



FUNDRAISING TOOLKIT

WELCOME!

Plan International Canada is dedicated to changing the lives of children for the better. We are a global movement for change, mobilizing millions of people around the world to support the rights of children in developing countries. Our **Because I am Girl** movement aims to transform power relations to help girls learn, lead, decide and thrive.

It is because of dedicated volunteers like you that we are able to do the work that we do. By choosing to fundraise for Plan International Canada, you are helping unleash the potential of children around the world.



SO YOU WANT TO HELP...

...but you don't know how? We are here to help!

Fundraising for Plan International Canada through events is an amazing way to increase your funds exponentially, all while having fun with your friends and family.

We know that choosing to fundraise is a big step and can seem daunting if you are new to organizing events. But don't worry! In this toolkit, we will give you a step-by-step guide that can help you, as well as tips and best practices to ensure that your event will be a success.

We have a group of dedicated Plan International Canada staff that are here specifically to support you in your endeavour. Please do not hesitate to contact us to learn more about what we can offer and about the type of support that will be most useful to you!

Contact communityevents@plancanada.ca or **1 800 387-1418 ext. 476** for more information.



BEFORE YOUR EVENT



STEP 1: GET BRAINSTORMING

First things first, there is power in numbers – get some of your friends together and create an event committee. Think of some creative ways to get your community together for a good cause!

If you are **new to fundraising** you could try:

- garage sale
- movie night
- games night
- bake sale
- holiday **Gifts of Hope** Party

If you are **more experienced**, you could try:

- gala
- golf tournament
- race
- block party
- silent auction

TIP! Add a bit of fundraising to any

event! Our **Gifts of Hope** registry can inspire your guests to give ethical gifts in lieu of presents.

Go to plancanada.ca/giftsofhope/giftregistry to find out more and set up your gift registry today!

Email communityevents@plancanada.ca or call us at **1 800 387-1418 ext. 476** and tell us about your event! We might be able to provide a speaker or branded swag. We also have some useful links and resources on the next page.

Create an online fundraising page at plancanada.ca/kick-off-your-fundraising. Make a budget and stick to it! This will help you meet your fundraising goals. Use our “In Support of” logo for any materials such as t-shirts and posters. Recruit friends and family as volunteers, or ask them for donations for a silent auction.

STEP 2: GET PLANNING



STEP 3: GET ORGANIZED

Ensure you have confirmed your venue, entertainment, food and beverage, volunteers, and silent auction items. Send out invitations via e-mail, mail, Social Media, and more. Keep a record of your guests list and RSVP's. Make sure you print out our pledge forms so you have them on hand during your event. You can find these at plancanada.ca/kick-off-your-fundraising.

Our Plan International Canada representatives have tons of ways to help you get organized, including the checklist on the next page.

There are so many ways to get the word out, the opportunities are endless! Social Media can be key to your event promotion. Create a Facebook event to invite your friends, tag [@PlanCanada](https://www.facebook.com/PlanCanada) and [@BecauseIAmAGirlCanada](https://www.facebook.com/BecauseIAmAGirlCanada) in your tweets, post pictures on Instagram. Promote your event through your local paper and broadcast media.

-  [@PlanCanada](https://www.facebook.com/PlanCanada) | [@BecauseIAmAGirlCanada](https://www.facebook.com/BecauseIAmAGirlCanada)
-  [@PlanCanada](https://twitter.com/PlanCanada) | [@BIAAGCanada](https://twitter.com/BIAAGCanada)
-  [@PlanCanada](https://www.instagram.com/PlanCanada) | [@BIAAGCan](https://www.instagram.com/BIAAGCan)

STEP 4: GET LOUD





PRE-EVENT CHECKLIST

- Determine what you want your event to look like
- E-mail communityevents@plancanada.ca or call **1(800) 387-1418 ext. 476** to tell us about your event!
- Set up an online fundraising page at plancanada.ca/fundraise
- Confirm details of your event such as venue, food and beverages, entertainment, and silent auctions items
- Make a budget and ensure you stick to it!
- Send out invitations and keep a guest list
- Request materials and services you would like from us, such as brochures or a speaker
- Use our “In Support of” logo on any materials and get approval from a Plan International Canada representative
- Print out our pledge forms and have them on hand during your event
- Contact media to attend and cover your event
- Promote your event on Social Media with Facebook, Twitter, Instagram and more

USEFUL LINKS

Our website can help you learn more about what we do, where we work and how you can help.

plancanada.ca

Our fundraising page is the first step in navigating how to become a fundraiser, including great ideas for your event.

plancanada.ca/fundraise

Kick off your fundraising and use this page to find all the resources you'll need, like 'In Support of' logos, Speaker Request forms and links to create an online fundraising page.

plancanada.ca/kick-off-your-fundraising

Need branded swag for your event? We can supply things like stickers, pencils, customized pledge forms, and more!

plancanada.ca/swag-request

(or e-mail communityevents@plancanada.ca)

Want an easy way to fundraise, and allow your guests to give you a gift that is so meaningful, it can't be wrapped? Register for our Gifts of Hope gift registry!

plancanada.ca/giftsofhope/giftregistry

DURING YOUR EVENT

First and foremost, **HAVE FUN!** You may be hosting this event to help children around the world, but the only way you can truly make a difference is to enjoy what you're doing on behalf of others!

Make sure to have Plan International Canada brochures on hand to give to your guests. They can learn about the organization and understand what we do and why you're an avid champion of our mission.

Try to direct your supporters to your online fundraising page – it is an easy way to track donations and an easy way to submit your funds. Otherwise, ensure you have Plan International Canada pledge forms so your supporters can receive a tax receipt for every donation over \$25.

Most importantly: say thank you to your supporters for coming! This is one of the most essential steps – it lets them know how important they are to the cause you are supporting.



GOLF CARTE BLANCHE

by Sara Sterling

"I have been a long-time donor to Plan International Canada and have carried on the tradition from my parents of sponsoring children through Plan International's Child Sponsorship program.

"My family and I really love the **Because I am a Girl** movement because it emphasizes the importance of focusing on girls and how important it is to invest in them to create a secure, healthy, happy community.

"Seven years ago, the Gifts of Hope catalogue was delivered to our home and it caught my daughter's eye. That year, Plan International Canada offered a scholarship for a girl for \$10,000. Although the scholarship was a lot of money, we truly wanted to help another child have access to education. So, without even thinking, Maddy and I began raising that money by organizing running races. We actually ended up raising \$20,000 and had the opportunity to visit the project that we fundraised for! We have transitioned to organizing golf tournaments and now host our annual Golf Carte Blanche golf tournament every year.

"So many people don't realize that they have the potential to make such a difference in the world. There are so many ways to get involved; all you need to do is put in a little bit of time and effort. It only takes one person to get the ball rolling and you would be surprised how many people want to offer their help.

"Over the years, we have raised more than \$250,000 and this is just the beginning! Our golf tournaments and races are now events that our friends and family look forward to. It is a chance to get together and have fun – all while making a significant contribution to an amazing charity!"



NOT SURE WHAT TO SAY ON SOCIAL MEDIA? TRY THESE!



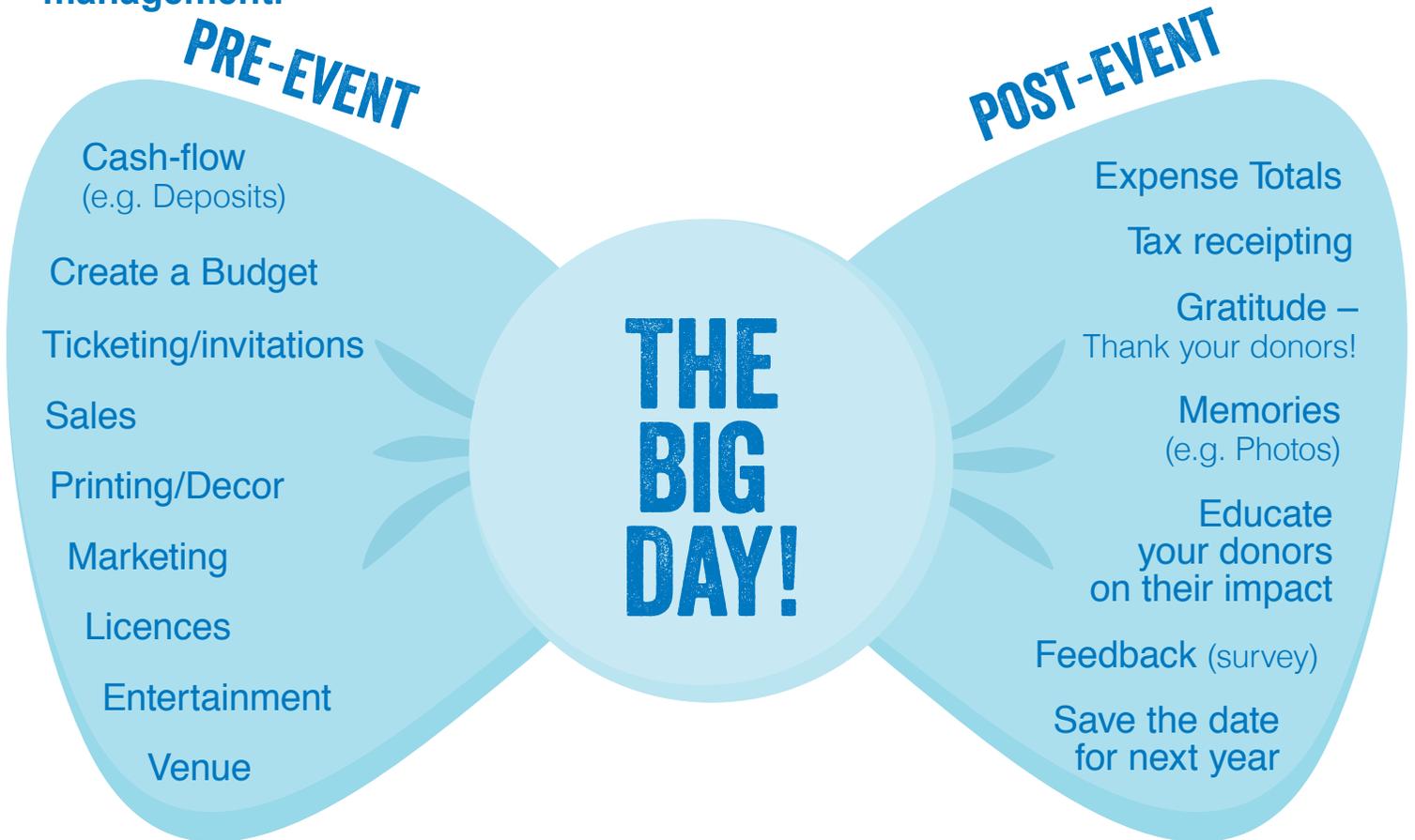
On Dec. 15, I will be hosting an event at the Toronto Convention Centre in support of [@PlanCanada](#). Come & bring your friends for a fun night! *(Add link to event, or fundraising page as needed)*



Hey friends! On December 15th, I will be hosting an event at the Toronto Convention Centre in support of [Plan International Canada](#). There will be drinks and hors d'oeuvres provided. Bring your friends and come have a good time! *(Add link to event, or fundraising page as needed)*

THE EVENT BOW-TIE

Events are like bow-ties. Just as the left side and right side of a bow-tie are equally important, the effort you put into your pre-event management must be equally as significant and impactful as the effort you put in post-event management.



SET
YOUR BUDGET

WATCH
YOUR BUDGET

EVALUATE
YOUR BUDGET

AFTER YOUR EVENT



SAY THANK YOU!



Make sure you let your supporters and volunteers know how much you appreciate their efforts. Wrap up your event by saying thank you through an e-mail, handwritten notes, tweets or Facebook posts. Update your donors by telling them how much they raised and what impact that is going to have on the communities that Plan International Canada is working in. We have lots of reporting tools on hand, so e-mail us and we can help you out!

Gather up your donations. Complete your final budget assessment by totaling your expenses and subtracting that from your final donations, like so:

$$\begin{array}{r} \text{TOTAL DONATIONS} \\ - \text{TOTAL EXPENSES} \\ \hline \text{FINAL DONATION} \end{array}$$

Submit your final donation and pledge forms to your Plan International Canada representative. We can be contacted by e-mail at communityevents@plancanada.ca or by telephone at **1 (800) 387-1418 ext 476**. Send any cheques and pledge forms to:

Attn: Community Events & Organizations
Plan International Canada
245 Eglinton Avenue East, Suite 300
Toronto, ON M4P 3B7



REMEMBER...



In order for Plan International Canada to issue tax receipts, the donation has to be over \$25. An official tax receipt will only be issued to those who have not received an advantage - a product or tangible benefit in return for their donation, such as a ticket to an event or a silent auction item. The donors contribution cannot receive a tax receipt if the donation came from an organization. The organization may, instead, be given a gift receipt.

In order to be given a tax receipt, we need the donor's name, complete mailing address, e-mail and phone number. Using a pledge form makes tracking these donations very easy and can be found at plancanada.ca/kick-off-your-fundraising. These tax receipts are issued annually unless requested otherwise so ensure your guests know to expect their tax receipts by March of the next year.

2017 ACCOMPLISHMENTS

Here are a few highlights of what Plan International supporters around the world made possible in 2016.



1,788
ACTIVE PROJECTS



**TRAINED 397,118 PEOPLE
IN GENDER EQUALITY**

OUR WORK IN 75 COUNTRIES DIRECTLY BENEFITTED
**CHILDREN AND FAMILIES IN
53,311 COMMUNITIES**



INCLUDING

12.5M PEOPLE
THROUGH HEALTHY
START PROGRAMS



7.9M PEOPLE
THROUGH EDUCATION
PROGRAMS



6.4M PEOPLE
THROUGH WATER &
SANITATION WORK



**GENEROUS CANADIAN
SUPPORTERS**



208,743
INDIVIDUAL DONORS

302
SCHOOLS

460
CORPORATIONS
& BUSINESSES

3,297
COMMUNITY GROUPS
& ORGANIZATIONS

85
FOUNDATIONS

300+
SPEAKERS
BUREAU MEMBERS

57
BEQUESTS

17
CELEBRATED
AMBASSADORS



Learn more and get involved at plancanada.ca



Plan International Canada Inc.

245 Eglinton Avenue East
Suite 300
Toronto, ON M4P 0B3
Canada

416 920-1654
1 800 387-1418
info@plancanada.ca
plancanada.ca



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