



THIRD PARTY EVENT TIPS

Thank you for thinking about sponsoring a fundraising event in support of the residents at St. Patrick's Home of Ottawa. The support we receive from our community has a direct, positive impact on our charitable, not for profit long term care Home and assists us in providing the high quality care for which we are renowned. The funds raised through your hard work will be used to support equipment where there is the greatest need.

The following is a step-by-step guide to implementing a special event.

1. Choose your event
 - What type of event will achieve your objective(s)?
 - How much money does the committee want to raise?
 - What type of event is best for the expertise of the committee?
 - What type of event has a history of being successful?
 - Choose the appropriate location.

2. Build your committee
 - How many people will you need to implement the event?
 - What type of expertise do you need on the committee – for example marketing, finance, tickets sales, logistics and decorating?
 - Select the right chair – one who has the time and skills to lead the committee and ensure success.
 - The meetings will increase in frequency as the event date approaches.
 - Agendas are required at every meeting – with clear discussion items and the time to be taken for each agenda item.
 - The agenda should be adhered to and the meetings kept on time.
 - Ensure minutes are taken at the meeting – including what was discussed, decisions made and who is responsible.

An agenda template is included in the tool kit – [Appendix I](#)



3. Create a critical path
 - Well-defined goals, careful scheduling, detailed actions and contingency plans are the keys to successful execution.
 - Ensure your date is suitable for the event and audience.
 - Ensure your event does not conflict with Foundation or community events.
 - Create a checklist for executing the event on the day including:
 - set-up;
 - agenda for the event;
 - equipment required - tables/chairs, tents, linens, rentals, decorations, staging, coat-rack, electricity requirements, parking, AV support, transportation, signage, sanitation (garbage pails, portable toilets), wheelchair access, emergency plans;
 - take-down and clean up.

A critical path template is included in the tool kit – Appendix II

4. Assign tasks
 - Give committee members clear tasks and completion dates.
5. Create a budget

Please note all budgetary expenses are the responsibility of the organizing committee. The Foundation does not supply an expense budget for events.

- Identify everything that will cost money and everything that will raise money.
- From this list create a budget of total expenses, and a projection of total income.
- Ask businesses to donate items in the budget to offset costs.
- If the event uses tickets to generate income, ensure they are priced correctly.
- Ensure the committee feels comfortable with the projected outcome.
- Redraft the budget starting with expenses if necessary.

A budget template is included in the tool kit – Appendix – III

6. Evaluate your event
 - Go back to the original objectives.
 - Did the event raise the projected revenue?
 - Did you profile St. Patrick's Home of Ottawa?

An Evaluation form is included in the tool kit – Appendix IV

The evaluation form is very helpful information to pass to new committee members and helps ensure retention of information.



7. Send thank you cards/letters to volunteers, sponsors, and attendees (as appropriate).

The Foundation Office would like to thank you for your time and commitment to raising funds for St. Patrick's Home of Ottawa, Inc. The lives of our residents will be impacted today and for many future years.



Appendix I

Agenda Template

Agenda
(Name of Event)
(Date and time of Meeting)
(Location of Meeting)

Item	Action	Most Responsible Person
1. Review agenda (time needed)		
2.		
3.		
4.		



Appendix II

Critical Path Template

Date	Item	Action	Most Responsible Person	Status
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				



Appendix III

Budget Template

Item	Projected	Actual	Invoice	Paid
Facility Rental				
Sound System				
Microphone				
Ticket/Poster Design				
Food/Catering				
Security				
Entertainment				
Insurance				
Prizes				
Brochures				
Advertising				
Misc				



Appendix IV

Evaluation Form

Name and Date of Event _____

Success of Date and Time _____

Suggested Future Date and Time _____

Number of Guests in Attendance _____

Number of Volunteers in Attendance _____

Site Location Appropriate Not Appropriate

Suggested Future Site: _____

Volunteer Leadership

Chair _____

Committee Members _____

Total Volunteers Involved _____

Estimated Hours of Work _____

Suggested Future Chair _____

Suggested Committee Members _____

Revenue Raised _____

Ticket sales _____

Other sources _____

Gross _____

Net _____