



THIRD-PARTY EVENT TOOLKIT

When coordinating a fundraiser, it's important to take some time and think about all of the necessary arrangements and information related to your event. Our third-party event toolkit will help ensure that you cover every important detail and help you come up with creative ways to raise money for The Stop Community Food Centre.

FUNDRAISING IDEAS

1. Bake sale
2. Benefit concert
3. Barbecue
4. Bingo
5. Casino night
6. Dinner
7. Keynot-speaker event
8. Merchandise sales
9. Movie screening
10. Plant/Garden sales
11. Raffle
12. Silent auction
13. Sponsorship
14. Ticketed events
15. Sports tournament
16. Wine-tasting

BEFORE EVENT

- Register with The Stop
- Get approval from The Stop
- Receive endorsement letter and logo from The Stop
- Outline the responsibilities of every person involved in the event. Designate sub-committees (marketing, sales, sponsorship, etc.)

- Make a budget
- Confirm venue
 - Make note of contact info
 - Make note of conditions
 - Negotiate fee, if applicable

- Apply for permits (liquor/raffle)
- Make note of equipment requirements
- Seek sponsorship from the local businesses, etc. Use your endorsement letter to help with this
- Printing (be sure to get approval on all printed materials from The Stop)
 - Flyers
 - Banners
 - Posters
 - Handbills
- Distribute promotional material
- Send out electronic advertisements
- Call local arts/culture/media publications
- Organize volunteers

AFTER EVENT

- Send donation to The Stop Community Food Centre **along with the event follow-up form**
- Send donor information to The Stop to ensure that tax receipts are issued to donors
- Send thank-you cards to volunteers, sponsors and others who helped make your event a success!
- Compile photos and articles and send to The Stop