

YWCA Toronto

# FUNDRAISING TOOLKIT

A guide to planning successful fundraising events in support of YWCA Toronto



**YWCA**  
TORONTO

NATIONAL ADVOCACY.  
COMMUNITY ACTION.



**United Way**  
Greater Toronto

# HOW TO GET STARTED

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Time to get creative! Brainstorm different ideas for a fundraiser. Pick one and follow these steps!



*Tip: Special occasions are a great time to fundraise!*

## 1. DETERMINE YOUR FIVE Ws

**WHO** – Think about who you would like to invite to participate.

**WHAT** – Decide what type of fundraising activity you would like to host.

**WHERE** – Keep it simple! You can be in your home, workplace, neighbourhood, or online.

**WHEN** – Set a date.

**WHY** – Focus on why you are fundraising and share your motivation with your friends and family. Here are our suggestions:

- To help marginalized women, children and gender diverse people find affordable housing
- To help empower girls to achieve their full potential
- To help women escape violence
- To support women and girls in your community

## 2. SET A GOAL

Establish a goal that you will be excited to meet and exceed! Setting a fundraising goal is a great way to motivate others to support or join you.

### 3. MAKE A PLAN

Create a work plan to help keep you on track. Consider setting deadlines and dividing tasks amongst your committee or teammates.

### 4. SET UP YOUR FUNDRAISER

Click on the “Start your Fundraiser” button and fill in the details of your fundraising activity. You can create personal and team fundraising pages that can be shared with your network. We can provide support during the planning process and answer any questions you might have along the way.

### 5. SPREAD THE WORD

Send a save the date or invitations, and promote via email, social media, and/or with posters. Consider creating a memorable #hashtag so you can share your progress online and encourage others to get involved.

### 6. COLLECT DONATIONS

Through your fundraising site you will be able to sell merchandise, tickets or accept donations to your fundraising activity/event, and get reports to keep track of your progress.

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*Tax receipts will be issued automatically for any donations over \$25, pursuant to Canadian Revenue Agency (CRA) guidelines.*  
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### 7. FOLLOW UP

Be sure to thank your guests, sponsors and donors for supporting your efforts and donating to YWCA Toronto!

### 8. TAKE PHOTOS

Take lots of photos of your event! Post them on social media and send them to donors and volunteers. Consider sending Thank You letters to express your gratitude and demonstrate how successful your event was!

### 9. SUBMIT DONATIONS

Submit any offline donations to:

*YWCA Toronto*

*Attention: Amy Rice*

*87 Elm Street, Toronto, ON M5G 0A8*

### 10. GIVE YOURSELF A ROUND OF APPLAUSE!

You raised money for critical programs for women and girls in Toronto. Thank you!

# NEED HELP FINDING AN ACTIVITY OR THEME?

Do you want to host a fundraiser but need some help deciding what kind? Here are some ideas for fundraisers that can take the form of an in-person or virtual event.



PHOTO // Coen van de Broek on Unsplash

*Be creative and have fun!*



PHOTO // Kari Shea on Unsplash

## ***Businesses Giving Back***

Have a bar or a restaurant that you visit regularly? Talk to the manager about donating a portion of proceeds to your campaign or plan a dinner with some of your closest friends at your favourite bar or restaurant and ask them to consider a 20% donation to the cause.

## ***Auction off Promises***

Promise to do helpful, wild, embarrassing or just plain fun activities and get them sponsored.

## ***Treasure Hunt***

Host a treasure hunt with a donated mystery prize at the end. You can sell tickets and/or collect pledges. Enjoy a fun family activity, while supporting a great cause.

## ***Use your memberships***

Leverage your memberships and network to partner with existing organizations you are affiliated with such as: Toastmasters, church groups, fitness studios, social committee at work, etc. to generate engagement and sponsorship of your fundraising goal.

## ***Bring and Buy Garage Sale***

Donate an item, buy an item!

## ***Baker Sale***

Take advance orders and bake up a storm.

## ***Game-a-thon***

Make a night of it with round robin Board game tournaments: Trivial Pursuit, Scrabble, Snakes and Ladders, bridge. You can charge to participate, and collect a donation for every wrong answer or lost game.

## ***Spring clean a park***

Have everyone bring yard waste bags and rakes and do a green day event. You can collect pledges based on the number of parks you clean or the number of yard waste bags you fill.

## ***Car Trunk Sale***

Fill your trunk with cool stuff, including donations, and drive to friends' and family driveways.

## ***Formal Tea Party***

Tea, scones, little sandwiches... such a treat and great way to raise funds.

## ***Give Up A Vice***

Get paid to stop consuming chocolate, coffee, or fast food. Time-based pricing makes it interesting.

## ***Amateur Jazz Night***

Get your musical friends and family together and have a contest for the best jazz interpretation voice, solo instrument or garage band versions. You can require a donation to participate and/or sell tickets and collect donations from attendees.

## ***Lawn Mowing Weekend***

Pull a team together, put flyers in mailboxes and swarm a neighbourhood's lawns one Saturday.

## ***Busk Your Talent***

Whatever you are good at can raise money: office lunch room, pub night performance, someone's house party. Modest to high performance fees encouraged.

## ***Run, Walk, Hike, Bike-a-thon***

Host a run/ walk /bike-a-thon for your fundraiser.

# EVENT PLANNING CHECKLIST

## BEFORE YOUR EVENT

- Decide on the goal and theme of your event.
- Select a date and time.
- Determine your event budget, sponsorship, and donation needs (you can reach out to local businesses for donations, or sponsorship).
- Investigate special permits, licenses, or insurance needed for event.
- Book site visits for potential venues (if needed).
- Prepare and send letters of agreement/contracts to venue and suppliers (if needed).
- Decide on any type of entertainment and the audiovisual needs, i.e. speakers, microphones or projectors.
- Determine guest list, and invite attendees.
- Decide if food will be served and book a caterer if needed.
- Obtain any signs, posters or printed materials.
- Confirm if volunteers are needed and recruit them.
- Confirm any speakers, entertainment, and presenters.
- Create your event agenda.
- Conduct a volunteer orientation to provide volunteers with information and a schedule.

- Advertise your event! Utilize traditional media, social media, eblasts, and word of mouth.
- Follow-up with local businesses on their sponsorship, or donations.
- Confirm (72 hours in advance) your final guest count for food and beverage arrangements (if applicable).

## DAY OF YOUR EVENT

- Check venue/event space well in advance.
- If your fundraising activity is online check on your connections and ensure all participants have the links to join.
- Ensure all volunteers are present, have been debriefed, and emergency procedures have been reviewed.
- Organize areas specific to entertainment, and volunteers.

## AFTER YOUR EVENT

- Tear-down of event: remove all equipment, and clean-up.
- Ensure all pledges have been collected and send off-line donations to YWCA Toronto with any relevant paperwork.
- Send out Thank You letters.



PHOTO // Nick Morrison on Unsplash

# EMAIL TEMPLATES TO SHARE YOUR EVENT

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## PHONE / EMAIL INVITATION

Thanks for taking some time to speak with me [*this can be modified for an email*]. I am [*calling/writing*] you today to talk about something I really care about. I am very excited and I thought of you as I know you are also passionate about [*insert common cause/interest here: i.e. empowering women, mentoring women, helping newcomers to Canada, helping women-led families, assisting women and families fleeing violence, creating opportunities for women, providing safe housing for women and their children etc.*].

I am actively involved in an extremely worthy cause and I have decided to support YWCA Toronto by raising funds for their critical programs that help women, girls and gender-diverse people in Toronto.

I am hosting a(n) [*insert theme*] event in support of YWCA Toronto and would love if you could attend! The event information is as follows:

Location:

Date:

Time:

Link to Crowdchange page? Yes please; <http://www.ywactoronto/crowdchange.ca>

With the proceeds of these fundraising efforts, YWCA Toronto is able to fund vital programming including housing and shelters, employment and skills development and programs for girls and families.

YWCA Toronto needs our support to stay at the forefront of addressing issues affecting women and girls.

Thank you.

Sincerely,

[*Your Name*]

## MESSAGE TO BE SENT ON YOUR BEHALF

My [*daughter, colleague, friend, etc.*] is hosting a fundraising event for YWCA Toronto and they need your support! The event information is as follows:

Location:

Date:

Time:

They are doing this to make a difference in the lives of women and their children who are [*insert common cause/interest here: i.e. newcomers to Canada, fleeing violence, creating opportunities for women, in need of safe housing, etc.*]. Donors make a direct contribution to a cause that is important to them, and to me.

YWCA Toronto's life-changing programs and services are needed now more than ever. Donations will support programs that champion equality, promote economic security and lives free of violence. A donation will also allow YWCA Toronto to continue to provide emergency shelter and affordable housing options, deliver employment and training programs as well as a range of other vital services to over 13,000 women, girls and gender-diverse people this year.

If you cannot attend, you can still make a difference by donating! Please visit the following personal page: [*Insert address to your page*]

Thank you.

Sincerely,

[*Sender Name*]

# SOCIAL MEDIA MESSAGING TEMPLATES

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## FACEBOOK

- ❑ I am raising funds and awareness for the women and their children in our city who are escaping domestic violence by hosting an *[insert event name]* event. Help support me by attending my event, or donating! Check out my page here: *[insert page link]*
- ❑ Help support me by attending my event, or donating! By raising *[insert total]* I will be able to support YWCA Toronto and the over 13,000 women, girls and gender-diverse people they help each year. Check out my page for more info: *[insert page link]*
- ❑ Can't make it out to my event? Visit my page to find out how you can still donate to help! *[insert page link]*
- ❑ I am hosting an event to raise funds and awareness about women escaping domestic violence. You can help too by attending my event, or donating! Check out my page here: *[insert page link]*

## TWITTER

- ❑ Can't make it out to my event? Visit my page to find out how you can still help! *[insert page link]* #YWCAToronto #FundraiseForUs
- ❑ Attend my event to help raise money for women experiencing homelessness. *[insert page link]* #YWCAToronto #FundraiseForUs
- ❑ I am hosting an *[insert event name]* event to raise funds for YWCA Toronto. *[insert page link]* #YWCAToronto #FundraiseForUs



PHOTO // Omar Lopez on Unsplash

# FREQUENTLY ASKED QUESTIONS

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## WHERE DOES THE MONEY FROM MY FUNDRAISING EFFORTS GO?

The money you raise will go directly to YWCA Toronto and its programs that help women, children and gender-diverse people escape violence, move out of poverty and find safe, affordable housing. YWCA Toronto offers a range of housing and shelter options, employment and training programs, support services, and girls' and family programs.

## HOW DO I CREATE AN EVENT?

Simply go to <https://www.ywca-toronto.crowdchange.ca/> and click on "Start a Fundraiser." The site will walk you through the easy to use template.

## I NEED HELP SETTING UP MY EVENT, WHO DO I CONTACT?

Please contact Maxime Matthew at [MMatthew@ywca-toronto.org](mailto:MMatthew@ywca-toronto.org) for assistance.

## HOW DO YOU DETERMINE WHO IS ENTITLED TO RECEIVE A TAX RECEIPT?

The system will issue tax receipts for any donations over \$25. Please note that we follow strict CRA guidelines when issuing tax receipts. For example, those deemed to receive a benefit for their gift (i.e. purchasing a ticket to a concert) or those submitting funds received from others (i.e. sale of cookies at a fundraiser marketed with proceeds going directly to YWCA Toronto) are not eligible.

## I WOULD LOVE TO SHARE MY EVENT PHOTOS. WHERE CAN I SEND THEM?

You can upload event photos to your event page and also send them to us to share on our website and social media channels. Make sure you have consent from the people featured! Photos can be sent to Maxime Matthew at [MMatthew@ywca-toronto.org](mailto:MMatthew@ywca-toronto.org).

