



Fundraiser Event Tips and Ideas

Getting started

Thank you for your interest in hosting an event in support of the Assaulted Women's Helpline!

Once you have an idea for an event and reviewed our general guidelines simply fill out the **Fundraiser Event Agreement** and kindly e-mail, mail or fax a copy to the Assaulted Women's Helpline.

Once we receive your proposal, we will get in touch with you to discuss your event and how the Assaulted Women's Helpline can support your efforts. (Please allow 7-10 business days for final review of your proposal).

Please send completed and signed forms to:

Assaulted Women's Helpline
Attn: Resource Development and Communications
P.O. Box 369, Station B
Toronto, ON, M5T 2W2

Email: jrollo@awhl.org
Fax: 416-364-0563

Top 5 Tips for a Successful Event

1. Assaulted Women's Helpline Approval

After conceptualizing your event, it is important to fill out the Third Party Event Agreement and submit the completed and signed copy to Assaulted Women's Helpline for approval. Permission is required in order to execute your special event using Assaulted Women's Helpline name and/or logo, and we'd love to help you to make your event a success and positive experience for all!

2. Plan, Plan, Plan

The success of a special event is directly related to the enthusiasm of those organizing it! Start off by creating a group that is composed of enthusiastic, skilled and motivated people. Then meet to set your goals, pick your event format and set a date. Be mindful of other fundraising events going on the same day. Also pick a time where attendance will be highest for your target audience. Importantly, set a budget and monitor it carefully. Keeping costs down will generate bigger profits – be sure to account for costs such as venue, food, postage and permits, and try to get things donated wherever possible!

3. Be Creative!

Use your imagination to create a fun and successful fundraiser! The more interesting and unique your event idea is, the more people will be excited to support it. Consider including multiple fundraising ideas within your event – like an auction, a donation box, charge for fun “add on

activities”, sell small items your guests will want etc. See our list of event ideas below to get you started.

4. Tell EVERYONE

The funds raised at your event are so critical to our ability to help more women every single day. But equally important is the awareness you are raising about our 24/7 crisis line and the issue of abuse. To maximize the success of your event you’ll want to invest plenty of energy on promotion to attract supporters and to help us let the community know about our life saving service. Be sure to communicate to Assaulted Women’s Helpline on your plans for using our logo.

5. “Thank You” is our Favourite Word

Please be sure to thank the people who have helped with your event. If you’d like us to also write thank you letters to your volunteers, sponsors and supporters we’d be glad to help. They would also be proud to hear how much money was raised in support of the Assaulted Women’s Helpline and how they made a difference.

Fun, Fabulous, Fundraising Event Ideas

Below please find a list of event ideas your group could consider organizing to raise funds and awareness for the Assaulted Women’s Helpline. Let this list inspire you to add some other ideas of your own too. We can’t wait to hear from you!

Throw a Party

- Dinner or cocktail party where guests bring a donation to the Assaulted Women’s Helpline instead of a gift for the host
- Live or silent auctions (items or services)
- Have your guests make a donation to Assaulted Women’s Helpline in lieu of gifts for your birthday, bridal shower, or any other special occasion.
- Black tie gala
- Concert or band-night
- Beach Party
- Costume Party
- 50’s Dance
- Talent Show
- Karaoke Night
- BBQ
- Boat Cruise
- Holiday celebrations
- Fashion show
- Afternoon tea party
- Chocolate tasting party
- Bridesmaid dress party
- Performance of a play
- Carnival or Family Fun Day
- Movie night

Get Active for a Cause

- A-thons (Swim-a-thon, walk-a-thon, skip-a-thon, bike-a-thon, knit-a-thon, bowl-a-thon, skate-a-thon, aerobics-a-thon etc)
- Sports tournament (baseball, football, golf, tennis, fishing derby, soccer, volleyball etc)
- Wii/Playstation fitness tournaments
- Ski or toboggan race
- Group hike
- Ski dive or bungee jump
- Polar bear swim

Charity Sales are Popular

- Bake sale
- Car wash
- Garage sale
- Craft sale
- Art show for charity

Think Outside the Box

- Pledge raise to do something outrageous or amazing (swim to centre island, do aerobics for 12 hours, play a 24 hour round of tennis, etc)
- Hold a day of silence
- Games tournament (Scrabble, Monopoly, Chess, Twister, etc)
- Take portraits of people in interesting costumes
- 'Give it up' and be sponsored by friends and family to do it (for example, stop smoking or start exercising)
- Head shaving
- Pet Wash

Once again, thank you so much for your support, we hope you find this information useful!

For more information, please contact:

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jrollo@awhl.org