



## **Ontario Rett Syndrome Association (O.R.S.A.) Fundraising Event Guidelines**

Thank you for choosing O.R.S.A. as the beneficiary of your fundraising event!

Community fundraising event organizers like you are crucial to helping children and adults with Rett Syndrome to achieve their full potential and enjoy the highest quality of life within their community. The Ontario Rett Syndrome Association exists to support research, family outreach, awareness and education on Rett Syndrome. Without individuals like you, O.R.S.A. would not be able to carry out its mission. Over 90% of our funding comes from community events.

O.R.S.A. is a member-based all-volunteer charitable organization, made up of parents of children with Rett Syndrome and interested friends who have been drawn to the cause. Over 90% of the funds we raise are used to meet our mandate.

### **Tips for Successful Fundraising Event**

#### **1. Decide on your event.**

In the past, community organizers have organized:

- BBQs
- Raffles
- Yard Sales
- Greeting cards
- Cabaret evening
- Dance
- Volleyball Tournaments
- Jewelry Parties
- Walkathons
- Golf Tournament
- Pig Roast
- Boat cruise
- Silent Auctions

Some other ideas are:

- Afternoon tea or dinner party
- Community flea market day
- Fitness challenges
- Garage sales
- Karaoke party
- Lemonade stands
- Local talent shows
- Various "A-thons" (bowling, walking, strolling)
- Various tournaments (e.g. bowling, hockey, soccer, base- or softball, etc.)
- Come up with your own, the list of possibilities is endless!



## 2. Plan your event

- Talk to others to see if there is interest in supporting your event
- Enlist support
- Form a committee to help with event planning if possible
- Establish your fundraising goal
- Set a realistic budget for your event
- Pick a venue
- Pick a date (and plan for contingencies)
- Determine your event requirements, including logistics, supplies, and volunteer resources. Make sure you have an adequate cash box that locks.

## 2. Determine what your supports and expectations are from O.R.S.A.

- Please see the attached page on **What Assistance O.R.S.A. Can/Cannot Provide For Your Event.**

## 3. Fill out the Fundraising Event Proposal Form and send it to:

The Fundraising Committee  
Ontario Rett Syndrome Association  
P.O. Box 50030,  
London, ON  
N6A 6H8

Or email to: [fundraising@rett.ca](mailto:fundraising@rett.ca)

- If you need help with any of the steps above, please feel free to contact our office at (519) 474-6877 and a member of the Fundraising Committee will assist you.
- Once your proposal is approved, you will receive a signed Community Fundraising Event Agreement, which will outline the expectations from you and O.R.S.A..

## 4. Consider different ways to promote your event:

- Flyers or posters in local businesses such as retail stores or restaurants
- Posting the event on community calendars or other websites
- Information bulletin board (community centres, libraries, schools, workplaces, places of worship)
- Stories or ads in community or workplace newspapers
- Public Service Announcements on the radio
- Promoting it on on-line social networking groups (such as Facebook or Twitter)

## 5. Event Points:

- Prior to the event, create a check list & binder to list all items required: sponsors contact list, schedule of event happenings, medical requirements, waiver forms,



responsibilities, supplies required, prizes, decorations, pledge forms, entry forms, etc.

- Visit the venue in advance to ensure you have everything on hand.
- Meet your volunteers in advance of the event and provide any training required. Clearly establish their roles and responsibilities.
- Try to have a great time!
- Acknowledge and thank your volunteers before they leave the event.
- Celebrate your success after the event.

## **6. Thank you**

The success of your event needs to be shared! Ensure that acknowledgment and thanks are generously given to everyone who supported the event and let them know how much their contribution(s) were appreciated.

## **7. Begin Planning for Next Year....**

Review and evaluate the success of the event and begin strategies for next year.



## What Assistance O.R.S.A. Can/Cannot Provide For Your Event

The following information is provided in advance so that there are no disappointments or misunderstandings with regards to our ability to participate with you and support your fundraising event.

We can:

- Offer advice and expertise on planning your fundraising event.
- Provide advice on completing gaming licenses, and liquor permits.
- Advertise your event on our event calendar and our newsletter (if time permits).
- Provide an O.R.S.A. representative (speaker, board member or an individual with RS and their family) to attend your event, depending on location and advance notice.
- Provide a Letter of Support that validates the authenticity of the event for one year.
- Provide a limited number of O.R.S.A. promotional items, such as pens, mugs, bookmarks, pamphlets, etc.
- Provide volunteer T-shirts.
- Provide advice and guidance for event sponsorship – please contact us in advance if you are planning to solicit sponsors.
- Provide administrative support if required, such as mailings, draft letters.
- Provide the use of O.R.S.A.'s logo upon approval of the event by the ORSA Fundraising Committee. **Materials must be reviewed by the O.R.S.A. Fundraising Committee before the logo is issued.**
- Issue official tax receipts for donations of money and gifts-in-kind, according to Revenue Canada Agency regulations (see <http://www.cra-arc.gc.ca>), upon approval of the event by the O.R.S.A. Fundraising Committee.
- Provide liability insurance upon approval by O.R.S.A.'s insurance company.
- Acknowledge your contribution in our newsletter and website.
- Provide thank-you letters to you and to your supporters, if addresses are provided.

We cannot:

- Provide funding or reimbursement for event expenses
- Provide contact information for donors, sponsors, corporate and/or staff lists.
- Provide any promotion or advertising of the event except for our on-line events calendar or newsletter.
- Guarantee volunteer staffing the day of your event, although we will do our best to accommodate your request.
- Guarantee attendance.
- Solicit sponsorship revenue.
- Provide prizes, auction items or awards.
- Provide gaming licenses or liquor permits.