



COMMUNITY EVENT TOOLKIT

YOUR GUIDE TO EVENT SUCCESS

THANK YOU

Thank you for your time, your passion and your voice.

You've decided to raise money for ALS Canada, and we want to make sure we do everything we can to make it easy and fun. Enclosed in this toolkit is everything you need to plan a successful fundraising event, from start to finish!

Through fundraising events like yours, we're able to provide community-based support for people affected by ALS in our province, invest in world-class research across Canada, and give a voice to the collective experience of people living with ALS through federal and provincial advocacy.

Your compassion and generosity means families don't have to face this devastating disease alone. So, thank you for choosing ALS Canada, for taking the time to organize an event, and for joining us in the relentless pursuit of a future without ALS.

If there's anything we can do to help along the way, you can reach out to your dedicated ALS Canada event coach for support.

With heartfelt thanks,



Tammy Moore
Chief Executive Officer



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A COMMUNITY UNITED TOWARD CREATING A FUTURE WITHOUT ALS



WHAT IS **ALS**?

AMYOTROPHIC LATERAL SCLEROSIS (ALS) is a progressive, neurodegenerative disease where nerve cells in the brain and spinal cord that control muscle movement die. ALS robs you of your ability to walk, talk, and eventually breathe. It is a terminal disease.



2,500-3,000

people are living with ALS in Canada



2-5 YEARS

average life expectancy after diagnosis



2-3 PEOPLE

are diagnosed with ALS in Canada everyday



90%+

sporadic cases (unknown cause)



5-10%

of cases are familial (inherited through mutated gene)



\$ 150,000 - 250,000

Cost to average family over the course of the disease



There is no cure

HOW **YOUR DOLLARS HELP**

CLIENT SERVICES

Proceeds will support Canadians living with ALS in Ontario. This means people and families living with ALS will receive access to Regional Manager support through in-home visits, support groups and access to equipment to help them maintain independence and quality of life for as long as possible.

ADVOCACY

Through advocacy federally and provincially within Ontario, ALS Canada gives voice to the collective experience of people living with ALS to help drive program and system changes for the ALS community.

RESEARCH

Through the ALS Canada Research Program, we fund peer-reviewed research grants, foster collaboration and build capacity within Canada's ALS research community, and participate in new areas of research where we are well-positioned to have an impact.

Thank you for choosing to support ALS Canada and making an impact towards a future without ALS. Whatever your fundraising event may be, this toolkit will guide you through the process of organizing your own event – from brainstorming ideas to wrapping it all up!

1. Choose the type of event
2. Register your event online
3. Set your fundraising goal
4. Plan
5. Execute
6. Wrap up
7. Submit funds



What type of event do you want to host? The best part about being the organizer is that you get to personalize everything, so choose an event that's meaningful to you.

Need some ideas to help get you going? Consider one of these events:

- **Food:** BBQ block party or cook-off
- **Sports:** Host a game or tournament, like pickleball, soccer, hockey etc.
- **“A-thons”:** Zumba, yoga, swim, spin, dance, walk, bowling
- **Keep it clean:** Car or bike wash
- **Coins:** Keep it casual with jeans day, nickel wars or a coin drive
- **Sales:** Bake or garage sale

Fundraise from home

In the time of physical distancing, we've put together a list of fun virtual fundraising ideas to connect with family and friends from home while raising funds for ALS Canada:

- **Shows:** Stream a live comedy, fashion, music, dance or talent show
- **Online classes:** Do you have a special skill or talent? Host an online class on Zoom, such as a workout class, cooking class, cocktails tutorial, dance lesson
- **DIY Challenge:** Take up a challenge like colouring your hair, running a marathon, baking, etc. and ask your network to donate for you to complete it
- **Movie- thons:** Host a virtual movie night
- **Arts:** Host a virtual paint night party
- **Silent auction:** Use our [sponsorship letter](#) to get prizes and host an online silent auction or a raffle draw

If you are looking for more inspiration, [click here](#) for more virtual and physically-distanced fundraising ideas hosted by ALS community members.

2. REGISTER YOUR EVENT ONLINE

Once you [register your event online](#), you will be connected with an ALS Canada event coach - they're here to help you every step of the way. Don't hesitate to reach out for advice, guidance, or to brag about your event success – they'll be happy to hear from you!

There are benefits to registering your event online:

- **ALS Canada brand:** the page will be nicely designed with ALS Canada brand on the My ALS Fundraiser portal. You will also be able to create a customized link for your fundraiser.
- **Cashless event:** donations can be easily made online and tax receipts are issued automatically – this is great in the time of physical distancing.
- **Fundraising hub features:** you can make use of your fundraising hub to directly ask for donations and send donor thank you emails. We have email templates made available that you can customize and use.



3. SET YOUR FUNDRAISING GOAL

Now that you have decided what type of event you will plan, it's time to set some realistic and achievable goals.

There are lots of ways to raise money – sell tickets or have a registration fee, organize a raffle or 50/50 draw, securing sponsorships, etc. Start by identifying how you will be “making money” for your event. You don't have to choose just one!

Here are three easy steps to set a goal for your event:

1. Consider all the ways your event can raise funds, and attach a goal to each. For example, if you sell tickets to your event at \$10 and 75 people attend, your goal is already \$750!
2. Use your [goal-setting template](#) and the support of your ALS Canada event coach to help you set a fundraising goal for your event.
3. Add your fundraising goal to your event page to let your donors know and support you to get there!



Planning an event can be a lot of work, so consider making it a team effort! There are many people in your network who will be able to offer their own skillset and help you plan and execute a successful event. Once your team is in place make sure you delegate tasks to everyone. This works well for bigger fundraising events, like galas, sports tournaments or events with over 50 people.



4. PLAN AND LOGISTICS

Now that you have decided on the type of event and you have set a fundraising goal, you are ready to dive into the details.

Set a date, time and location

1. Choose a location that is convenient for you and your attendees (check to ensure venue is accessible).
2. Planning to organize a virtual event? Here are some virtual tools that you can try:
 - **Video streaming:** Facebook Live, YouTube Live, Zoom, Instagram Live, Skype
 - **Movie night:** Netflix Party, Amazon Prime Video Party, Disney + GroupWatch
 - **Gaming:** Gamers saloon, Check mate Gaming
 - **Online auction:** 32 Auctions, MobilBid
 - **Fitness challenges:** Nike Run club, Strava

Note: Some of these services or platforms may have fees associated.

3. If you are using virtual tools, make sure to do a test run before your event to ensure smooth sailing! Check to make sure your video is functioning, volume, etc.
4. Create an [online fundraising page](#) for your event on the My ALS Fundraiser portal.



Most high schools require students to complete 40 hours of community service to graduate. You can start by asking your local high school if they have any students who are interested in earning these hours by volunteering for your event!

4A. PLAN: Time, date, location, logistics

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Plan the logistics

1. Do your research. Do you need to obtain any permits, licensing, and insurance? Check your town/city's website for guidelines, applications and other important details.
2. In case of a virtual event, research the digital tools available, and select the most accessible and easy option for your audience. Your ALS Canada event coach would be happy to guide you with this and help you choose the right program to use.
3. Plan for medical emergencies by buying a first-aid kit or hiring a first-aid service to be on-site on event day.
4. Plan the details for food and beverage, entertainment and décor.
5. Recruit volunteers for your event through word of mouth or local volunteer listings.
6. Create an event day agenda that breaks down how the day will run from start to finish. This can also serve as a “to do” list for you and your volunteers.
7. Don't forget the little things: raffle tickets, money box, ALS Canada info cards, Proud Supporter swag. Be prepared for anything by packing yourself a kit with basics like pens, marker, highlighters, tape, zip ties, scissors and extra batteries, just in case.
8. Use this [Sample Budget Planner](#) to help keep track of donations and costs.



Get local sponsors

There are two different types of sponsorship you can ask for: cash or in-kind.

1. Cash sponsorship is a donation of money that can help cover some of the unavoidable costs that come with hosting an event but that also means more funds donated to the cause.
2. In-kind sponsorship is a donation of goods and services instead of actual cash. In-kind sponsorship is especially great for auctions and prizing. Think outside the box – you can contact your local media to donate advertising space, your local grocer for food and Tim Horton's for coffee!

Use this [Sample Sponsorship Pipeline](#) exercise to help you build a list of potential companies to approach for both types of sponsorship.

Customize these [Sponsorship Letter Templates](#) to help connect with potential sponsors.

Promote your event

- Use [these posters](#) to promote your event at all your local spots: gym, coffeehouse, doctor's office, etc., and don't forget to share it with your sponsors – they'll want to help spread the word!
- Share the link to the online fundraising page for your event across social media.
- Complete the [sample media advisory](#) and connect with local media to encourage them to attend and share your event.
- Ask everyone who is planning to attend to promote it within their own personal networks.
- Tag ALS Canada @ALSCanada, and use the hashtag #MyALSfundraiser

Execute

Give yourself a pat on the back and enjoy the event – you deserve it! There are a few other things to ensure a smooth event:

- Reference your event day agenda that breaks down how the day will run from start to finish. Assign tasks to volunteers to make sure nothing gets overlooked.
- Have your contact list ready for deliveries, volunteers or participants to check in.

Finally, do not forget to share the impact! Take a few moments to share results of the event and what that means to the ALS community. Thank your guests for making a difference in the lives of people and families who have been affected by ALS.

Wrap up

Congratulations – you did it! Your fundraising event was a success! All of your hard work and dedication has made such an important impact on the ALS community – every dollar counts. There are just a few things left to do to wrap up your awesome event:

1. Thank all your attendees, donors and sponsors.
2. If you didn't post photos on social media while the event was happening, now is the time! Share photos of your event using the hashtag #MyALSFundraiser, and tag @ALSCanada.
3. Debrief with your helpers (volunteers, family and friends, and/or committee if applicable) to discuss your successes and challenges – this step will come in handy when you host your event again next year! Take the time to learn about what worked and what didn't so next year is easier.



All donations that require tax receipts must be accompanied by a [donation form](#) with the donor's full name and mailing address. Cash/cheques collected events can be deposited in three ways:

Online



- Collect all cash donations and completed donation forms.
- Recount the cash and donation forms to ensure the totals match.
- Log in to your [My ALS Fundraiser portal](#) and select “Fundraising” from the menu on the left side of the page.
- Click “Manage Cash or Cheque” from the menu and select “Donation from an event or cash lump sum (will not be receipted)” near the top of the page.
- Fill in the fields below and make a single donation of the total of cash you counted using your personal credit card.
- Send the accompanying donation forms to the ALS Canada office by mail or by email and we will issue tax receipts to the people listed on the donation forms.

By phone



- Collect all cash donations and completed donation forms.
- Recount the cash and donation forms to ensure the totals match.
- Call the ALS Canada office and ask to make a single donation of the total of cash you counted using your personal credit card.
- Send the accompanying donation forms to the ALS Canada office by mail or by email and we will issue tax receipts to people listed on the donation forms.

By mail



- Collect all cash/cheque donations and completed donation forms
- Recount the cash/cheques and donation forms to ensure the totals match.
- Place all of it in an envelope and mail to the ALS Canada office. Be sure to include the event name, date and location on the envelope. For large cash donations, please contact your ALS Canada event coach to arrange for possible pick-up so you put large donations into the mail.

PLEASE NOTE

We encourage you to use one of the three methods listed on page 13 to easily and safely submit funds. It is also possible to combine the donation methods.

For example, when you receive cash donations and cheques made out to ALS Canada, you can deposit the cash donations online using your personal credit card and send the cheques by mail to the office. It is recommended that you make donations online to reduce the risk of theft while in transit or lost mail.

If you are unsure of what method to use, contact your ALS Canada event coach and work together to determine what will work best.

Mailing Address:

ALS Canada
393 University Avenue, Suite
1701
Toronto, Ontario, M5G 1E6

Contact Details:

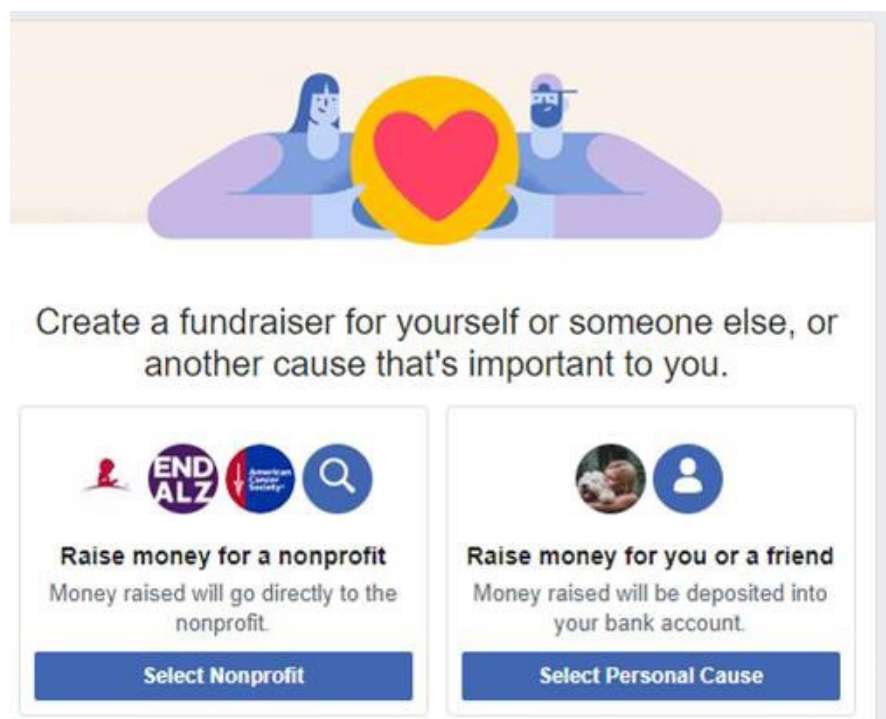
Data Management Team
(416) 497-2267 ext.229
donations@als.ca



Facebook introduced a new feature called Facebook Fundraising. We've detailed how to use this to support your event, but we encourage you to use the [My ALS Fundraiser portal](#) first, and use your social networks as a way to spread awareness about your event. Here's some information on the two methods:

1. A fundraiser for a charitable organization means the donations made via Facebook are processed at no cost and receipted by the PayPal Giving Fund.
 - ALS is listed as a charity and can be searched as "ALS Society of Canada"
 - Any questions about donations, tax receipts or refunds have to go through the Facebook Fundraiser Support Centre.
2. If it's set up as a personal fundraiser, Facebook charges the donor processing fees, and the funds are deposited to the host's personal bank account, which they would then manually send to ALS Canada.
 - Tax receipts are not automatically issued when a person donates because the donation goes to the person/host, not a charity.

If you're looking for more information about Facebook fundraising and how the platform works, you can read all about it in our [blog post](#).



EVENT PLANNING TOOLS & RESOURCES

Here is a list of tools and resources to help you in your event planning and promotion. Click below, download your tools and begin promoting!

- **Proud Supporter Logo (purple - black)**

Use one of these logos on your social media channels, in your event promotions, on your event signage, and on any other materials you might be creating.

- **Proud Supporter Poster**

Build awareness for your event around your community.

- **Proud Supporter Event Poster (purple poster - white poster)**

Place one of these posters at your event so that attendees know where proceeds are going.

- **Social Media Templates (facebook - twitter - instagram)**

Use these on your social channels to spread the word. Tag @alscanada and use #MyALSFundraiser.

- **Goal-Setting Document**

Use this to help plan how your event will raise money and set a goal.

- **Pledge Form**

Use form to collect offline donations in cash or cheque form

- **Sample Budget Template**

This will help keep track of donations and costs.

- **Sample Sponsorship Pipeline**

Use this activity to help you identify potential sponsors in your network.

- **Sponsorship Letter Template**

Customize this template to use as a way to connect with sponsors.

- **Sample Media Advisory**

Update with your event details and send to local media to request event-day coverage.

FREQUENTLY ASKED QUESTIONS

Is my donation eligible for a tax receipt?

ALS Canada provides charitable tax receipts for donations received per Canada Revenue Agency (CRA) [guidelines/regulations](#). All donations received through the ALS Canada website will be receipted to the donor by ALS Canada and all donations will remain with ALS Canada. ALS Canada cannot provide gift-in-kind tax receipts to community event donors, but can provide a letter of acknowledgment for sponsorships, if applicable. ALS Canada cannot issue tax receipts for donations made through Facebook Fundraiser. Please see page 15 for more info.

Can a receipt be issued for the purchase of an event ticket?

ALS Canada can provide a charitable tax receipt for the purchase of a ticket, less the value of goods received. For example: If the price of the ticket to attend a dinner gala is \$100 and the dinner provided at the gala is valued at \$40, a tax receipt will be issued for the \$60 difference. The value of the goods/services provided with the ticket (eg. the dinner) is deemed to be the price that a customer would normally pay to receive a product/service not the actual cost to the organizer.



- ALS Canada will not share any donor or client mailing lists, solicit sponsorship, or guarantee attendance at your event
- ALS Canada will not assume any legal or financial liability of your event
- Event expenses cannot be paid using donations made to ALS Canada
- Your event is not conducted or sponsored by ALS Canada, or any of the provincial ALS Societies, and is the sole responsibility of the organizer



THANK YOU FOR BEING A



ABOUT **ALS CANADA**

Founded in 1977, the ALS Society of Canada (ALS Canada) works with the ALS community to improve the lives of people affected by ALS through community-based support, advocacy and investment in research for a future without ALS. We are a registered charity that receives no government funding – all of our services and research are funded through the generosity of our donors.

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TEAMALS@ALS.CA | 416-497-2267 OR TF 1-800-267-4ALS(4257) | ALS.CA/MYALSFUNDRAISER

JOIN THE CONVERSATION @ALSCANADA

