



THIRD-PARTY FUNDRAISING TOOLKIT

Together, we will help our community's most vulnerable women, children and youth develop life-times of well-being and healthy relationships for all.





INSIDE THIS PACKAGE

Inside this package, you will find all the information you need to host a fantastic fundraising event. All you need is an idea and a plan to get started! We hope this document will answer any questions you might have. If we've missed something, please contact us at the information below. We look forward to working with you!

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HAVE QUESTIONS?

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INTRODUCTION TO THE LLOYDMINSTER INTERVAL HOME SOCIETY

Thank you for supporting the Lloydminster Interval Home Society (LIHS) and/or the Lloydminster Community Youth Centre (LCYC). Before we get into the fundraising event details, here are a few facts about us:

- LIHS is a registered, non-profit organization serving Lloydminster & area
- We work in cooperation with provincial agencies, community groups, faith-based organizations, and the community at large to provide safety, support and education to those impacted by violence, abuse and homelessness.
- We are passionate about our community and are dedicated to developing life times of well-being & healthy relationships for all.
- Since 1980, LIHS has operated the region's only emergency shelter for women and children. We also operate Dol-Mar Manor (independent apartments), Lloydminster Community Youth Centre, Family Violence Community Outreach, 'For the Interval' Store and Community Programs.
- Our clients are just as diverse as our programming and services. Some of the challenges facing our clients include: family violence, sexual and physical abuse, homelessness, addiction, trauma, mental illness and/or physical disabilities. Our empathetic and trained staff meet the client "where they are at" to make meaningful connections and positive impacts.

INTRODUCTION TO THIRD-PARTY FUNDRAISERS

Third-party fundraisers are a great way to make a big impact in the community, and have a lot of fun while doing it! This type of fundraiser is planned and implemented by an individual, business or organization who has the desire to make a positive impact in the lives of fellow community members. All you need to get started is an idea. How about a bake sale or silent auction? What about a board game tournament or a walk-a-thon? Think of what interests you then let the ideas start flowing!

If you're in need of some inspiration, we've compiled a list of event ideas and some links to some great online resources.



THIRD-PARTY EVENT IDEAS

When selecting an event, consider cost and how much time it will take to organize. Also think about who would realistically participate. Do you have a group of friends that enjoy golfing? Great! A golf tournament would be an effective way to raise funds since your friends would likely be supporters.

Birthdays, weddings, graduations and other special occasions

In lieu of accepting gifts ask your friends and family to donate to LIHS. It's a great way to show that you are grateful for what you have on your special day and would like to share your blessings with others.

Challenge events such as runs, walks or sporting games

Host your own challenge event and ask participants to join or create a team and fundraise a minimum amount. You'll be doing something good for yourself and your cause.

Bake sales, craft sales, car washes and other community events

Turn your passion into a fundraising tool with the proceeds from your event being donated. Who doesn't love to eat a cupcake for a good cause?

Memorials and tributes honouring a loved one

Create a fundraising page in tribute or in memory of a loved one.

School or corporate events

Engage your students, co-workers or employees. You can host a fun event like a bake sale, sporting game or silent auction.

In need of some more inspiration?

Find 101+ Fundraising Ideas at: www.causevox.com/fundraising-ideas/.



PLANNING YOUR EVENT

A well-planned event will help things run smoothly and will increase the success of your fundraising. We've compiled a small list to help keep everything in check.

Build a Team

Recruit friends, family, and coworkers to help plan and execute your event. Delegating tasks to a group of people, instead of trying to do everything yourself, will make things easier.

Pick an Event

Brainstorm ideas with your team and run them by your potential audience. Do they seem enthusiastic about participating? If not, you may want to choose something else!

Resources

Make the most of the information that's already out there. The internet is full of fundraising resources from people and organizations who have extensive experience running successful fundraising campaigns. You'll find a list of our favourite online resources in this booklet. Friends or family who have fundraising experience can also be a very valuable resource and provide lots of great insight!

Cost

Keeping costs low will increase the amount of funds that go to donation while also reducing financial burden on your end.

Set a Goal

Set a realistic financial goal to reach. It will help motivate your team and encourage donors to give more to reach it.



PROMOTING YOUR EVENT

It's important to get the word out early and often about your event. Below are some valuable mediums to utilize.

Word-of-Mouth

Friends, family, co-workers—the more people know about your event, the better! Encourage them to share info about your event to their family and friends as well.

Social Media

Using social media, such as Facebook and Twitter, is an effective and free way to advertise your event. Encourage friends and family to share your event posts for maximum exposure. Be sure to tag us so we can help too!

Posters

Put up posters wherever you think your potential audience would see it: libraries, community centres, schools, coffee shops, bulletin boards, work, etc.

Traditional Media

If you're planning a larger event, consider contacting our local newspapers, radio stations, and TV stations. Ask if they might be interested in doing a story in advance or sending someone to cover your event. Please remember to be clear that you are requesting participation on behalf of you/your organization and that LIHS has been selected to be the recipient of fundraising dollars.

If the reporter has a question about the Lloydminster Interval Home Society or any of its programs, please refer them to us at 780-808-5282.



ONLINE RESOURCES

The internet is a great place for fundraising resources from people and organizations with plenty of experience! We've compiled a list of some of the great resources we've found.

Event Ideas

101 Fundraising Ideas for Non-profits

<https://www.causevox.com/fundraising-ideas/>

150 + Original and Easy Fundraising Ideas

<http://www.fundraiserinsight.org/ideas/>

44 Fundraising Ideas

<http://www.fundraiserinsight.org/ideas/>

Event Planning

10 Steps to a Successful Fundraising Event

<http://www.thefundraisingauthority.com/fundraising-basics/fundraising-event/>

Fundraising Event Planning: The Step-By-Step Guide

<https://www.neoncrm.com/fundraising-event-planning/>

Fundraising Event Planning Tips and Tricks from the Expert

<https://www.neoncrm.com/fundraising-event-planning/>

Budget Planning

How to Create a Budget for a Non-profit Fundraiser

<https://www.dummies.com/business/nonprofits/development/how-to-create-a-budget-for-a-nonprofit-fundraiser/>

Fundraising Event Budget

<https://www.dummies.com/business/nonprofits/development/how-to-create-a-budget-for-a-nonprofit-fundraiser/>