



When you take action, so can we.

By hosting a fundraising event, you are helping provide food, shelter, comfort, and hope to those in need. We truly appreciate that you are inspiring others to join you in supporting the mission of the Canadian Red Cross.

Planning your event: Basic checklist

- What's the length of time of your event/fundraiser?
- How will you fundraise (in-person events, virtual event, livestream, online giving page, activities, etc.)?
- Will you need an event committee? Identify and recruit them sooner rather than later!
- What is your event's fundraising goal?

Event ideas to get you started

Activity Events—Examples include virtual walk, bike ride, yoga class, TikTok Dance Challenge, charity livestream or another activity.

Donate Your Day—In lieu of presents on your birthday, ask people to make a donation to the Red Cross instead.

Wear Red Day—Have everyone wear the colour and give funds to support the Red Cross.

Red Cross Marketplace—Sell handmade goods from the community or donated from local businesses.

More ideas: Silent auction, 50/50 Raffle, potluck, bake sale, talent show, happy hour, film screening and scavenger hunt.

We have you covered with the right resources and tools

The Canadian Red Cross can provide you with:

- Red Cross information and key messaging
- Social posts to help you share your event
- Personalized online fundraising page
- 'In-support of' Red Cross logo
- Editable Red Cross event poster
- A Red Cross representative to attend a virtual meeting – subject to availability
- Branded thank you email template

In support of

Thank you! Your support helps build safer and more resilient communities everywhere. For more information, please contact your Canadian Red Cross representative.

