

## 10 STEPS TO A SUCCESSFUL EVENT

### → 1. *Decide What Type of Event is Right for You*

- Brainstorm with friends, family, co-workers
- Think of who will most likely attend your event - who is your target audience?
- Here are some suggestions:

Bake Sale	Car Wash
Silent Auction	Personal Service Auction
Golf Tournament	Dances
Battle of the Bands	Spare Change Day Casual/Jeans Day
Potluck lunch or dinner parties	Holiday theme party
Costume Parties	BBQ's
Sports tournaments	Team competitions
"Something"-A-Thon's	

### → 2. *Set Your Fundraising Goal*

- How do you plan on reaching your financial goal?
- Outline a realistic budget considering all costs associated with running your event - don't forget that your event expenses take away from your donation

### → 3. *Choose a Date*

- Take into consideration how much time you need to plan your event
- Remember your target audience when deciding the event time and date

### → 4. *Register Online*

- Fundraise easily and securely through the DIY Online Fundraising system. Create your event or join an activity at [www.DIYMSFundraising.ca](http://www.DIYMSFundraising.ca). A staff member will contact you when you have registered

### → 5. *Recruit Help*

- Establish a planning committee
- Look to friends, family and co-workers for help in planning and event execution
- Create sub-committees if applicable

### → 6. *Promote Your Event*

- Determine your audience, and market your event to them
- Flyers, posters, brochures, invitations, tickets, social media and email are all great marketing tools
- Please keep in mind the MS Society of Canada must approve all logo use and print material

- We reserve the right to change the use of our logo to ensure we are being represented appropriately
- We want our name out there, and are happy to work with you!

### → 7. Event Logistics

- Whether big or small, some planning will be needed to run a successful event
- Event day is always a challenge, so planning is your key to success
- Create a time-line
- Pledge Forms are available
- We would be happy to provide some insight - contact us for suggestions and tips

### → 8. Submit Your Funds

- If you have donations that were made via cheque or cash, please submit them and pledge forms (if applicable) to your local MS Society of Canada division, no later than 30 days after your event.
- Please allow 2-4 weeks for receipt processing, if applicable

### → 9. Thank Everyone

- This is the number one thing to remember!
- Acknowledge everyone who participated in your event, let them know how much their support meant to you and how much you appreciated their help
- Let them know how much was raised
- We can also help - please contact us for details how

### → 10. Congratulate Yourself!

- Taking on the challenge of hosting your own fundraising event is not an easy thing to do - we recognize the challenges you will face, and appreciate your support!
- Every donation helps us in the movement to end MS!
- Your commitment to being creative and having fun, while supporting an important mission, makes you an amazing person and we thank you!
- Be proud of your success, and feel good that you have taken us one step closer to finding a cause and cure for multiple sclerosis

To contact your local MS Society office, call **1-800-268-7582**, or email [info@mssociety.ca](mailto:info@mssociety.ca). Please indicate your province of residence.