



Recipe for a successful third party fundraising program

Collaboration
Coordination
Creativity



Why third party fundraising?

Important revenue stream

Secrets to success

Vision for your program

Participant relationship

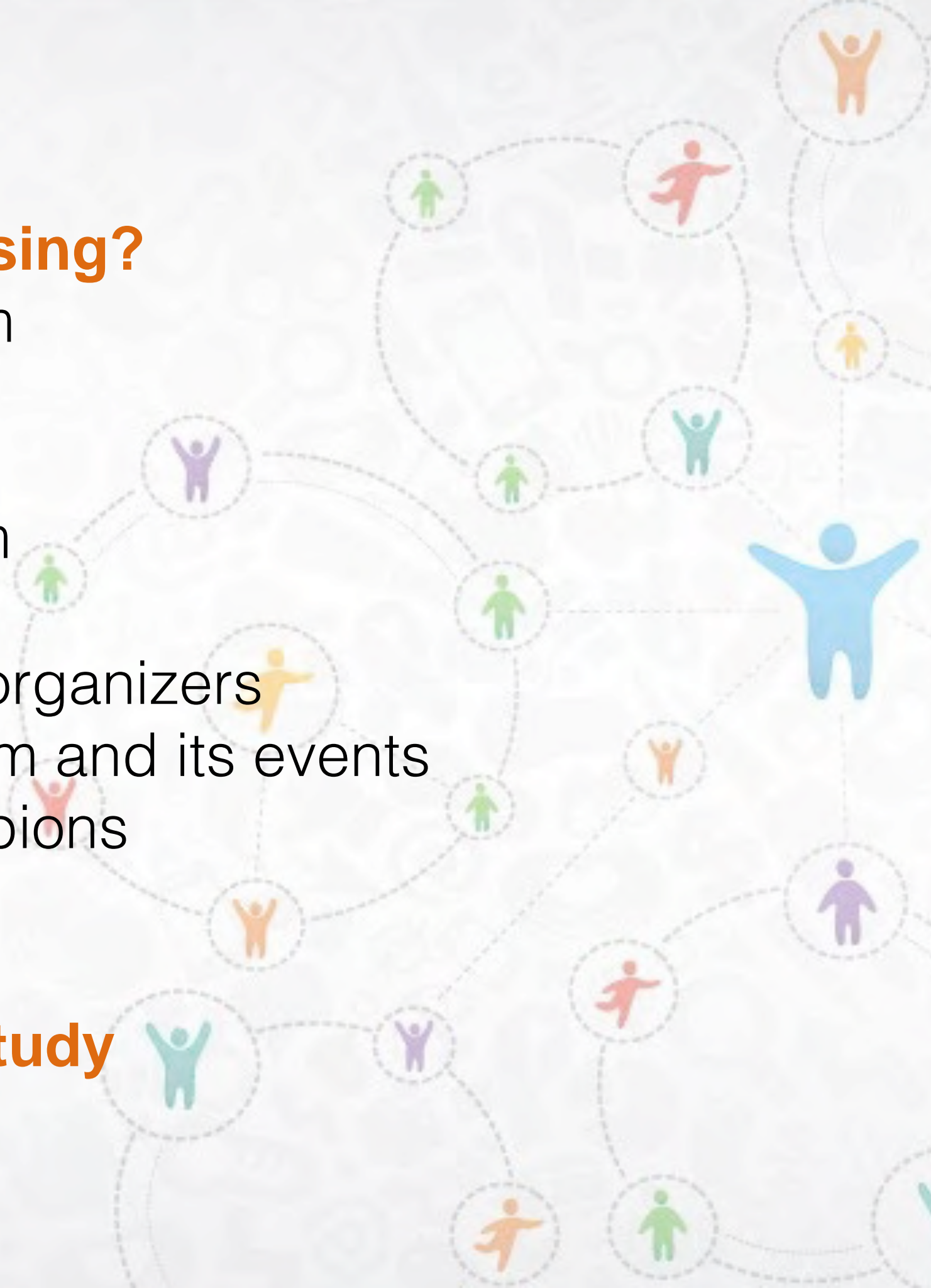
Creating autonomous organizers

Promoting your program and its events

Supporting your champions

Recognition

The Lighthouse Case Study



Why third party fundraising?

Engage new participants

Increase your geographical reach

Find new donors

Identify new partners or potential major donors

Incur minimal costs and increase efficiency

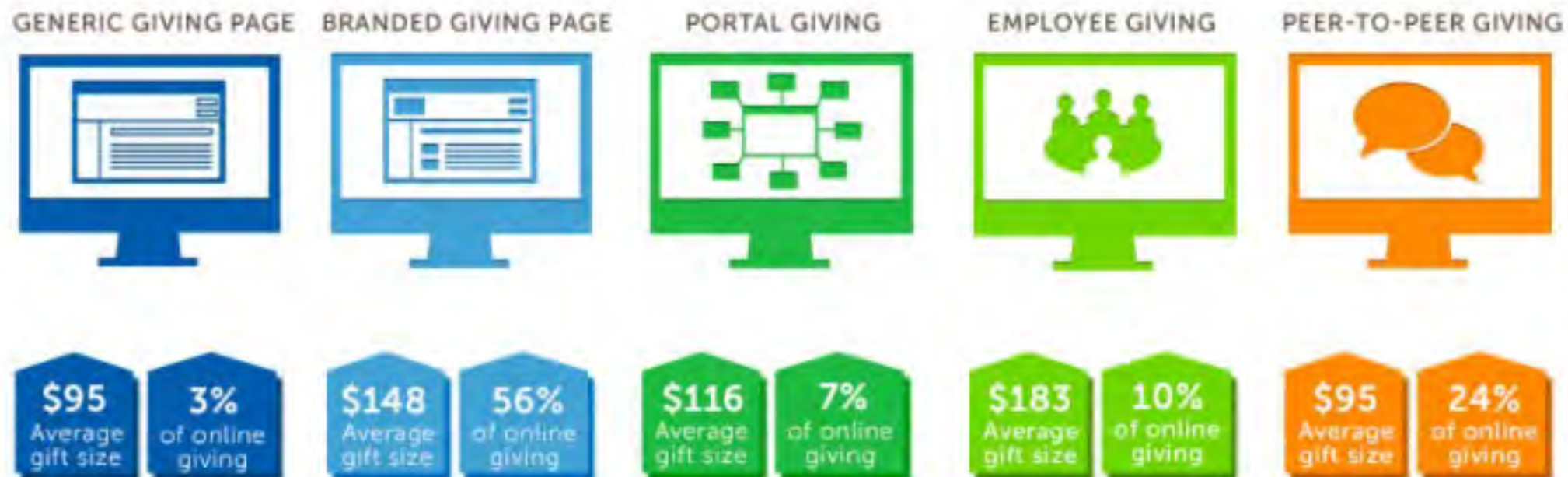
Fundraise throughout the year

Add more flexibility to your fundraising

According to an Ipsos MediaCT research,
millennials are spending 30% of their media time
(5 hours/day) engaged with
user-generated content (UGC).
They also trust and remember UGC more
than they do traditional media.

How does your brand fit into this peer-created future?

ONLINE GIVING BY CHANNEL



DONATION DOLLARS 2014 VS. 2015



60% OF DONATIONS CAME THROUGH
NONPROFIT GIVING PAGES

Secrets to success

Having a clear vision and purpose to the program

Treat your participants as heroes

Ask participants to customize their fundraising pages

Encourage participants and donors to connect with their social media accounts

Promote the events via email

Goal setting

S



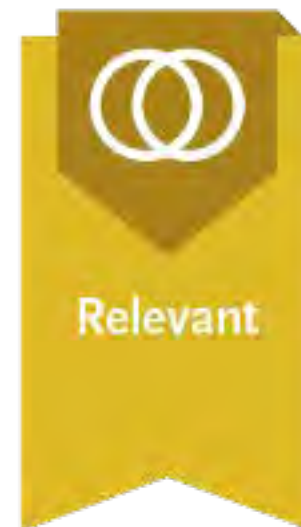
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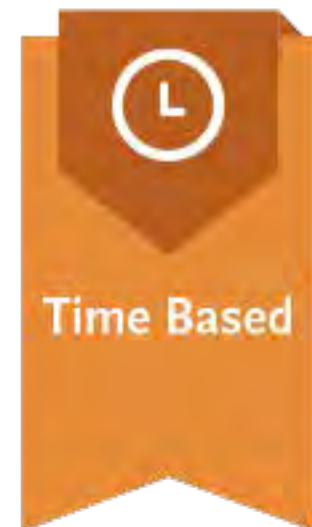
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What tools should we provide?

Info sheet on your organization

Basic information on how to fundraise

Tips on how to create a successful event

Instructions on how to use the online tools

Approved logos and letters of support

"How to ask" script

Branded templates : release forms, donation forms, etc.

Supporting your champions

Consider also providing:

- Tips and tricks
- Access to your advertising material
- Website promotion
- Balloons, stickers, posters, banners, brochures
- Help to volunteers, guest speakers, and the presence of a staff/board member at the event
- Permission to use your logo and brand
(after signing an agreement to protect your trademark/brand)

**ALL DOCUMENTS MUST BE APPROVED BY YOUR ORGANIZATION
BEFORE THEY ARE USED BY THE EVENT ORGANIZER!**

An event is only successful if people get involved and talk about it! Remember that the lower your expenses are, the more money is raised.

Website

Word of mouth

Local media

Community websites

Leaflets

Schools / Community Groups

Libraries

Community centres

Social Media

Free visibility!

Event proposal and contract

Logo and contact info of the organization

Title should say "Contract"

Name of the event

Date and place of the event

Contact Person

Event details

Promotion & Marketing:

How will you promote your event?

What support do you need from us?

Insurance

Budget

Agreement

Signatures



Also good to have

Best practices for fundraising
CRA guidelines for fundraising activities
Financial Accountability Code
Fundraising code of ethics
Donor rights



Recognition



Design a recognition program based on the objectives of your program.

Share the successes of top fundraisers / best teams; applaud their success in your newsletters, on your website or microsite for your organization.

Consider creating a "Super Star" program for participants and long-term performance with experiential rewards, like a recognition luncheon in their community.

Include a “leader list” on the main page of your site and participant pages.

Use social media to celebrate their efforts, including blogs, YouTube, Facebook, LinkedIn, Instagram and Twitter.

Include a place on your site so that others can comment and support their favourite participant.

Offer the possibility of tributes to participants and encourage them to share their personal stories (their motivation, their memories...)

Role of the Outside Events Coordinator

Merchants, businesses or professionals

- Point of contact for the organization

- Offers support to help them organize their initiatives

- Offers some ideas for activities.

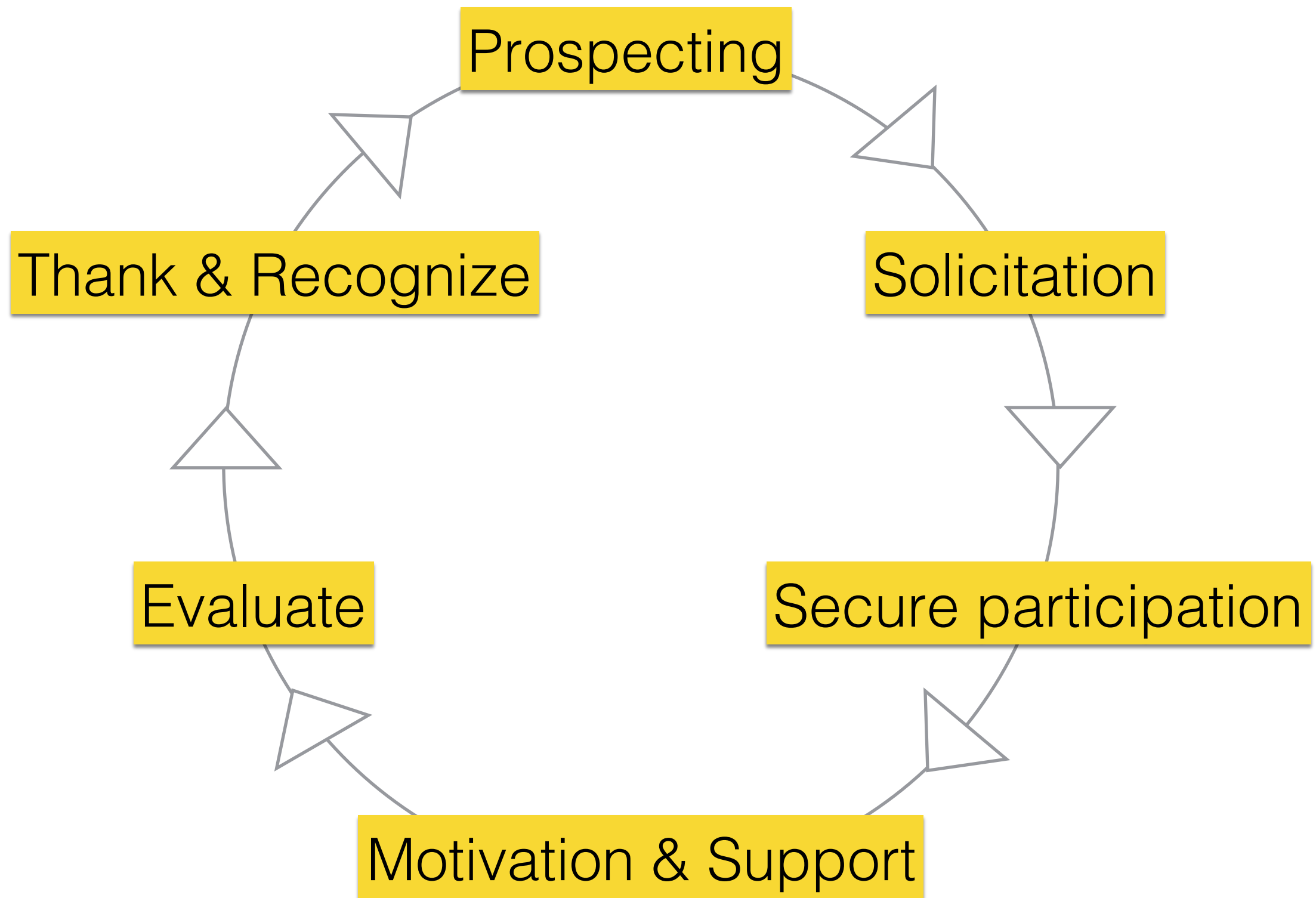
Individuals and groups

- Supports and guides their initiatives

- Provides necessary branded material

- Answers their questions to help in their efforts

- Motivates and encourages them!





UNIS

pour Le Phare

(United for the Lighthouse)

THIRD PARTY FUNDRAISING AGREEMENT

Thank you for your interest in supporting Pride London Festival by organizing a third party event! Pride London Festival requires that all fundraising activities using its name and/or logo are consistent with our organizational standards. Please complete this form and submit to Pride London Festival for approval by mail or email to:

186 King Street, Suite 30
London, ON N6A 1C7
Attention: President
Email: info@pridelondon.ca

1. EVENT INFORMATION	
Proposed event:	Proposed date:
Proposed start & finish time:	Location:
2. EVENT CONTACT INFORMATION	
Contact/Coordinator name:	Organization/Business name:
Mailing address:	
Phone (business):	Phone (other, cell):
E-mail:	Organization/Business not-for-profit? Yes <input type="checkbox"/> No <input type="checkbox"/>

3. EVENT DETAILS

Description: _____

How will funds be raised? _____

Will any proceeds from this event be directed to another organization/charity? If so, please list: _____

4. PROMOTION / MARKETING – How will the event(s) be promoted? Please check all that apply.

☐ Newspaper ☐ Flyer ☐ Radio ☐ Sign ☐ Facebook/Twitter: ☐ Web site:

☐ Magazine ☐ Brochure ☐ TV ☐ E-mail ☐ Other _____

Who is responsible for promotion of the event? _____

Will the event be televised? ☐ Yes ☐ No Details: _____

5. PRIDE LONDON FESTIVAL

How can the Pride London Festival help support your event? Please check all that apply.

- | | | |
|---|--|--------------|
| • Volunteers | <input type="checkbox"/> No <input type="checkbox"/> Yes | _____ Number |
| • Pride London Festival promotional materials | <input type="checkbox"/> No <input type="checkbox"/> Yes | _____ Number |
| • Pride London Festival Banner | <input type="checkbox"/> No <input type="checkbox"/> Yes | |
| • Pride London Festival Speak Request | <input type="checkbox"/> No <input type="checkbox"/> Yes | |

Will the Pride London Festival logo or name be required / how? _____

Third Party Fundraising Agreement, Continued

6. INSURANCE: *Pride London Festival cannot have a licence of any kind in its name.

Is liability insurance required? ☐ Yes ☐ No

Is a licence required? ☐ Yes ☐ No

Cost of licence: \$ _____

Type of licence: ☐ Lottery ☐ Raffle ☐ Liquor ☐ Other

Licence issued in name of: _____

7. BUDGET EXPECTATIONS:

Total gross revenue expected: \$ _____

Anticipated expenses*: \$ _____

Total net revenue expected: \$ _____

Anticipated revenue for Pride London Festival: \$ _____

*(Please provide a breakdown of revenue & expenses on separate sheet, including any disbursements to another selected not for profit/charity listed in Section 3 - Event Details.)

8. PROPOSAL UNDERSTANDING:

The following points outline the understanding of the Pride London Festival about its association with the event named above and its associated people:

1. The event named above will be implemented in a manner consistent with the current Fund Raising Policies of Pride London Festival and consistent with the principles and practices outlined in the **Donor Bill of Rights**, the **Ethical Fundraising and Financial Accountability Code** from the Canadian Centre for Philanthropy and the **Statement of Ethical Principles** from the National Society of Fund Raising Executives.
2. Pride London Festival will not disclose confidential information about agency donors, contacts, suppliers, etc. to the 3rd party identified in this agreement.
3. Any written promotion of the Event will clearly indicate “**net**” proceeds to Pride London Festival, not “gross” proceeds.
4. Pride London Festival reserves the right to approve promotional and publicity plans as well as the use of the Pride London Festival’s logo. All print and Web materials, including the Pride London Festival name/logo, must be approved by Pride London Festival before final production.
5. Under **no** circumstances can any service or goods be contracted using the name Pride London Festival.
6. The third party organization identified in this agreement will indemnify and save harmless Pride London Festival and its agents/servants from and against all claims, demands, losses, costs, damages, actions, suits, or other proceedings by whomsoever made, brought or prosecuted in any manner based upon, occasioned by or attributed to any such damage or injury arising from any fundraising/awareness efforts on behalf of Pride London Festival.
7. If a liquor licence is required, it must be issued in the name of the 3rd Party, **not** in the name of Pride London Festival and all promotional advertisements bearing the Pride London Festival name or logo will include in visible text: “Pride London Festival asks that you please drink responsibly”.
8. Under **no** circumstances will Pride London Festival be associated with telephone solicitation, direct mail or door-to-door solicitation for this event.
9. Pride London Festival is **not** responsible for any expenses incurred by this Event unless otherwise specified in this document and approved by Pride London Festival.
10. All personal information collected in association with this event is protected under Pride London Festival’s privacy policies.

*****NOTE: Copies are to be signed and distributed to all parties involved with this Event*****

Please see the next page for signing.

30-186 King Street, London, ON N6A 1C7

www.pridelondon.ca

E-mail: info@pridelondon.ca

UNIS pour Le Phare

Activités au bénéfice du Phare Enfants et Familles



Le Phare
Enfants et Familles

S'amuser jusqu'au bout de la vie

unispourlephare.com

Organizer's Kit

LES 12 ÉTAPES À SUIVRE POUR FAIRE DE VOTRE ÉVÉNEMENT UN VÉRITABLE SUCCÈS

Afin de vous familiariser avec l'organisation d'une activité de collecte de fonds, nous vous suggérons de lire attentivement chacune des étapes suivantes avant d'entreprendre vos démarches.

Il est également important de faire valider votre idée par un responsable du Phare. Pour ce faire, remplissez le **Formulaire de proposition d'activité de collecte de fonds** et retournez-le aux coordonnées qui y figurent.



1 CHOISISSEZ UNE ACTIVITÉ QUI VOUS MOTIVE

Trouvez une activité originale et amusante qui vous intéresse vraiment. Ce sera la base de votre motivation. Au besoin, organisez une séance de remue-méninges avec vos amis, vos collègues ou des membres de votre famille.



2 ENTOUREZ-VOUS

Avoir une cause à cœur ne veut pas dire de travailler seul. Faites appel à d'autres personnes pour vous aider à réaliser votre activité. Formez un comité organisateur qui saura mettre le temps et l'énergie nécessaire pour faire de l'activité un succès.



3 ÉLABOREZ UN ÉCHÉANCIER

Avec les membres de votre comité, élaborer un échéancier réaliste en identifiant les différentes étapes de votre projet. Planifiez les moindres détails, prenez des notes et faites des suivis. Vous vous éviterez ainsi de mauvaises surprises le jour de l'événement.



4 FIXEZ LA DATE ET LE LIEU DE L'ACTIVITÉ

Une fois la date, l'heure et le lieu fixés, les choses seront plus concrètes et il sera plus facile de planifier les étapes nécessaires pour se rendre à bon port. Dans le choix de la date, considérez les congés fériés et les autres événements qui pourraient vous faire de la compétition ou, au contraire, vous faciliter la vie. Dans le choix du lieu, évaluez son accessibilité, sa capacité d'accueil et son respect des normes de sécurité.



1. Identification de l'organisateur

Nom _____ Prénom _____
Numéro de téléphone (jour) _____ Numéro de cellulaire _____
Adresse courriel _____

Cochez la case qui correspond le mieux à votre situation :

Je souhaite réaliser cette activité à titre personnel ☐
Je représente un groupe, une association, un club ☐ Si oui, lequel? _____
Je représente une entreprise ☐ Si oui, laquelle? _____
Je réaliserai cette activité dans un contexte scolaire ☐ Si oui, laquelle? _____

Pourquoi avoir choisi Le Phare Enfants et Familles comme bénéficiaire de votre activité ?

2. Informations sur votre activité de collecte de fonds

Nom de l'activité _____
Date _____ Heure _____
Lieu _____
Adresse _____

Le lieu où se déroulera l'activité est-il couvert par une police d'assurance? Oui ☐ Non ☐ Ne s'applique pas ☐

Personne-ressource _____
Téléphone _____ Courriel _____

Description de l'activité :

Organizer's Event Submission Form

Over 200 outside events raised over \$305,000



Le Phare
Enfants et Familles

UNIS
pour le Phare

Organiser un événement | Médias | Contact | Le Phare | À propos | [J'aime 9,1](#)

[TROUVER UN ÉVÉNEMENT](#)

305 500 \$ AMASSÉS EN 206 ÉVÉNEMENTS
[Organisez un événement](#)

LE PROGRAMME UNIS POUR LE PHARE

UNIS pour le Phare, c'est le regroupement de tous les individus, les entreprises et les groupes qui organisent une activité bénéfice pour Le Phare Enfants et Familles. C'est une grande campagne qui vise à la fois la collecte de 250 000 \$ et le développement de la solidarité envers les enfants gravement malades et leur famille. Tous les fonds recueillis seront directement attribués aux soins et aux activités offerts aux enfants lors de leurs séjours au Phare.

Merci de votre appui !



Recherche

Par mot-clé

Organisés par
Toutes les options

Par ville
Toutes les villes

RECHERCHER

Événements en vedette



117%

Un pour tous et tous pour un!
Ensemble on va plus loin!

 Le 3 juin 2017



Hommage à la différence

 Du 30 mai 2017 au 5 juin 2017



Un familial au profit
du 3 juin de 10hrs à midi

Le Phare
Enfants et Familles

Le, c'est **GRATUIT** pour les enfants !
Centre Tupperware Les Tournesols
Rue St-Laurent, Qc H4N 1S2

Zumbathon familial

 Le 3 juin 2017

Microsite

Formulaire de don

Nom de l'événement _____

Nom du participant _____

Votre don

35 \$ ☐ 50 \$ ☐ 100 \$ ☐ 250 \$ ☐ Autre montant _____ \$

Vos coordonnées

Nom : _____

Prénom : _____

Entreprise : _____

Adresse : _____

Ville : _____

Province : _____ Code postal : _____

Tél. (jour): _____ Courriel : _____

Votre paiement

Chèque (libellé à l'ordre de Le Phare Enfants et Familles) ☐

Carte de crédit : Visa ☐ MasterCard ☐

N° de carte : _____ / _____ / _____

Date d'expiration : ____ / ____ / 20 ____

Nom du détenteur de la carte : _____

Signature : _____

Merci de joindre ce formulaire à votre don et d'envoyer le tout à l'adresse suivante :



Le Phare
Enfants et Familles

S'amuser jusqu'au bout de la vie

Le Phare Enfants et Familles
2725, avenue du Mont-Royal Est, Montréal, Québec H1Y 0A1
ou par télécopieur 514 789-1742

Renseignements :
Vanessa Cyr, agente de collecte de fonds, 514 787-5091, cyr@phare-lightouse.com

Le Phare Enfants et Familles est un organisme de charité dûment enregistré auprès
de l'Agence du revenu du Canada sous le numéro 87608 9721 RR0001

Paper Donation Form

Local garage



\$3 for every oil change
\$4,500

Comedy show



1 night event
\$4,500

Group of 5th graders



Dirty Nasty Boys' Event
Objective \$1,000
Raised over \$4,500



Dance group



Half-half tickets **\$500**



UNIS pour Le Phare

www.unispourlephare.com

210 000\$

170 000\$

10 000\$

re générosité.

aider toujours



Steady growth!

Pilot year	Planning the campaign	Comms plan & microsite in place	Maintain plan & grow	Maintain plan & grow
2010-2011	2011-2012	2012-2013	2013-2014	2015-2016
\$33,500	\$55,300	\$156,500	\$210,000	\$ 287,400

Steady increase in 3rd party fundraising from day one.

9% increase in foundation contributions in 2013.

Even direct mail donations went up because brand awareness was up.

Using Social Media

to Increase the Success of Fundraising Events

PUBLISH ➤ **INVITE** ➤ **MEASURE**



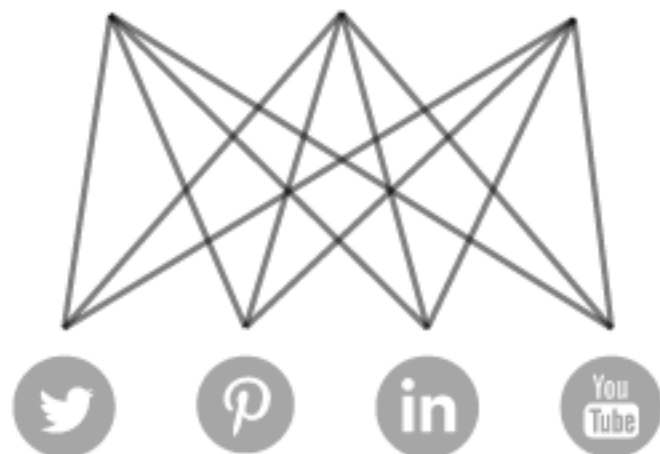
EVENTS
PAGE



BLOG



FACEBOOK



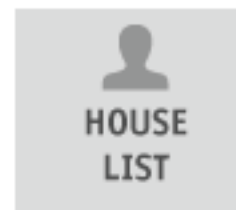
DIRECT
MAIL



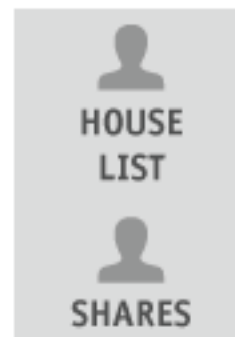
EMAIL



SOCIAL
MEDIA

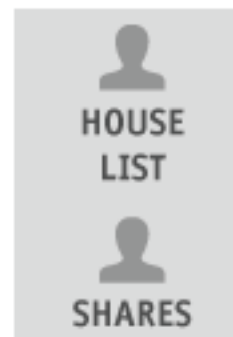


HOUSE
LIST



HOUSE
LIST

SHARES

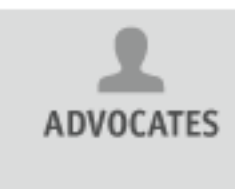


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LIST

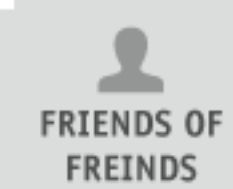
SHARES



COMMUNITIES



ADVOCATES



FRIENDS OF
FREINDS



GOALS



PROSPECTS



CLICKS



TWEETS



SHARES



Team
WORK
makes THE
DREAM
WORK

Respect

Diversity

Clearly defined goals

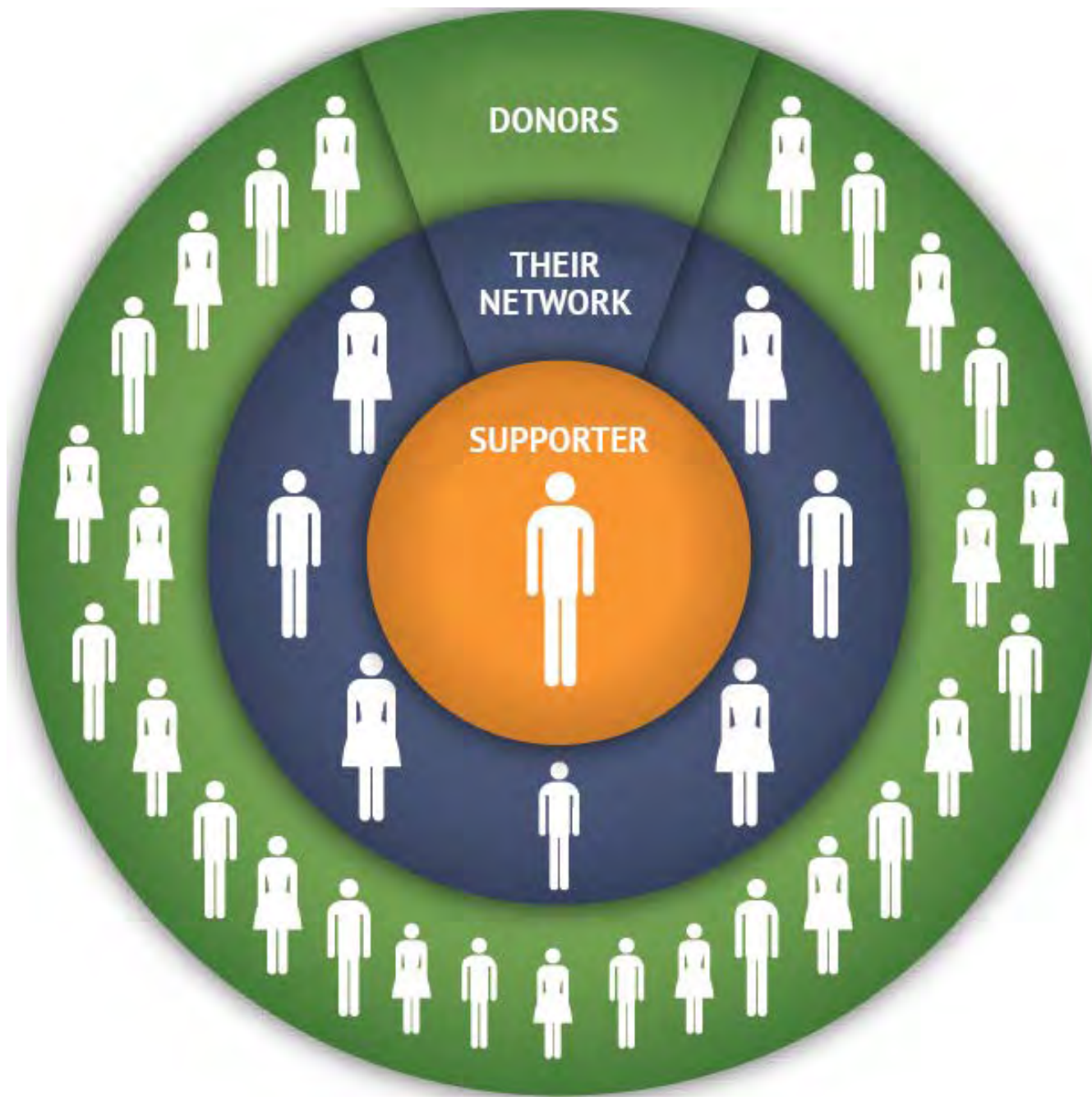
Understand roles

Context

Inclusive culture

Right resources

Smaller teams



Your audience is motivated and ready to volunteer. They need guidance and the right tools.

Respond with a program that educates and encourages them.

They don't need you to run their event for them.

They are looking for a hand: help and advice to make an impact and connection with your mission and organization.

Thank you!



Kim Fuller

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facebook.com/PhilCom

@PhilComm

@kkfuller

Skype: kkf2211

Certified



Corporation