

10 Steps to Plan an Event

STEP 1

Brainstorm and set a feasible fundraising goal

- What type of event would you like to host? When planning your event, think about the audience that you would like to reach and what they have the capacity for.

STEP 2

Create a budget

- From the moment you start to plan your fundraiser, it is important to think about your budget.
- Pinpoint your sources of income – ticket sales, perhaps a sponsorship, and then estimate what your potential expenses will be. These can include supplies, booking fees, etc.
- Consider who might be willing to offer you a discount or donate supplies for your event
 - Please note that CAN is not able to assist you in obtaining sponsors
- Familiarize yourself with the [Canada Revenue Agency for event licensing](#)
- CAN will not reimburse any event costs (insurance/licensing). Please factor these expenses when paying for out-of-pocket expenses.
- When advertising that the event is in support of CAN, expenses should not exceed 35% of the gross proceeds – a *minimum* of 50% of funds raised should be donated to CAN.

STEP 3

Submit your idea to CAN to support your fundraising journey

- Once you have a plan, submit your idea to CAN
- Add in as much information as possible and a representative from the CAN development team will contact you within 3 business days of receiving the application.

STEP 4

Set a date and location and committee

- Set a date and time for your event
- We suggest that you see if there is another event happening in your area at the same time
- Ask friends or family to help plan and execute the event and assigning specific roles to each - this will take the gravity of doing this all on your own off of you and it becomes a fun arrangement to meet each week.

STEP 5

Create a Checklist

- To ensure you have everything you need, create a checklist to get yourself organized.

STEP 6

Fundraise

- Decide the best way for you to reach your goal (ie. tickets, entry fees, auction, etc.)
- For in-person events, collect pledges, cash, and cheques! All cheques need to be addressed to Canucks Autism Network.
- In order for your contributors to receive a tax receipt from CAN – the amount must be over \$20.00 and we will require full name, address, email address and phone number
- See our Pledge Form

STEP 7

Promote your fundraiser

- Promote your event to your family and friends in-person and online (email, social media)
- Ask yourself: what is the best way to engage your audience/contributors?
- When creating posters or webpages – the use of the CAN logo must be approved by CAN.
- If enough notice is provided, CAN will post the event/fundraiser on our [events page](#)

STEP 8

Enjoy your event!

- Have fun and realize you are making a difference in the lives of so many individuals and families living with autism!

STEP 9

Share your success

- Take pictures and share them with your CAN team.
- Share on social media, such as Facebook, Twitter, and Instagram. Don't forget to tag #canucksautism.
- Display all the collateral that you receive from CAN.

STEP 10

Wrapping it up

- Collect all your donations – see if there are any outstanding donations from family or friends that mentioned they wanted to support your efforts.
- Within two weeks of your event or fundraising, connect with the CAN representative you have been working with to discuss your success and/or challenges
- Arrange to drop off the funds at the CAN office. If that is not possible, your CAN representative can offer alternate options.
- Show your appreciation and share your successes with your donors – send an email, make a phone call, or send a card to acknowledge their contributions.
- Ensure that you have all your data organized for tax receipting, noting names and addresses of donors who want to receive a tax receipt