

In support of



**When you take  
action, so can we.**

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## **Your Fundraising Toolkit**

4 Simple Steps to Creating a Successful Event

TOOLKIT

**First of all,  
thank you.**

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.

We are here to help make planning your event as easy and seamless as possible. This guide will help you plan and run your event, but don't hesitate to contact us for any help along the way.

## What you'll find in this guide

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# STEP 1

## Learn about the Canadian Red Cross

**Mission:** We help people and communities in Canada and around the world in times of need and support them in strengthening their resilience.

**Vision:** The Red Cross is the leading humanitarian organization through which people voluntarily demonstrate their caring for others in need.

**Principles:** Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity, Universality

### Staying in touch and other sources of information:

 [redcross.ca/blog](https://redcross.ca/blog)

 [@redcrosscanada](https://www.tiktok.com/@redcrosscanada)

 [@redcrosscanada](https://twitter.com/redcrosscanada)

 [@redcrosscanada](https://www.instagram.com/redcrosscanada)

 [@canadian redcross](https://www.facebook.com/canadianredcross)

 [youtube.com/user/canadianredcross](https://www.youtube.com/user/canadianredcross)

## How you can make an impact

Here are a few examples of tangible ways in which your event or fundraiser can make all the difference to vulnerable people in Canada and around the world:



**\$500**

could provide life-saving medicine and nutrition to 30 babies in remote and hard-to-reach regions.



**\$1,000**

could provide 15 surgical sets to equip a field hospital surgeon with everything needed to perform major surgeries.



**\$2,500**

could support the comfort and dignity of 100 families recovering from a disaster by providing them with Family Hygiene Kits stocked with a month's worth of personal essentials.



**\$5,000**

could train 23 volunteers to provide safety and wellness check-ins with vulnerable seniors living at home.



**\$10,000**

could provide an entire Indigenous community with a comprehensive learn-to-swim program that teaches important survival skills matching the temperatures and types of waters that surround the community.

# STEP 2

## Planning

### Basic Checklist:

- What's the length of time of your event or fundraiser?
- How will you fundraise (in-person events, virtual event, 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?

There are a number of ways you can make your event or fundraiser more engaging. You'll find some inspiring ideas on the right-hand side and the next page.

## Ideas to get you started:\*

### Activity Events

Organize events like a virtual walk, bike ride, yoga class or another activity.

### TikTok Dance Challenge

Invite friends and family for a dance off. You'll generate funds – and laughs.

### Charity Gaming Stream

We can provide support tools, including overlays and Red Cross content for your stream.

### Food for Thought

Prepare a dinner with friends, family members or colleagues, and ask them to donate what they would have spent on a night out at a restaurant.

### Donate Your Day

In lieu of presents on your birthday or a graduation,

anniversary, baby shower and so on, ask people to make a donation to the Canadian Red Cross instead.

### Wear Red Day

This is our Red Cross signature. Have everyone wear the colour red and give funds to support the Red Cross.

### Paint or Craft Night

Organize a virtual craft party and give a portion of the proceeds to the Red Cross. Use seasonal appeal to generate excitement, such as an ornament-making workshop during the holidays.

### Red Cross Marketplace

Sell handmade goods from the community or donated from local businesses.

### More ideas:

- Silent Auction or 50/50 Raffle
- Tours
- Talent Show
- Happy Hour
- Film Screening
- Scavenger Hunt
- Cooking Class/Potluck Challenge/Bake Sale
- If you own a restaurant or business, ask customers to donate to the Red Cross by rounding up or adding \$1 to their bill

\* Please follow all relevant health regulations when considering your event type.

# STEP 2

## Planning

### 5 ways to boost awareness of your event!

1. Tell people about it and encourage them to spread the word! Word of mouth is your #1 key to boosting awareness
2. Be sure to use **hashtags** on social media (example: #GivingTuesday)
3. Start a **Facebook page**
4. **Find a matching gift partner.** A local business may match every donation dollar-for-dollar, up to a specific amount
5. **Encourage supporters to post videos on their social media network.** Ask them to answer a question like, “Why do you support the Canadian Red Cross?”, or “What are you giving up in support of the Canadian Red Cross?”

## Year-Round Fundraising Opportunities

Don't limit yourself to the winter holiday season! There are many more times of the year that can inspire your fundraising event. Here are just a few examples:

- Giving Tuesday (November)
- CPR Month (November)
- New Year's Eve and New Year's Day
- Groundhog Day (February)
- Valentine's Day
- Red Cross Month in March, plus St. Patrick's Day and Mardi Gras
- Spring-themed event
- Mother's Day and Father's Day
- All Summer long (BBQ, swim-a-thon)
- Canada Day
- Thanksgiving or Fall theme
- Your birthday or anniversary
- Any other occasion – you choose!



### PRO TIP

#### Start early

You'll want to give people enough time to consider your fundraiser, and then commit time to it. A schedule can be very useful in planning your event and keeping it on track.

# STEP 3

## Promote and Run Your Fundraiser

### Here is a list of tools we can provide you upon request:

- Red Cross information and key messaging
- Social posts to help you share your event
- '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

### Customized Online Giving Page

When you register your event, we can create an online giving page for you, complete with a customized message and a logo or image.

## Ways to promote your fundraiser

Strive to use all communication channels available to you to promote your event – the more people that know about it, the more funds you're likely to raise.

### Word-of-Mouth

Always the best 'channel' when it comes to encouraging support!

### Social Media

You're doing a wonderful thing – so be proud! If you're not camera-shy, film yourself and post the video on your favourite social channel. And remember to tag us @CanadianRedCross.

### Emails, Texts or Messaging Apps

While phone calls and face-to-face are always ideal ways to connect with potential supporters, there isn't always time to reach everyone individually. We suggest a total of three email, text or other messages:

1. An initial announcement of your event or fundraiser
2. A reminder email
3. 'Last chance' or 'Final reminder' email

### Offline channels and opportunities

- Get your message out at community events, and other public gatherings
- Hang up posters in your workplace, in community centres and retail notice boards
- Drop notices in mailboxes in your communities
- Running a business? Include a postcard or even add a post-it slip to invoices and work orders

### Facebook

Plan a Facebook or other online event and let supporters and potential donors know about it.

# STEP 3

## Promote and Run Your Fundraiser



### PRO TIP

#### Give people a reason to give

As you reach out to potential donors through email, social media and so on, feel free to use some of our achievements in 2020 as part of your request for support:

- In Canada, the Red Cross responds to a disaster **every 3 hours**.
- During 2020, the Canadian Red Cross provided more than **2,865 households** with assistance following a personal disaster, such as a house fire.
- During 2020, the Canadian Red Cross assisted over **33,700 Canadians** who experienced disaster.
- During 2020, the Canadian Red Cross reached more than **2.5 million people** internationally through direct programming and in partnership with other National Societies and the International Federation of Red Cross and Red Crescent Societies.

#### Make the most of your network

Your network is bigger than you think. Here are a few ideas of who you could approach to support your event: friends, immediate and extended family, colleagues, customers, classmates, local businesses around you, a courier, dog walker, gym instructor, car mechanic, doctor and dentist. The more people you reach, the more funds you're likely to generate.

# STEP 4

## Wrap It Up!



When you've held your fundraiser – no doubt a total success! – there are 3 more to-dos to complete.

**1. Follow up with supporters to say thanks**

Use our template to send a “thank you” email to everyone involved.

**2. Submit your funds to the Canadian Red Cross**

Please reach out to your Canadian Red Cross contact for information on how to submit your funds at the end of your fundraiser.

**3. Request a tax receipt for your event participants**

Please note that tax receipts are provided in accordance with Canada Revenue Guidelines. For full information on receiving tax receipts, please contact your Canadian Red Cross representative or visit the [Canada Revenue Agency website](#).



**THANK YOU.**

Your support helps build safer and more resilient communities everywhere.