to wrap everything up, gather, tally and deposit your donations?

5. **Sponsorship/Donations:**

If your event requires materials or services (i.e. prizes, venue rentals, printing materials, etc.) securing sponsorship/donations is a great way to reduce cost and increase your net profit. Reach out to local businesses to have them support your event. You will find a sample letter to help you obtain donated items on the website: [Campaign Resources - Federated Health Charities](#).

6. **Promotion:**

Promoting your event will be the key to your success. Choosing the right tools to promote your event and ensuring you have enough time to promote your event is important in making your event a success. Utilize branch townhalls, newsletters, Teams channels & chats, and emails.

We are happy to promote your event on our social media channels, or to celebrate the success of it afterwards. Just reach out to us to facilitate getting a post up. We encourage you to follow & share us on [Facebook Facebook](#), [Instagram Federated Health Charities \(@federatedhealth\)](#) • [Instagram photos and videos](#), and [Linked In Federated Health Charities : Overview | LinkedIn](#)

7. **Event Execution:**

Create a detailed day-of-event plan with assigned tasks for your committee as well as volunteers that will assist with your event.

8. **Post-Event Thank You:**

It is important to say THANK YOU to everyone that participated and supported your event, make sure to let them know how much you appreciated their support.

9. **Settle the Funds:**

Once the event has taken place make sure to collect all necessary documentation (pledge forms, receipts, etc.) and deposit all funds, the earlier better. Everything needs to be wrapped up by [Friday, June 28th](#).

Don't forget to have **fun**! Special events can be much more than fundraisers – they can be great teambuilding opportunities, allowing colleagues to get to know one another while working together for a great cause. We are always here for you so if you have any questions throughout this process feel free to reach out to us!

DO YOU NEED A LICENSE?

Raffles, draws, pools, games of chance – a caution...

You may choose to do games of chance (draws, raffles, bingo, 50/50s, etc.) in your Ministry/Agency as they can be fantastic fundraisers. HOWEVER, do not violate Ontario law! All games of chance must be licensed, regardless of size. You must ensure that any such activity is properly licensed. Every license requires that you send a final report to the Lottery and Gaming Commission. Please ensure this is done. Failure to do so could jeopardize Federated Health's charitable registration or its ability to conduct future gaming activities.

If you would like to apply for a license please contact Sarah Wood, sarah.wood2@ontario.ca, for the required paperwork. We can also help you do any paperwork needed.

Please Note: The Alcohol Gaming Commission of Ontario licensing process can take several weeks. Please give thought early on in your planning as to whether you want to do something that requires a license. If so, begin the application process early to ensure you receive your license in time to run your event. We are happy to help you with this process, so just let us know!

EVENT IDEAS

You are welcome to do any kind of event you'd like, so if you've got a great idea that isn't listed below, go for it! If you are looking for ideas on what others have done before, check out this list below:

Virtual Events:

- Step challenge/exercise event or yoga event
- BINGO or 50/50 (need a license)
- Sports Pools or Fantasy League (Hockey, Basketball, Soccer, etc)
- Resume writing workshop
- Cooking/cocktail making/baking workshops
- Cutest pet contest
- Guess that baby photo contest
- Trivia (pick any theme you'd like. We've seen Game of Thrones, sports, etc.)
- Online scavenger hunt
- Mentoring session with a key leader
- Lunch & learn
- Script reading
- Online Auction
- Online Lessons or Information session (cooking demonstration, guitar lessons, self care techniques, learn about a certain role(s) in your organization)
- Photography contest (nature, animals, etc)

In-Person Events:

- 5K Run-Walk
- Professional headshots
- Fitness/Dancing Class
- Bake Sale or Baking Contest
- Ball Hockey Game
- Barbecue
- Baseball Tournament (or other sport)
- Board Game or Video Game Tournament
- Bottle Drive
- Car Wash
- Chili Cook-off
- Counting on You (guess the number in the jar)
- Garage Sale
- Golf Tournament
- Guest speakers and/or Virtual workshop (virtual/in-person)
- Ice Cream Party
- Kahoot
- Murder Mystery Party
- Office Olympics
- Office Sale (Its like a garage but hosted in the lobby of your office)
- Paint Night (virtual/in-person)
- Pancake Breakfast
- Pizza Par-Tay
- Potluck/international lunch
- Raffle
- Reality TV (many campaigns have had success creating their own version of popular reality TV show: Canadian Idol, The Amazing Race, So You Think You Can Dance, Minute to Win It)
- Run Club
- Samosa Sale
- Shaved Head, Mustache or Beard (Become A “Life-Shaver”)
- Smoothie Bar
- Talent Show
- Television show finale party/Virtual Watch Party
- Trivia Night
- Used-Book Fair
- Walk-a-thon

EVENTS-IN-A-BOX

Looking for even more guidance? No problem, we've got you! Here are a few event ideas, lead out in step-by-step directions of how to run them. Click on an event below to view the instructions.

[Bake Sale](#)

[Garage Sale](#)

[Trivia](#)

[Script Reading](#)

[5km Fun Run/Roll/Walk](#)

[Online Silent Auction](#)

[Scavenger Hunt](#)