

Tips for Planning a Successful Fundraiser!



April 16th, 2010 - Cornwall Square

Corus Caring Hearts Radiothon. . .

. . . is a 13 hour call-in radio broadcast produced by Corus Entertainment and aired live, simultaneously on all 3 of their stations - AM1220, Variety 104.5 and Rock 101.9. This fundraising event is in support of **Cornwall Community Hospital Foundation** and has become a much anticipated community happening. Every year over \$100,000 has been raised for hospital equipment.

Many donations to the Radiothon are made on that day by phone or on-line. Every year donors of all ages and all walks of life are finding creative ways to give to their hospital. Some give their babysitting money; some donate money from their coffee club and book club kitties. Still others raise money in their school or neighbourhood by organizing an event prior to the day of the Radiothon. This guide has some quick tips and is intended to encourage you to get started on a fundraising idea of your own.

Our Challenge to You ...

Roy Perkins, Chair of the Cornwall Community Hospital Foundation recently threw out this challenge to our community.

*"It is five months until the 2010 Radiothon. I encourage individuals and groups to consider holding some type of fundraising activity between now and April 16th. Proceeds from these fundraisers could take us over the top on the day of the Radiothon. Working together to raise money for life saving equipment right here at home is a cause that is well worth the investment."
November 9, 2009*

Please let the Foundation know about your fundraising plans ahead of time. We want to help you as well as show our appreciation by recognizing your hard work at the Radiothon.

Tips For Planning a Successful Fundraising Event

Use these easy steps to plan and run a successful fundraising event for Corus Caring Hearts Radiothon in support of Cornwall Community Hospital Foundation.

- **Form a planning committee and brainstorm for ideas.** Don't do all the work yourself! Gather a team of enthusiastic people and assign roles based on skills and interest areas. Check out some recent fundraising events for ideas.
- **Register your event with the Foundation.** Let our Community Events Coordinator (Carol White) know about your event using the attached form.
- **Establish your goals and identify your audience.** Set a realistic fundraising goal. Identify who you need to support your event and what the best way is to let them know.
- **Schedule the event and set your budget.** Schedule an appropriate time and date for your event. Avoid conflicts with major holidays or other similar events occurring at the same time. Identify all sources of income and expenses. By keeping costs down, you can generate a bigger donation for the Hospital.
- **Get the word out.** A successful event needs promotion, like posters and media coverage. Some radio, TV and newspaper media offer free public service announcements. There are also numerous community websites where your event can be posted for free.
- **Collect the funds.** All funds should be forwarded to the Foundation Office before the Radiothon so we can schedule recognition of your donation on the day of the event.
- **Thank you, thank you, and thank you!** Don't forget to thank everyone who participated in or supported your activity.

Ask the Foundation: Cornwall Community Hospital Foundation has tools and information to help you plan your event. Please note the Foundation must approve events where our name and logo are to be used. We will give you our written approval. This assures donors and supporters the money they give to your fundraiser will be received by the Foundation. Please forward us your completed Third Party Event Proposal Form included in this guide to Carol White at the Foundation Office.

Contact Carol White, Communication & Community Events Coordinator at CCH Foundation:

Call (613) 930-4508 or e-mail at carol.white@cornwallhospital.ca if you have any questions. Carol is here to offer her help to make your fundraiser a success.

This guide is intended to help you get started but Cornwall Community Hospital Foundation has many other tools to help you plan your event, including tips on running a raffle, templates for tickets and thank you letters. For our complete Third Party Event Booklet, visit our website. www.cchfoundation.ca and click on Events.

**OUR THANKS FOR CARING ABOUT YOUR HOSPITAL
AND GIVING THE GIFT OF YOUR TIME AND TALENTS!**

Corus Caring Hearts Radiothon
Third Party Event Proposal Form

To register your event, please complete the following form and return to:

Cornwall Community Hospital Foundation
Attention: Carol White, Communications Coordinator
Mail to: 840 McConnell Avenue, Cornwall, Ontario K6H 5S5
Or Visit us at: Cornwall Community Hospital, Second Street Site – 1st Floor

Tel: (613) 930-4508 – Fax (613) 930-4509 – Email: carol.white@cornwallhospital.ca

Name of Individual/Company planning the event: _____

Contact Name _____

Mailing Address: _____

E-mail Address: _____

Home: () _____ Business: () _____ Fax: () _____

Type/Name of Event: _____

Proposed Date and Time: _____

Location of Event: _____

How will funds be raised? Example: Ticket sales, Raffles, Pledges, etc.

Expected revenue: _____

Please sign and return this proposal form. We will contact you right away.

Name: _____

Signature: _____

Date: _____

