



Host Your Own Event Guide

A Step-by-step guide to planning your own
fundraising event for BrainTrust Canada

BRAINTRUST
CANADA

10 Steps to a Great Event

1. Choose an Event Idea

Get creative with your event idea - almost anything can be turned into a fundraiser. Brainstorm with your friends, family, or co-workers. If you need inspiration, have a look at our 20 Fundraising Ideas found on the Host Your Own Event page of our website.

2. Sort Out the Details

Set a location, date, and fundraising goal for your event. Venues are often the most time-sensitive decision you'll need to make - if one is needed, book it as soon as possible to secure the date.

3. Contact BrainTrust Canada

Once you have the details in place, submit the Host Your Own Event Application Form (found in this guide) to BrainTrust Canada. This lets us know what you're planning and how we can help.

4. Create Your Personal Fundraising Page

See our 7 Fundraising Page Tips to learn about fundraising pages.

5. Get Help

Planning an event can be a big job. Get organized with a team of friends, family, or co-workers who are willing to help, and delegate who will do what throughout the event planning process. Record your plans on a checklist. On the day of the event, you may need extra help. Recruit volunteers and plan ahead what their tasks will be.

6. Create a Budget

Carefully determine what your costs are going to be ahead of time. You don't want any of your hard-earned funds to have to go toward covering the cost of the event.

7. Special Considerations

If planning on selling/serving alcohol at a public event be sure to apply early for a special events permit - <https://specialevents.bcldb.com>
If serving food, it is courteous to allow guests to specify dietary restrictions.

8. Promote Your Event

Once your event is ready to go, start spreading the word about it. You can email invitations and reminders, use social media, and distribute posters and flyers. If it's an event at your place of work promote it in the company newsletter, through memos, or on the company website.

9. Event Day Checklist

Create a list of what needs to be done for the day of the event to go smoothly. Examples (also see Event Checklist in this guide)

1. Plan for transportation of large items to the event venue. (You may need to organize trucks, dollies, and volunteers for delivery/ set-up/ take-down).
2. Create name-tags for guests and/ or volunteers.
3. Determine occupancy restrictions; emergency protocol; AV equipment needed, etc.

10. Wrap Up

Be sure to thank everyone who made your event possible including any sponsors, volunteers and fellow organizers. You can also celebrate your success on Social Media along with photos of the event. Let your supporters know how much money was raised to help people with brain injury rebuild their lives, and to reduce preventable brain injury, especially among our youth. Submit final proceeds.

How We Can Help

BrainTrust Canada is happy to help you organize a successful fundraising event. The sooner you contact us the better. Here are a few areas where we can help:

1. Marketing Your Event

If you're planning an event for the public, we can help you promote it through our social media channels. We will also publicize your event on our website. Please request permission if you would like to use our logo in any of your marketing.

2. Materials

We can provide you with brochures about the work we do at BrainTrust Canada. We also have a BrainTrust Canada pop-up banner you can use the day of the event.

3. Attend Your Event

We sincerely appreciate your choice to host a fundraising event on our behalf. We're happy to attend it and will take pictures we can use to share your success afterward.

4. Provide a Speaker

We can provide a spokesperson to speak at your fundraising event. Please book a spokesperson at least four weeks in advance to ensure that someone is available.

Don't hesitate to reach out if you have a question or need help.

info@braintrustcanada.com
250-762-3233



Event Checklist

BrainTrust Application Form

Complete and submit the 'Host Your Own Event' application form attached.

Before the Event

- Book event location
- Set date and time
- Confirm booking; determine occupancy restrictions
- Find out if you need licenses or permits
- Spokesperson confirmed
- Electricity available for AV equipment (extension cords needed?)
- Photographer booked
- Emcee booked
- Media invited (if appropriate)
- Gather decorations and supplies
- Decide on food and beverage
- Reach out to volunteers

Spread the Word

- Email or mail invitations
- Email donation requests
- Promote in community or company
- newsletters, memory, website
- Promote through local media
- Promote through Facebook & Twitter
- Distribute posters and flyers

Fundraising

- Create an event budget; list expenses and determine the amount you need to raise to both cover costs and raise funds
- Now you can set a fundraising goal
- Create your personal fundraising page
- Make a list of all the people who may support you or want to attend your event. Ask, ask, ask!
- Ask your company to make a company donation or match every dollar you raise
- Invite a special guest to join in your fundraising efforts and attract others to your event



Event Day

- Greet volunteers and make sure they know their task(s) for the day
- Transport large items to venue
- Set up AV as needed
- Set up DJ or music
- Decorate the venue
- Food and beverages ready; dishware, cutlery, napkins, etc.
- Have a place for people to make offline donations
- Have a float in case donors or guests need change
- Thank everyone for attending

Wrap Up - Complete within 30 days of your event

- Send thank you emails or cards to sponsors, donors, volunteers, and fellow organizers
- Collect outstanding pledges, fees, or donations
- Pay any outstanding expenses
- Complete final cash and cheque amount; enter these on your personal fundraising page as offline donations
- Congratulate yourself for a job well done!



Host Your Event Application Form

If you wish to host a fundraising event in support of BrainTrust Canada, please complete and submit the following application to us for approval. We will contact you within three business days of receiving your application, so you can proceed with next steps.

Contact Information

Name of Organization/Individual Planning the Event:

Contact Name: _____

Phone: _____ Email: _____

Event Information

Name of Event: _____

Date of Event: _____ Location of Event: _____

Brief Description of Event/How Funds Will Be Raised:

What inspired you to create this event?

Do you require support from BrainTrust Canada? Circle any that apply:

- Event listed on our website
- Promotion on our social media
- Pop-up banner
- Attendance at the event
- Spokesperson for the event
- Brochures about BrainTrust Canada

Please return this completed form to BrainTrust
or email info@braintrustcanda.com