

LCIH Event Planning Tips for 3rd Party

Types of Events

Your first consideration will likely be deciding what type of event to host. We've included below the three main categories of events as well as event ideas. But in choosing an event, you are only limited by your imagination. If you have an interest, you can likely get others involved and create a successful fundraising event.

Categories of Events

- “_____”-**A-Thons**: Events in which participants collect pledges to participate in the event, such as Walk-A-Thons.
- **Invitation Events**: Events in which participants buy tickets to participate in the event, such as dinners.
- **Registration Events**: Events in which participants pay a registration fee to participate in the event, such as tournaments.

Event Ideas

- Auction
- BBQ
- Concert
- Dinners
- Dances
- Dress down at Work/Casual Friday (donate to participate)
- Exhibition
- Fashion Show
- Games Night
- Garden Party
- Karaoke Night
- Loose Change Collection
- Proceeds from Sale of Product or Service
- Sports Tournaments
- Street Festival
- Talent Show
- Walk-A-Thon
- Wine Tasting

Questions to Answer

There are many details to consider when planning an event. We've included a list of questions you need to answer in the early stages of event planning:

- How will I support the goals of LCIH through my event?
- Who can I ask to volunteer to help with my event?
- What size would I like my event to be?
- How will I attract participants to my event?
- What is the budget for my event?
- Will I require permits, licenses, or insurance for my event?
- Where is the best location to hold my event?
- What is the date of my event?
- How will I promote my event?

Promotion

We've included the general methods of event promotion below. **NOTE:** Posters, flyers, ads, social media event pages, and any related promotional items need to be approved by LCIH before publication.

Word-of-Mouth: Talk to others within your community who can spread the word about your event

Posters and Flyers: Display and distribute written material about your event in high traffic areas (for example, schools and community centres)

Online Promotion: Generate email lists and use social media

Public Service Announcements: Ask local television and radio outlets to mention your event

Cross-Promote: Advertise your event at other community events

Sponsorship: Ask local businesses to sponsor the event and donate

Poster Information

Event Name: Give your event a catchy title to grab readers' attention

In Support of: State that the event is to raise funds for Lanark County Interval House.

NOTE: you may get permission from us to use our logo. Please be sure to ask so we can give you a high quality image!)

Date: State date and time of your event

Place: State precise location

How to participate: Where to buy tickets or register for the event

For more information: Provide contact information

Make your poster as visually appealing as possible!

Press Release Information

Include the same information as above, but add details about the event and describe its purpose in greater detail.

Information about Event to Answer:

- Is this a regularly scheduled event (example, annual)?
- How many guests are expected?
- How much does it cost to attend?
- Are there prizes being offered?

Describe the charity your event is supporting.

Example:

The proceeds from this event will be donated to Lanark County Interval House. The shelter offers support to women and children in crisis situations. We believe that abuse is a societal problem and women and children have the right to live without the threat of violence. The shelter relies entirely upon donations from the community, and we appreciate your support of the shelter through your participation in this event.

Fundraising

Besides asking friends and neighbours for help or donations, you may consider asking groups within your community for donations, equipment, space, or auction items for your event. A few types of companies that you may consider asking are listed below:

- Service Clubs
- Student Associations
- Employee Groups from companies such as banks
- Local Clubs and Community Groups
- Local Foundations
- Local Corporate Sponsors
- Festivals where you may be able to sell tickets

Remember that a great event takes planning. Please contact LCIH (fundraising@lcih.com / 613-257-3469 ext. 27) if you have any questions or concerns regarding planning a successful event.