

# EVENT TOOLKIT



**University of Ottawa Heart Institute Foundation**

613-696-7261 or [specialevents@ottawaheart.ca](mailto:specialevents@ottawaheart.ca)



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INSTITUT DE CARDIOLOGIE  
DE L'UNIVERSITÉ D'OTTAWA

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# GET INVOLVED

## EVENT FUNDRAISING HANDBOOK

Every year, the University of Ottawa Heart Institute Foundation is fortunate to participate in more than 115 special events organized by members of our community.

Revenue generated by our generous community and community special events organizers like you help the Heart Institute maintain an outstanding level of excellence in patient care, education, and research.

Before starting, we suggest that you fill out the event proposal form and submit it to our team. We are here to help!

Any fundraiser can be a success if you do it with **HEART!**

**1** Choose the type of fundraiser you would like to host:  
Online Personal Fundraiser, Team Fundraiser, Tournament or Special Event

**2** Pick an activity - See the next page for some ideas.

**3** Pick a name for your fundraiser that is easy to remember and that will attract participants and donors.


# Share !



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Now that you have a few ideas about how you can help raise funds for the Heart Institute, we would be happy to work with you to develop them and create a fun and memorable event.

# GET INSPIRED

## EVENT EXAMPLES

- Anything marathon (walk, knit, dance)
- Auction (live, silent, online)
- Bake Sale
- BBQ
- Carnival
- Celebration Raffle
- Dress down days (Jeans at work)
- Family Fun Day
- Gala
- Holiday Festivities
- Sporting Event
- Tournament (Golf or other sports)

### Event Registration and Approval

When you have a fundraising event idea, please be sure to contact the Heart Institute Foundation for approval before publicly discussing your concept. It is important and necessary that all event organizers read and follow the Heart Institute Special Event Policy for every event organized.

### The University of Ottawa Heart Institute Foundation is unable to:

- Promote your event outside of a newsletter or web posting
- Provide insurance, licenses or permits for your event
- Provide financial assistance or expenses incurred by your event
- Provide online support for registration fee payment or ticket sales
- Secure sponsors
- Provide contact information or staff or other stakeholders



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# PRE EVENT

## Scheduling and Goals

Proper planning is the key to a successful event. Make sure you know the audience you wish to reach and schedule your event for a date and time that is convenient for those who might attend. It is important to form an Organization Committee that can assist you in establishing a list of priorities, including a realistic and measurable financial goal. Your Organization Committee can help you with brainstorming, share the workload, and offer their many unique skills and talents in supporting and creating a successful event.

## Budget

Once your organization committee is formed, you can work out an overall budget, identifying possible sources of fundraising dollars and general expenses. It is a good idea to keep costs down as much as possible so your special event can generate a bigger donation - something all involved will feel wonderful about.

## Promotion

Promoting your special event is very important, and it is essential that you use the approved University of Ottawa Heart Institute Foundation information and logo. All promotional materials must be approved by the Heart Institute Foundation before use (at least 3 weeks prior to the event). Be sure to give yourself as much time as you can to promote your event.

# POST EVENT

## Thank all participants

One of the most important parts of any special event is the team of volunteers and supporters who give their time and skill to help. Please be sure to acknowledge everyone who helped organize and manage your special event by sending them a thank you letter. They will be thrilled to know how much money was raised for the Heart Institute, and they will be proud to know that they were acknowledged for being part of the event's success. Don't forget to thank your participants too!

## Collection of Funds

All funds raised at your event should be forwarded to the Heart Institute Foundation within three (3) weeks of your event. Please allow four (4) weeks after the collection date for charitable tax receipts to be issued - if eligible. See Receipting Information for details

## TIP:

*Some companies have matching programs! Ask your company to match the funds raised by you or your team. This doubles the donations you collect and reflects your company's commitment.*




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# PROMOTE YOUR EVENT

- Create a timeline for promoting your event and special announcements
- Based on your timeline, schedule important social media posts before your event with tools like Hootsuite.
- Create visual elements to support your event.
- Designate social media team members to monitor and engage with your social channel.
- Search and follow social media handles for those involved in the event including media, speakers, sponsors, and attendees.
- Find a hashtag for your event (create one if a hashtag doesn't already exist).
- Monitor event hashtag and mentions
- Share and reply back to interesting points from event attendees.
- Encourage people who are attending to post photos, use the event hashtag, and share their experiences.

## FIND US ON SOCIALS!

 @heartinstitute.foundation

 @heartinstitute.foundation

 @HeartFDN

 @heartinstitute.foundation

## DON'T FORGET TO SHARE YOUR SUCCESS!

### Hashtags:

Using the # symbol in front of a word or series of letters is called a "hashtag"

Hashtags are used to mark keywords or topics in a post. Using a hashtag allows you to participate and/or track a conversation on a particular topic.



### Facebook:

Create a Facebook event page with your event details and invite all your friends and family. Don't forget to continually update it with new things that are happening with your event and your progress in reaching your fundraising goal. It's also a great way to engage and thank your sponsors!

### Instagram:

Create an Instagram account for the event and post lots of pictures. Be sure to incorporate your event hashtag and try to follow and interact with the other people using it. Repost ("regram") your event attendees' posts. It creates a relationship and makes them feel more attached to the event.

### Twitter:

If you are going to be holding an annual event, create a Twitter handle for the event. This is a great way to attract followers and get the word out there. Be sure to let us know you are on Twitter so we can retweet your event!



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