

FUNDRAISING EVENTS GUIDE

Use these ideas and tools to reach your fundraising goals and beyond.



**ALBERTA
CANCER
FOUNDATION**

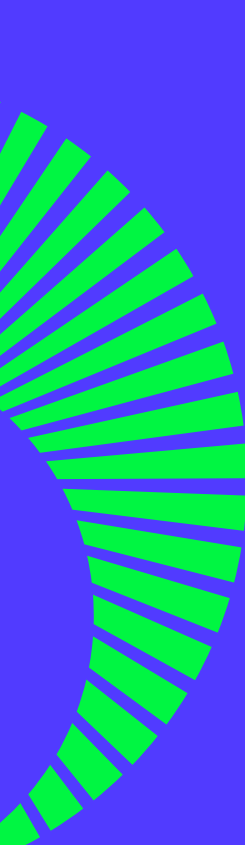


TABLE OF CONTENTS

Fundraising success

Page 3

The first steps that you need to take to start your fundraising journey and complete it with ease.

Large fundraisers

Page 4

More effort, big return. These events are great to get the entire team involved and support the group with team funds.

Small fundraisers

Page 10

These are ideas that can be done as an individual or as a team. Great for those with smaller networks. These events take less effort and planning but there is a smaller return.

Raffles

Page 18

Raffles in Alberta must follow all rules and regulations put in place by the Alberta Gaming and Liquor Commission (AGLC).

Contact us

Page 20

FUNDRAISING SUCCESS

Follow these steps to start your fundraising journey and complete it with ease.

PERSONALIZE YOUR PAGE.

1. Add a photo and let your donors know your “Why”. Why have you chosen this charity? Do you have a connection to cancer? Do you enjoy cycling?

MAKE A SELF-DONATION.

2. The first donation is what sets the precedence for how much you might be asking from your donors. Make a self-donation or secure one from a close friend or family member before sharing your page with others.

SEND A PERSONALIZED ASK TO THOSE CLOSEST TO YOU.

3. Reach out to those you know best through a text message, phone call or email. Remember, you are not asking for yourself, you are asking to create more moments for Albertans facing cancer.

GET SOCIAL.

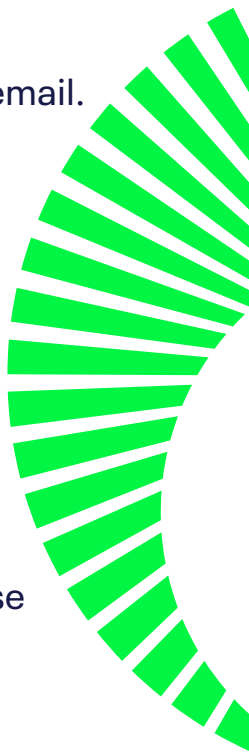
4. Share with your network through social media or emails.

FOLLOW UP.

5. Life gets busy, sometimes we forget or are distracted. Follow up with those who have not donated yet.

PLAN A FUNDRAISER.

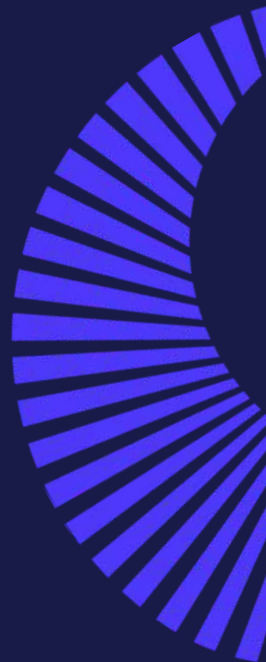
6. Gain inspiration from the list of large and small fundraising ideas in the pages that follow. Check out our comprehensive fundraising event planning checklist for more information and support.





LARGE FUNDRAISERS

More effort, big return. These events are great to get the entire team involved and support the group with team funds.



PUB NIGHT/BAR NIGHT

Location: Find a location with availability and an appropriate capacity. Restaurants usually have an events correspondent email for you to reach through their website.

Food: Work with the restaurant on what you would like to offer at your event. Appetizers or burgers are popular accompanied by a drink ticket with additional drinks for purchase and a portion of proceeds going to the team.

Entertainment: Do you know a local band or DJ that would be willing to donate their service or discount it for the event? Think about if you will be doing a presentation or have any guest speakers?

Activities: Look at incorporating other activities to generate additional funds such as a silent auction (see page 11), games, trivia, or even a guessing jar.

Cost: After you have negotiated a cost for the venue, food, and entertainment, consider how much you would like to raise and approximately how many people you'd like to attend. We recommend a minimum of \$25 per person to go towards your fundraising total.

Tickets: Sell tickets to your event! You can use a platform like EventBrite, set up a website, set up a new email for email transfers, or sell tickets at the door. Remember that some platforms may take a fee and ticket sales are not receiptable.

Marketing: Don't forget to promote your event! Send emails, make phone calls, send texts, share it on social media, and put-up posters!

BBQ/ DINNER PARTY/ STAMPEDE BREAKFAST

Location: This type of event can be done from your home, backyard, community centre or office.

Food: Many local grocery stores are willing to donate a gift card to your fundraiser if you bring in your participant letter. You can also reach out to local liquor stores to see if they will donate any beverages or offer them at a discount. From there plan your menu and drinks; remember with larger events it's better to keep it simple.

Entertainment: Consider the size of event and if you will need to rent speakers for music. Some of the best parties incorporate a theme. You could encourage costumes and offer a prize for best dressed.

Activities: Look at incorporating other activities to generate additional funds such as a silent auction (see page 11), games, trivia, scavenger hunt, or even a guessing jar.

Cost: We recommend a minimum of \$25 per person to go towards your fundraising total.

Tickets: Sell tickets to your event. You can use a platform like Eventbrite, set up a website, use email transfers or sell cash tickets at the event location. Remember that some platforms may take a fee and tickets sales are not receiptable.

Marketing: Don't forget to promote your event! Send emails, make phone calls, send texts, share on social media and put-up posters!

GAME TOURNAMENT

Location: This type of event can be done from your backyard, community centre, office or local park.

Game: Some suggestions are corn hole, bocce ball, capture the flag, beer pong, flip cup, lawn bowling, ring toss, ladder ball, spike ball, or horseshoe.

Rules: Create the rules for your tournament. Ensure they are concise and clear to each participant upon registration.

Registration: Have participants register as teams or if they are solo let them know that you will put them on a team. You can sell tickets on a registration platform like EventBrite, set up a website, use email transfer, or sell cash tickets at the event location. Remember that some platforms may take fee and ticket sales are not receiptable.

Game Equipment: See if you can get any of the equipment you need donated or try sourcing pre-loved items on marketplace. Ensure you have enough equipment to support the number of attendees.

Prizes: To keep your out cost as low as possible, reach out to local stores to see if they will donate an item for your tournament.

Entertainment: Consider the size of event and if you will need to rent speakers for music. Try incorporating a theme or offer a prize for the best dressed.

Activities: Look at incorporating other activities to generate additional funds such as a Silent Auction (see page 11), trivia, scavenger hunt or even a guessing jar.

Cost to Attendees: We recommend a minimum of \$25 per person to go towards your fundraising total. Remember to add any additional costs to the registration fee.

Marketing: Don't forget to promote your event. Send text messages, emails, share on social media and put-up posters!

DRINK TASTING

Location: This can be done from your home or even online.

Drinks: Work on a drink menu and figure out what your ingredients list will be. Practice perfecting your drinks. See if you can get any ingredients covered through a donation from your local grocery or liquor store.

Registration: Set a date and then invite your friends, family, and colleagues through text message, email or social media.

Cost to attendees: We recommend a minimum of \$50 per person to go towards your fundraising total. Remember to add any additional out costs to the registration cost.

Activity: Create individual cocktail kits for each attendee to make during your event with your guidance. You could also encourage attendees to bring ingredients for their own cocktail for others to make and try. You can then create a contest for attendees to vote on the best drink with a prize for the winner.

SILENT AUCTION

Reach out to friends, family, colleagues and local businesses to see if they will donate or discount an item to your silent auction. If you are needing more items to fill space, you can contact Elevate Auctions who will provide you with items of your choosing at a base price. The difference of bids surpassing the base price will be profited towards your fundraising.

- You will need to provide bidding sheets with the name of the item starting bid.
- Silent auctions can be cash only or you can use a payment processing system like Square.
- Elevate Auctions will also provide you with a payment system if requested. Please note that some of these may take a fee.
- The most unique or utilized items do the best at silent auctions.

<https://elevateauctions.com/>

SMALL FUNDRAISERS

Fundraising idea list from A to Z!

Art Sales: This one is a perfect way to get younger children involved. Have students produce great works of art and have a show. Parents and friends buy back their budding artists' masterpieces.

Auction: Do you know anyone that would be willing to donate items or services to raise funds for your event (Tickets to games, theatre tickets, concerts, premium parking spots for a month, lunch with a Senior Executive, shadow a senior person for a day, coffee with your boss, etc.)?

Baby Photo Competition: Ask all your colleagues to bring in their baby photos. Scan the photos and pin them up or circulate a sheet that includes all of them. Charge your colleagues a fee for a chance to match the photos to the worker. Award a prize for the most correct answers.

Bad Hair Day: Pay a fee to go to work sporting a crazy hairstyle. The craziest hairstyle wins a prize!

Bad Taste Day: Who can wear the worst outfit to work? All entrants can pay a fee. The winner (or loser!) wins a small cash prize and the rest of the funds are donated.

Bake Sales: Hold a bake sale so employees/friends have treats for work. Ask for items to be wrapped attractively so they could be given as gifts. An alternative to this is to take orders for baked goods. Provide the order form; this ensures that people are getting what they want.

Balloon-o-gram: Can also be done as a candy-gram. Sell bundles for colleagues to purchase for one another and deliver them all to everyone on one day.

Best/Worst Tie: Charge your colleagues/friends a fee to enter a best or worst tie competition. Offer a prize and have everyone vote. For extra fun, make it a small fashion show. Don't restrict this competition to guys. Gals, this is a chance to put the men to shame.

Birthday/Christmas Gift Pledge: Instead of your family/friends giving you gifts, ask them to pledge towards your fundraiser.

SMALL FUNDRAISERS

Book Sale: Ask friends to donate used books to sell from \$1 to \$5, depending on the title and condition.

Bottle Drive: Let people in your neighbourhood know that you will be coming around to collect empty bottles the day after New Year's Eve, Saint Patrick's Day, etc. Collect the bottles and turn them in to the bottle depot.

Car Wash: For really simple fundraising ideas, look no further than the parking lot. There's bound to be someone in the neighborhood who wants their hubcaps polished!

Change Jar: Keep a change jar in high traffic areas. All change is donated to your team fundraising totals.

Cookbook: Ask your friends to bring in their favorite recipe and compile them into a Cookbook. Sell them for \$10 - \$15 with proceeds going to your event.

Dinner: Have your fellow fundraisers host a theme dinner. Get a hall donated and have each member of your team prepare part of the meal. Sell tickets and get some entertainment donated.

Dog Wash: Everyone wants their dog to be clean, but not everyone has the ability to give their dog a bath at home, and groomers can be expensive. You can offer a low-cost dog wash for the furry, four-footed members of the community!

Donation Matching: See if your place of employment will match donations made by others, up to a set amount.

Elevator Tax: For anyone at work who is capable of using the stairs but unwilling to do so; impose an "elevator tax" for a month or so. Donate the proceeds.

E-mail Ban: Ban intra-office e-mails for a day. This can be a great way to improve staff communication, encouraging employees to talk to each other! Charge \$2 to participate and impose a fine on anyone who breaks the ban.

Flowers and Plants: Sell your extra house plants or bouquets from your garden; or contact your local florist and ask them to donate a portion of sales during Valentine's Day or any other holiday to your fundraising event.

SMALL FUNDRAISERS

Funniest Home Videos: Encourage employees/friends to bring in their funniest home videos or create new ones. Allot a time for showing videos. Establish a small entry fee. Funniest video wins grand prize of a donated DVD player or other appropriate prize.

Gift Wrapping: During the holidays, fundraisers can set up at the local mall or in a particular store. Valentine's Day is another ideal time for teams to offer a gift wrapping booth. Charge \$2 -\$5 per gift, depending on the size of the item and number of items being wrapped.

Goodie Basket Silent Auction: Have someone pick a theme for a gift basket and encourage friends/family to donate an item for the basket. Collect the baskets and wrap them nicely in clear plastic and set them out at a party for a couple hours. Supply paper and pen at each basket so each guest can bid. Highest bidders buy the baskets.

Going Without Sponsorship: Get people to sponsor every hour/day you go without something (e.g. coffee).

Handyman/Handywoman: Auction off a coworker or friend to perform a certain task for the day.

Heart-o-grams/Candy Grams: Sell hearts for Valentine's Day or candy at Christmas, and deliver them to your coworker's desks or friend's homes.

Holiday Fun: For the holiday falling closest to your campaign, have employees decorate their offices and award a prize to the best-decorated office. Winner is announced at a holiday lunch. Each employee or department pays a fee of \$10 to enter the contest.

Home Parties: Home parties are a great opportunity to get all of your friends together! Encourage asking the representative to donation a portion of the proceeds towards your fundraising goals.

Hoops Contest: Gather all your friends/family/co-workers for an elimination basketball shooting match. Make a donation of \$5 -\$10 to enter the match and the winner receives a prize.

SMALL FUNDRAISERS

Hot-breakfast Sale: Sell a hot breakfast once a week until your fundraising campaign ends. Organizers bring ingredients, and then cook the orders in the break room/kitchen. Some examples: croissant with egg and cheese for \$4; add two strips of bacon for 50 cents more. Or serve pancakes, waffles, sausages, breakfast burrito, etc.

Ice Cream Social: Raise funds by collecting donations for delicious ice cream delights. Get creative and decorate your location as an old fashioned ice cream parlor and soda fountain shop. Set up tables with a variety of board games for patrons. Play oldies on a jukebox and charge for song requests.

Instagram: A picture is worth a thousand words! Use Instagram to tell the story of why you are fundraising. Some of your followers may be inclined to support your efforts and make a donation.

Jail & Bail: A classic fundraiser. For a donation, friends can be arrested and for an additional donation can post their own bail; OR friends have a bounty placed on their head, are arrested, and are not set free until the entire bounty is raised (i.e. \$100+ per inmate).

Jeans Day/Dress Pink: Send out a company-wide e-mail offering jeans every Friday for a month for \$20.00 or unlimited jeans for the month for \$40.00 (Be sure to check with your supervisor).

Karaoke Night/Competition: Find a karaoke machine and invite a bunch of friends over. Have funny prizes such as worst singer, best dressed, worst song choice, etc. Charge them to enter the competition.

Laugh It Out: Host a comedy event at a local comedy club. You get the cover; they get the drink/food sales.

Lunch-box Auction: Employees supply lunches to be auctioned in the office. Display the lunches and give prizes for the most creative, nutritional, elegant, and humorous lunch. Encourage CEO and management participation.

Mailing List: Add to your return address labels, "I'm doing to support the Alberta Cancer Foundation." You can change your email signature line to add a link to your webpage too!

SMALL FUNDRAISERS

Miniature Golf Classic: Have a pay-to-play miniature golf tournament, with different teams or groups of friends designing each hole. Have prizes for the best designed hole. For an additional charge, offer pizza and salad (donated by a local eatery).

Monthly Giving: Ask people who are unable to support you right away to sponsor you a set amount monthly, for example \$15.00 per month.

Movie and Popcorn: Sell \$4 passes for a movie you can show somewhere with a projector or large-screen TV. Provide popcorn.

Murder Mystery Night: Become the life (or the death) of the party! Charge admission and provide food, drinks and atmosphere!

Name Bead Bonanza: Take orders for personalized bracelets, key chains, necklaces, etc. for a donation.

Non-events: Get people to donate the money they would save by not going to an event.

Obstacle Course: Create an obstacle course and have a prize for the winner. Encourage local sports teams, businesses and schools to enter teams and charge an admission fee.

Office Olympics: Make up office teams and determine sign-up fees. Teams participate in events such as making paper airplanes to see whose flies the longest distance; "dressing for success," with the best dresser named the winner; shooting crumpled paper into wastebaskets; playing department darts; you get the idea. Encourage competition between departments. Hold finals in the main lobby for all to see. Give out prizes for first, second and third place.

Office Scavenger Hunt: Hide clues around the office or building, leading to a secret prize. Participants pay a fee to enter as an individual or team. Clues are given at each checkpoint pointing to the next checkpoint. Clues can be placed in different orders to avoid teams following/copying one another. Penalties can be issued for unsafe behavior, splitting up or cheating by adding time to total.

SMALL FUNDRAISERS

Pancake Breakfast: Have a traditional pancake breakfast at work or in your neighborhood and either set a price or ask for donations!

Parking: Auction prime spots in the office parking lot for one-week blocks.

Pedometer Challenge: Wear a pedometer and get people to guess how many steps you will take in a day. Charge \$2 per guess and the closest guess wins a prize.

Pedal Pub: Reach out to local pedal bike companies and plan a team fundraiser around this fun activity. Charge a ticket fee to cover the cost plus require each participant to raise a minimum amount to get their seat. You can add a costume contest or decorate your pedal cars for additional prizes.

Pet Service: Love pets? Walk someone's dog for a "convenience" fee of \$10 - \$20.

Quilts: Sell quilt squares made by all your fellow fundraisers themselves. The squares can be sold in honor or in memory of people impacted by cancer. Squares can be 4" x 4" for \$10, 8" x 8" for \$15, and 12" x 12" for \$25, and then auction off the quilt.

Recyclables: Do a recycling drive in your area. Collect recyclables and cash them in.

Reward Points: Collect reward points and dollars by shopping at stores that offer them. Then use your points to buy a prize and sell tickets on it.

Sing About It: Lip Sync Contest at a club or community hall. Charge \$10 for admission and contestants must pay an additional \$5.

Skip Birthday Cakes: Does your office usually buy a cake to celebrate a staff birthday? Skip the tradition this year and put the money you would have spent toward your fundraising efforts.

Snack Bar: Sell candy, chips, popcorn, soda, bagels or donuts at the office. You may be able to have goodies donated so that all the money raised will be used for the cause.

Sporting Event Tickets: Ask sports teams to donate a number of seats for their games and auction off the tickets.

SMALL FUNDRAISERS

Sports Shorts: You can organize a softball, basketball, touch football or bowling tournament. Teams must pay to play.

Survivor: Create “tribes” to compete against one another. Hold physical and mental challenges each day for a week in which tribes compete for prizes such as an extra 30 minutes for lunch, show tickets, etc. Challenges can include mini-putt games, puzzles, quizzes, scavenger hunts, etc. Charge a participation fee or ask for donations from participants.

Tailgate: Have a Monday night “tailgate” party during football season. Each person pays \$10 to attend. After work, get everyone together. Serve hot dogs, wings, chips, beverages, etc. Rent a large-screen TV, and watch the game as a team while enjoying great food.

Tickets on a Basket of Goodies: Create baskets themed for holidays such as Mother’s Day, Christmas, Valentine’s Day or just everyday items for the everyday person! Sell tickets for \$2 -\$5.

Vacation Day: If you are on a team with your co-workers, ask your boss if they can offer a bonus day off for the team member that raises the most money.

Volunteer: Ask if your employer will make a donation if you volunteer.

Walk a Mile in My Shoes: Invite friends to your party and encourage them to wear their craziest pair of shoes. Serve items such as FOOT-long subs, CORN chips, SHOESTRING French fries. Play “Blue Suede Shoes,” Kicking You Out,” “Footloose,” “These Boots Were Made for Walking” and other appropriate tunes.

Wine Tasting: Have a hall donated for the night and charge a \$20 admission for guests to taste wines from around the world. As with any other fundraiser -but especially with this one -the wine must be donated and all liquor liability laws must be followed.

RAFFLES

As per AGLC guidelines, any time you pay a price for a chance to win a prize, a raffle license is needed.

The following are common examples which would fall under AGLC's definition of a raffle:

- 50/50 Raffle
- Prize Raffle
- Chase the ace

You do NOT need a license or AGLC approval for the following:

- Silent auction
- Live auction
- Bottle drives
- Receiving donations

Approval Process & Eligibility

The following criteria must be met and will be evaluated in consideration of which events qualify for an Alberta Cancer Foundation raffle license:

- The raffle must be a prize raffle. Alberta Cancer Foundation will not administer any 50/50 raffles.
- The raffle must be an online raffle. Alberta Cancer Foundation will not administer any in-person raffles or raffles with physical tickets.
- The raffle will be set up by Alberta Cancer Foundation on the Rafflebox online raffle platform. Even if the event organizer has worked with Rafflebox previously, the foundation will only administer the raffle if it is set up under its account.
- It is the responsibility of the event organizer that their raffle raises a minimum of \$15,000.
- The raffle prize(s) must have a combined overall minimum value of 20% of ticket revenue. For example, if the raffle license is for \$15,000 the prize value must be \$3,000+.

RAFFLES

- The number of tickets and price(s) of ticket(s) available for purchase must be pre-determined and cannot be changed once the license is issued.
- Since the raffle is drawn on Rafflebox via an Alberta Cancer Foundation staff, the draw date and time for the raffle must be on a weekday during business hours.
- The Raffle Intake Form must be completed in full by the event organizer.

Procedure

Once it is determined that the raffle has met the above criteria, please complete the Raffle Intake Form. This form must be completed in full, as it contains all the information needed to run a raffle.

- Email the completed form to events@albertacancer.ca
- Please note, we need at least two weeks' notice to get a raffle running. We will let you know once your raffle is live

Raffle Alternatives

There are other fundraising alternatives recommended by the Alberta Cancer Foundation to replace raffles, such as silent auctions, live auctions, bottle drives or cash calls for donations. We can work with you to determine the best idea for your event.

HERE TO HELP

Reach out to our team for additional resources and support!



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