



# TIRELESS EVENTS TOOLKIT

Hosting your own Tireless event will bring Canada closer to that wonderful goal of real and lasting gender equality. It’s an opportunity to contribute to the impactful programs the Canadian Women’s Foundation supports across the country—in your own creative way.

Hosting an event in your home, workplace, school, or community group takes time and effort. We’re here to support you with ideas and resources, starting with this toolkit.

**Thank you for Joining the Tireless. We look forward to striving toward a better future for everyone alongside you.**

Questions? Contact Gurpreet Chahal, Manager of Events, at [events@canadianwomen.org](mailto:events@canadianwomen.org) or 416-365-1444 x239.

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# Event Planning Checklist

## STEP 1 - Figure out what fundraising idea will be most successful for you.

- ✓ Brainstorm event ideas (refer to the event idea list on next page).
- ✓ Complete an [events registration form](#) before planning gets under way.

## STEP 2 - Work out logistical details.

- ✓ Create an event budget.
- ✓ Determine the date, time, venue, space constraints, etc.
- ✓ Contact the venue to confirm their requirements to secure the space.
- ✓ Determine event needs such as rentals, food & beverage, and entertainment.
- ✓ Consider any possible safety or legal issues and plan accordingly.
- ✓ Determine if you will require any support for your event and recruit volunteers.

## STEP 3 - Create your fundraising plan.

- ✓ Will you charge an admission/registration fee?
- ✓ Will you encourage people to give donations?
- ✓ Will there be a silent auction?
- ✓ Will you charge for food and beverages?
- ✓ Will your company, school, or organization match the amount raised?

## STEP 3 - Promote your event.

- ✓ Ensuring all materials with the Foundation's logo have been approved (once your event is approved, we will share logos and logo usage guidelines with you).
- ✓ Create an [online fundraising page](#) and share it with your co-workers, classmates, friends, and family, etc. Encourage them to donate and participate in your event.
- ✓ Use social media (Facebook, Twitter, Instagram) to promote your event.
- ✓ Send emails to your friends and ask them to share your event with their networks.
- ✓ Incorporate a message into your email signature about your upcoming event.

## STEP 4 - Wrap up your event.

- ✓ Celebrate the success of your event!
- ✓ Be sure to thank your attendees and donors after.
- ✓ Send your funds, along with any donation forms, to the Foundation within 30 days of your event.

# Event Ideas

## Community Fundraising

- ✓ Host a dinner or cocktail party. Ask your guests to donate instead of bringing a host gift.
- ✓ Host a garage or yard sale. Ask friends and family to contribute their items to it and donate the proceeds from their sales too.
- ✓ Organize a sporting event like a volleyball or golf tournament. Fundraise by selling tickets or collecting pledges.
- ✓ Celebrate a special occasion. Ask friends and family to donate in lieu of giving you gifts for your birthday, graduations, or other occasion.
- ✓ Host a clothing swap. Invite friends to bring a bag of previously loved clothing and accessories and donate the money they saved from their clothing budget.
- ✓ Challenge yourself and a group of friends or coworkers. Do a 5K run, triathlon, fitness challenge, or hiking trek together and ask for pledges along the way.

## School Fundraising

- ✓ Have a bake sale. Recruit your classmates to bake their favourite dishes and donate sales.
- ✓ Hold a fashion or talent show. Charge an admission price and donate the proceeds.
- ✓ Have a “jellybean count” contest. Fill a jar with jellybeans and have your classmates guess the number of jellybeans in the jar for a donation.

## Workplace Fundraising

- ✓ Corporate match: ask your company to match the funds you and your department or group of co-workers raise.
- ✓ Payroll deductions: ask human resources to set up charitable payroll deductions.
- ✓ Do a sporting event: they are great for team building! Meet your colleagues at a community sports field and raise funds by selling tickets or collecting pledges.
- ✓ Company draw for prizes: ask your employer to arrange a workplace raffle and distribute tickets for a minimum donation. Offer prizes such as a gift basket, a day off work, or gift certificates.
- ✓ Hold an office event: host a book sale, pizza lunch, bake sale, or silent auction and donate the proceeds.
- ✓ Have dress down days: dress casually at the office once a week in exchange for a donation to the Canadian Women’s Foundation.

## How we can support you

The Canadian Women's Foundation will be able to support your event by providing the following, based on donation level.

	\$25,000+	\$10,000 - \$25,000	\$5,000 - \$9,999	\$1,000 - \$4,999	\$500 - \$1,000
Listing on upcoming events page on Foundation website (please send event description and details to <a href="mailto:events@canadianwomen.org">events@canadianwomen.org</a> )	X	X	X	X	X
Provide use of Canadian Women's Foundation logo & approved messaging (please send materials to <a href="mailto:events@canadianwomen.org">events@canadianwomen.org</a> for approval before publicising)	X	X	X	X	X
Share/re-post your posts on social media (may include Instagram, Facebook, Twitter, LinkedIn as applicable to your event/fundraiser, please tag the Foundation in your posts)	X	X	X	X	X
Letter of support	X	X	X	X	X
Canadian Women's Foundation print materials about our work	X	X	X	X	X
A dedicated online fundraising page for direct donations	X	X	X	X	X
Fundraising tools like budget templates, donation cards, and pledge forms	X	X	X	X	X
Post event support including thank-you letters/tax receipts for direct donations to the Foundation	X	X	X	X	X
Photo from event for social media dissemination post-event (please send photos to <a href="mailto:events@canadianwomen.org">events@canadianwomen.org</a> after your event)	X	X	X	X	
Event listing in Upcoming Events section in monthly e-newsletter (for events open to the public), timing and space permitted (please send event description and details to <a href="mailto:events@canadianwomen.org">events@canadianwomen.org</a> )	X	X	X		
Opportunity for Foundation representative to host info booth at event, pending staff availability	X	X	X		
Custom promotion on Social Media (may include Instagram, Facebook, Twitter, LinkedIn as applicable to your event/fundraiser)	X	X			
Opportunity for Foundation representative to speak at event, pending staff availability	X	X			
Canadian Women's Foundation volunteers to help on event day, based on availability	X				
Help with securing prizes and auction items	X				
Media Support (Could include writing and distribution of a joint press release, or pitching of a story to key media who may be interested)	X				

Please note that the above opportunities are based on brand alignment and all of the above may not be provided for first-time partners.

# Social Media 101

Using social media to share event updates with your followers is a great way to recruit participants, volunteers, and get donations! Please share your social media handles and event hashtags with us so we can look out for and share and like your posts.

## Facebook

- ✓ Like our Facebook page at [facebook.com/CanadianWomensFoundation](https://facebook.com/CanadianWomensFoundation)
- ✓ Tag us in your posts by including [@canadianwomensfoundation](https://canadianwomensfoundation) so we can share
- ✓ If you are using a unique hashtag for your event, please let us know

## Twitter

- ✓ Follow us on Twitter at [twitter.com/cdnwomenfdn](https://twitter.com/cdnwomenfdn)
- ✓ Don't forget to include [@cdnwomenfdn](https://cdnwomenfdn) in your tweets so we can share
- ✓ If you are using a unique hashtag for your event, please let us know

## Instagram

- ✓ Follow us on Instagram at [@CanadianWomensFoundation](https://CanadianWomensFoundation)
- ✓ Don't forget to include [@CanadianWomensFoundation](https://CanadianWomensFoundation) in your posts
- ✓ If you are using a unique hashtag for your event, please let us know

## LinkedIn

- ✓ Follow us on LinkedIn at [@CanadianWomensFoundation](https://CanadianWomensFoundation)
- ✓ Don't forget to include [@CanadianWomensFoundation](https://CanadianWomensFoundation) in your posts
- ✓ If you are using a unique hashtag for your event, please let us know

## Suggested content for social media

- ✓ Get tickets to (name of event) today (insert link) and help support [@CanadianWomensFoundation](https://CanadianWomensFoundation)/[@cdnwomenfdn](https://cdnwomenfdn)! Your support helps move women and girls out of violence, out of poverty, and into confidence and leadership.
- ✓ Only X days left until (name of event) (insert link)! Proceeds from the event will be donated to [@CanadianWomensFoundation](https://CanadianWomensFoundation)/[@cdnwomenfdn](https://cdnwomenfdn). Your support helps move women and girls out of violence, out of poverty, and into confidence and leadership.
- ✓ Can't make it to (name of event)? You can still support [@CanadianWomensFoundation](https://CanadianWomensFoundation)/[@cdnwomenfdn](https://cdnwomenfdn) by making a donation today (insert link)! Help us raise \$(insert goal number)! Your support helps move women and girls out of violence, out of poverty, and into confidence and leadership.

## Community Events Guidelines

- **Event Approval** - The Canadian Women's Foundation encourages fundraising events that are compatible with our mission, vision, and values. An [event registration form](#) must be submitted and approved by the Foundation prior to publishing and publicizing your event.
- **Name & Logo Usage** - The event organizer must follow the Foundation's logo usage guidelines and submit all materials to the Foundation for approval before being printed or released. All promotional materials must state that your event is "in support" of the Canadian Women's Foundation and is not an official Canadian Women's Foundation event.
- **Sponsors** - A list of potential sponsors must be forwarded to the Canadian Women's Foundation for review prior to approach to address any potential reputation risk.
- **Tax receipts** - The Canadian Women's Foundation is a registered charity and therefore is eligible to issue tax receipts as per the guidelines outlined by the [CRA](#). Tax receipts can be issued for direction donations of \$20 or more to the Foundation. Please speak with the Foundation prior to offering tax receipts to donors.
- **Liability** - The Foundation cannot assume any legal or financial liability for third-party events and is not responsible for any damage or accidents to persons or property.
- **Licenses & Fees** - The event organizer must obtain all necessary permits, licenses and insurance required for your event.
- **Event Cancellation** - The Foundation reserves the right to withdraw the use of its name at any time and will not assume any costs or liability that may be involved in doing so.
- **Revenue Submission** - All funds raised must be received by the Foundation within 30 days of the event, if you do not think you can meet this deadline, please speak with the Foundation's event team.

**We are thrilled to support your upcoming event! However, please keep in mind that we will be unable to offer support in the following ways:**

- × Administrative support.
- × Applications for licenses and permits.
- × Insurance coverage for your event.
- × Contact information of donors, sponsors, volunteers, or partners for third-party use.
- × Reimbursement for expenses related to your event.
- × Assistance with securing sponsorship or ticket sales.
- × Access to media.