



Peer-Led  
Community Support  
for  
Pregnancy, Infant &  
Child Loss

*From Idea to Success-  
Planning and  
Organizing Your  
Event*

You have decided to fundraise for Gardens of Grace. Thank you! But, NOW WHAT!?! Gardens of Grace will do whatever we can to help your efforts be successful, and will provide as much support as we are able. We want you to feel great about your experience as much as we would like to see it succeed..

5k run, car wash, wine tasting...if you already have an idea in mind, great! More great ideas can be found on our Fundraising Fun A-Z suggestion page, or make use of the great ideas available on the internet. Possibilities are endless!

Follow these simple suggestions, and, above all, enjoy yourself!

- ✓ Contact Gardens of Grace with your event plans. We will work through any questions that may arise.
- ✓ It is beneficial to have a clear and organized plan for your event from the outset. Ensure the date you choose to host doesn't overlap with anything that might detract from your efforts, such as other well established events.
- ✓ Simple is the best route, if possible. Enlist friends and family. Many hands make light work, and opens the door to a more enjoyable experience.
- ✓ First steps should include checking the possibility or necessity of any permissions, permits or legal requirements. This is an important consideration if fees are required.
- ✓ If your event is going to require expenses, it is helpful to consider these costs carefully and try to cut costs wherever possible. Can your event be sponsored? Are businesses or companies willing to donate gifts or services, or provide at a reduced rate? A good rule of thumb to keep spending in check is to calculate expenses at no more than 25% of anticipated contributions or funds raised.
- ✓ It is vitally important to ensure the safety of your event, and those who will attend. Assess what safety measures you may need to provide and make those arrangements to keep you and those around you safe.
- ✓ If you are making use of a venue, make sure you ask what insurance and liability issues are covered, and what you may be responsible for.
- ✓ Let EVERYONE know about your event! Most local radio stations, as well as CBC Radio, offer free advertising for non-profit and fundraising events. Be sure to make use of the Events section in the community newspapers. Media Releases are a good way to get reporters out to your event. If you need help drafting a Media Release, contact Gardens of Grace for pointers.
- ✓ You are the public face for Gardens of Grace during your event, so be sure to thank everyone who lent a hand. A helping hand who feels appreciated will be more likely to pitch in again if asked!
- ✓ HAVE FUN!