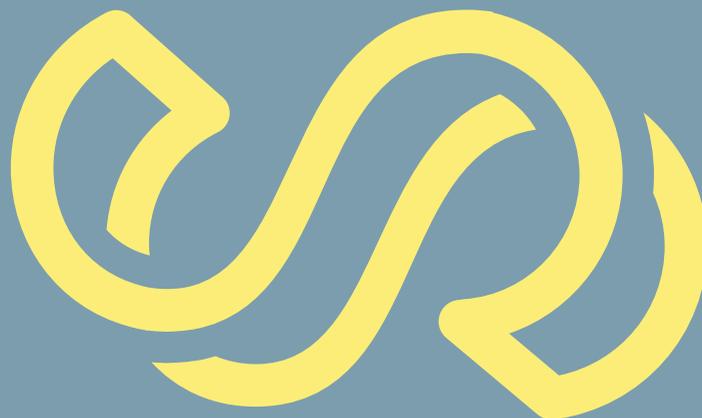
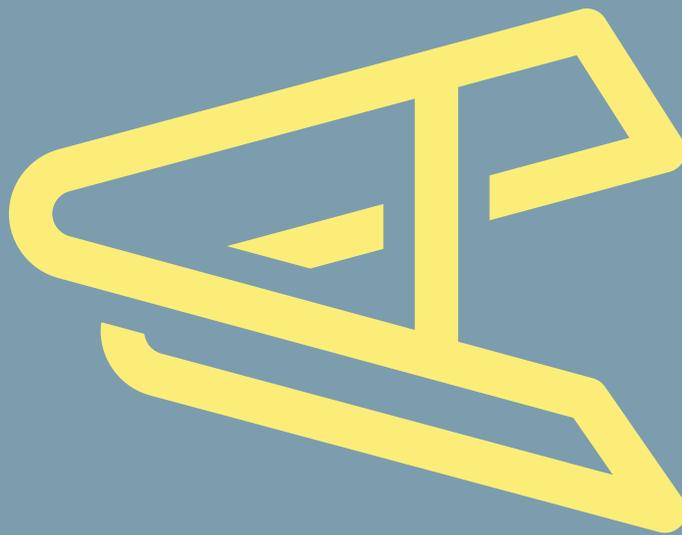


DIY FUNDRAISING TOOLKIT

CONNECTING NEIGHBOURS
THROUGH ART



LAKESHORE ARTS

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LAKESHOREARTS.CA

OVERVIEW AND OBJECTIVE

The LSA Do-It-Yourself (DIY) fundraising toolkit provides fundraising strategies and ideas to help new and existing supporters create opportunities to raise funds to support LSA.

Planning a DIY fundraiser can be daunting. This toolkit aims to make fundraising easy and fun, providing inspiration and the necessary information to plan and execute a successful fundraiser.

Thank you for considering hosting fundraising event for LSA! We are so grateful for your support, and we are happy to provide a few ideas to get your creative juices flowing. This guide is full of information and examples of compelling ways to raise funds that will help us connect communities through art.

Your fundraiser will help enhance our programming; accessible programming that provides opportunities for marginalized groups to interact and learn from each other, foster youth engagement, support underrepresented

groups to create, maintain and share their stories, and use the arts to build stronger connections that foster a vital, healthy and safer community.

We use the arts as a means of engaging the public of South Etobicoke and greater Toronto to build reciprocal relationships that contribute to people's social, cultural and creative well-being, providing opportunities for everyone to participate meaningfully in the arts.

On behalf of everyone at LSA, we sincerely thank you for your interest in planning a fundraiser. You can do it, and we are here to help!

SECTION 1: GETTING STARTED

THERE ARE MANY DIFFERENT WAYS TO FUNDRAISE AND WE WANT TO HELP MAKE SURE YOU FIND THE ONE THAT IS THE RIGHT FIT FOR YOU.

DO YOU LIKE CROWDFUNDING?

Then Peer-to-Peer fundraising might be the right fit for you. Peer-to-Peer fundraising is a multi-tiered approach to crowd-funding. This means individuals can create personal fundraising pages on Lakeshore Arts' behalf. This is most often done in conjunction with a campaign that is running such as our Fall Giving or a program specific fundraising campaign.

DO YOU LIKE HOSTING EVENTS?

This is an opportunity as a supporter to create a fun event and invite your friends and family to attend with LSA being the recipient of the funds collected. This toolkit will be a helpful guide when developing your DIY event. This can be done anytime throughout the year and does not have to be tied to a specific campaign.

ARE YOU SOCIAL MEDIA SAVVY?

This is when you use your broad social network to share what actions you have taken to help support your cause of choice, Lakeshore Arts, such as fundraising, donating or volunteering. It creates awareness for the organization and let's your network know that you are an arts champion. This can also be combined with DIY and Peer-to-Peer fundraising. Frames such as trees, archways, and holes. By placing these around the edge, you help to draw attention to a particular point or subject in your photo.

HOW WE CAN HELP YOU? FOR ALL FUNDRAISERS, LSA CAN:

- Provide access to your own personal fundraising page via Canada Helps. You can easily track your donations and share your personal story, photos and event information
- Offer advice on event planning and fundraising
- Provide you with our logo for your marketing materials
- Provide literature on our organization and programs for distribution at your event
- Provide a letter of endorsement to assist with soliciting sponsorships or in-kind donations
- Provide guidance on sample email and social media templates to promote your event.
- Provide tax receipts to each of your event's donors (where applicable) -
 - TAX RECEIPTING GUIDELINES:
 - LSA can only issue tax receipts for donations over \$20.00.
 - You will need to collect and share with LSA the following information from donors: donor name, donor address, date donation was made, and total donation amount.
 - Receipts can only be made out to the name that is on the cheque. (For example if you collect cash from your guests and write one cheque in your name, only you will receive the receipt.)
 - Tax receipts will be issued twice per calendar year: in January (receipts issued for donations made between August and December of the previous year); and August (receipts issued for donations made between January and July of the current year).

SECTION 2: 10 STEPS TO SUCCESSFUL FUNDRAISER PLANNING

1

BRAINSTORMING & GOAL SETTING

Questions to consider when brainstorming:

- What type of event or fundraiser would you like to host?
- Need an idea? Get inspired with some of our fundraising ideas below.
- What is your fundraising goal? What is accomplishable for you and your event.
- How do you plan to go about letting people know about your fundraiser? How will you spread the word? ie. Invite, word of mouth, social media. Consider who your audience will be for your fundraiser and make sure to choose tools that will connect with them.

2

FIND HELP

Don't do it alone! When planning your fundraiser it will be helpful to bring together like-minded individuals to share tasks. Ask friends and family with a variety of skills and experience to help out to make your event a success.

3

SET A DATE AND VENUE

Set a date and time for your event. It's best to use a location that is convenient for you and your attendees. Do a scan of events happening in your community/network to make sure that your event doesn't conflict with any others happening at the same time and in the same area. Be mindful of holidays, weather (time of year), transportation issues and the number of participants.

4

MAKE A BUDGET

Brainstorm and identify your possible sources of income for your fundraiser. Will you use tickets sales, pay what you can, promotional draw, something else? Then develop an estimate of your potential expenses. These may include: venue costs, decorations, food, entertainment, to name a few. There are many events that you can do to keep your costs minimal such as a used book sale or BBQ for example; remember the goal is to raise money, so consider this when choosing the event that is right for you. Please note that all event expenses need to be covered by the event organizer. LSA will not cover any event expenses.

5

GET PLANNING!

Once you've determined your event, set your goals, gather your team and determine your budget - it's time to start planning your fundraiser!

6

FUNDRAISE

You can either fundraise for LSA online, offline or both! Choose whichever works best for you and your audience.

ONLINE FUNDRAISING: Lakeshore Arts is a registered charity on Canada Helps, which supports us, as well as 18,000 other Canadian charities, as an online fundraising and donations platform.

1. Create a Canada Helps Account
2. In your dashboard you can “CREATE A FUNDRAISING PAGE”
3. From here you pick your charity - Lakeshore Arts - fill in the specifics of your fundraiser, Your Fundraising Story and a summary of your fundraiser.
4. Publish your page and you are ready to begin promoting your event!
5. Bonus is that anyone who donates via your Canada Helps page will receive an automatic charitable tax receipt.

OFFLINE FUNDRAISING: You can also collect pledges, cash or cheques, in person at your fundraiser or leading up to it. Please ensure cheques are payable to Lakeshore Arts. Please make sure to record the donations and donor information (Full Name, Address, Email and Phone # and the date when the funds were collected) accurately if tax receipts are required.

Collect all of your offline donations and drop by in person or send them to:
2422 Lake Shore Blvd W.
Toronto, ON
M8V 1C4

7

PROMOTE YOUR FUNDRAISER

Promote your event as much as possible to get the most out of your fundraiser. This might mean email reminders to people you have invited or it might be contacting local media and promoting it extensively through your social networks. Think of your networks and the type of audience you want to participate and that will help determine what is the best way to engage with people who you want to attend and participate.

Listed here are some helpful tips.

- Social media (promote on Facebook, Instagram and Twitter) – Tag LSA in your posts and we can help to promote! Our social media handle is @lakeshorearts and use the hashtag #lakeshorearts
- We would love to hear all about your fundraiser and maybe even feature it in our weekly eNewsletter! Please share your success and photos with us at info@lakeshorearts.ca.
- Email your network and ask your attendees to do the same (see sample fundraiser email template)

Hi Friends,

(INSERT PERSONAL STORY - why is this cause important to you? ie. Does your child attend our programs, you value having this programming in the community and seen its effects, etc.)

Can you imagine what it would be like if there were no opportunities for your community to engage with and participate in arts, culture and public art? Think of how less vibrant your community would be not being able to see performances on

people's front lawns, see a young person who is now able to express themselves through spoken word or an isolated senior who is able to come together with others to make public art. Sadly, many individuals and families in our community do not have access quality arts programming, which builds social cohesion, develops communication skills and critical thinking skills and offers people another way to express their unique stories. Art is not just in museums and theatre, but right in our own backyard.

I have committed to fundraising (INSERT DEFAULT GOAL) for Lakeshore Arts, an organization working to make sure this community has opportunities everyone to access quality arts programming, enables youth engagement, supports underrepresented groups to create, maintain and share their stories, and uses the arts to build stronger connections that foster a vital, healthy and safer community. (INSERT DEFAULT GOAL) will help fund (INSERT PROGRAM YOU IDENTIFY WITH).

Please join me in helping support much needed arts programming by making a donation to my page:
www.canadahelps.ca (insert your custom page here)

Your friendship and support means so much to me,
(NAME)

8

THE BIG DAY

Enjoy your fundraiser! If you would like to have someone from LSA attend to share a bit about the organization, please contact: Natassia Morris - info@lakeshorearts.ca. We will do our best to attend. Please give us as much notice as possible about your event.

9

POST-FUNDRAISER ESSENTIALS

Collect your funds and wrap up any online fundraising - make sure to post updates about the outcome of your event where possible.
Pay any outstanding event invoices and costs.
Submit fundraiser proceeds to LSA - request tax receipts if needed.
Share event details and any approved photos with LSA - make sure to include photo credit name.
Evaluate your fundraiser. Were there any challenges, what worked well, what feedback did you get from attendees about your event. These can help inform your next event.

10

THANK PEOPLE AND THEN THANK THEM SOME MORE!

Thank those who helped plan and execute your fundraiser.
Thank and acknowledge those who participated in or supported your fundraiser and let them know how much you appreciate their support. Try to tailor this to your event for example handwritten cards or a personal phone call for a more intimate event or thank you buttons or stickers for a large more public event.
It's also a good idea to let everyone know how much your event raised - it's important to make your supporters and volunteers feel part of the achievement!

SECTION 3: PICK YOUR FUNDRAISING EVENT!

THERE ARE MANY WAYS TO FUNDRAISE AND THIS IS A LIST OF POSSIBLE IDEAS. WE ENCOURAGE PEOPLE TO GET CREATIVE IF YOU HAVE OTHER IDEAS FOR YOUR FUNDRAISER. USE YOUR NETWORKS. INVITE YOUR CO-WORKERS, CLASSMATES, FRIENDS AND NEIGHBOURS TO PARTICIPATE AND CONTRIBUTE TO YOUR FUNDRAISER. OFTEN PEOPLE WILL HOLD AN ANNUAL EVENT THAT ALLOWS THEM TO BUILD ON COMMUNITY SPIRIT. BELOW IS A LIST OF IDEAS FROM A-Z THAT YOU CAN IMPLEMENT AT HOME, AT WORK OR IN YOUR NEIGHBOURHOOD WITH LITTLE COST AND MUCH REWARD.

A. **Afternoon Tea:** Get fancy, bust out your best china and serve some tea and cakes to your friends. Not only it is a great excuse to dress up you can ask for donations for guests to partake in the afternoons events.

Arts & Craft: Let your creative side fly. Make necklaces, flower arrangements, knitted towels, etc. that you can then sell at a booth (make sure to let people know you are donating all or part of the proceeds to a good cause) or to friends and family.

B. **Bottle Drive:** Collect bottles and cans and return them to a bottle depot for reimbursement.

Barbeque: Get your friends, family and neighbours together and grill up some burgers. You can raise money by charging for each item or creating a meal deal (e.g. hamburger, chips & pop).

Beer Tasting: Get a selection of local craft beers and host a sampling for your friends and ask them to make a donation for their partaking in the beer tasting festivities. (Please drink responsibly)

Board Games: Invite friends over to play Scrabble, Monopoly, Apples to Apples, etc. Ask for a donation to play or game fee.

C. **Clothing Swap:** Invite friends to bring pieces of their wardrobe they no longer wear and do a clothing swap. This is a great way to get a wardrobe refresh and have a fun afternoon. Ask friends who attend to donate to charity.

Chili Cook Off: Know a bunch of great chili cooks invite them to compete for the title of best chili as voted on by those you invite to your chili event. Charge participants an admission fee and have people vote for their fave chili. Donate admission fees.

D. **Donations in Lieu of Gifts:** Have yourself a party and instead of gifts for your special day; birthday, wedding, anniversary, graduation, etc ask your guests to make a donation to your charity of choice in lieu of gifts.

Donut sales: Many donut shops including Krispy Kreme will sell donuts but the dozen at a reduced rate. The proceeds made from donut sales is then donated. See link to Krispy Kreme site here .

E.

Equipment Swap: Host an annual equipment swap (sports, art supplies, clothing, etc) and ask all participants for a small fee to participate in the swap. All fees are then donated.

F.

Face Painting: Flex your face painting skills. If there's another event going on in your community, you can ask if you can set up a kids' face-painting booth to raise money. Make sure that you have lots of different designs and paint that is safe for children ready to go. Also let people know that you are raising money for Lakeshore Arts and what the money will be used for. Charge a small fee (we suggest between \$3 and \$5 for the face painting and put out a general donation jar to raise even more money!

Food Fight: Host a unique event by planning a food fight. Choose your venue and food wisely. Participants are asked to give a small fee to participate. This event is a lot of fun and all or a portion of the proceeds are then donated.

Fifty-Fifty Raffle: Buy raffle tickets and sell them around work, neighbourhood, etc. Select winner who then receives 50% of the money made and the other 50% is donated.

G.

Garage Sale: Have a garage sale and clear out your unwanted/unused household items and donate sales to charity.

■ **Gardening:** Have a green thumb? Offer up your skills to neighbours, friends, family and ask them to donate to charity.

Guided Walk: Offer up a guided walk and share your knowledge of the community with neighbours, friends, family, colleagues and ask for a small donation to charity.

Gift Wrapping: Have a unique talent? During the holidays offer your gift wrapping services and charge people a small fee.

H.

Hair Shave/Cut: Challenge your friends and family to donate to Lakeshore Arts. Pick a donation goal and once that goal is reached shave or cut your hair. This is lots of fun to post before and after photos for all your supporters.

I.

Ice Cream Social: Cool your neighbourhood down on a hot summer day by hosting an ice cream social. Make sure you have lots of space in your freezer and invite people over to make their own cold delicious treats. Stock up on ice cream, toppings and cones for the occasion and charge people a small admission fee for the social.

J.

Jamming for a Cause: Do you make amazing Jams and Jellies? Offer your delicious jams and jellies for sale and donate a portion of the proceeds.

K.

Karaoke Night: Host friends for a fun filled Karaoke night and charge people an admission fee of \$5. Karaoke machines are easily rented or borrowed from a friend. Donate admission fees.

L.

Lemonade Stand: Host a stand selling water/lemonade (or your own fun twist) on your front lawn. Works best on hot summer days, but make sure to protect yourself from the sun!

M.

Musical Event: Have a musical talent? Host an event where people can come watch you, your band or ensemble play and charge a fee.

N.

Non-Uniform Day: Have co-workers pay to be able to come to work not in their uniforms. If you don't have uniforms at your work another way is for casual dress day or pyjama day.

O.

Office Collection: Set up a donation jar on your desk and tell your colleagues about what you are raising money for. Make sure to remind people throughout the day.

P.

Plant Sale: Have too many plants? Host a plant sale and donate the proceeds to charity.

Paint Night: Organize with your local Paint Nite business a fundraiser where you sell tickets and a portion of the proceeds from the tickets you sell will then be donated to

■ Lakeshore Arts. Ex: If tickets are 45 and 15 is donated to Lakeshore Arts. Paint Nite hosts fundraisers across Ontario.

Plant Night: Like paint night you can organize your own plant party either on your own or with a business that specializes in hosting these events. Sell tickets to friends, family, colleagues and a portion of the ticket proceeds will be donated to Lakeshore Arts. Plant Night hosts fundraisers across Ontario.

Q

Question Period Donation Game: Get your friends together to watch question period at Parliament on CPAC. Draw up a list of common talking points or slogans and throw change into a corresponding cup each time the phrase is uttered. Place bets in advance on which talking point will get the most air time. The winner decides what program the collected money will go to.

R.

Raffle: Have a gift basket hanging around or know someone who might want to donate one? Buy raffle tickets and sell them to friends, family, colleagues for the chance to win the raffle prize and donate the proceeds.

S

Stair Climb: Organize an indoor or outdoor stair climb. Gather your sports group, co-workers or any other group you are a part of and have people pay to participate in the stair climb. Donate fees to Lakeshore Arts. If you make it an annual event record times of peoples climbs and have them compete to beat the best time each year.

Skate Night: Organize a night out with friends at your local skating or roller skating rink and ask participants to donate a small fee to skate the night away.

T

Trivia night: Let your knowledge of useless facts fly. Invite friends and colleagues to your very own trivia night. Raise funds by charging an admission fee.

TV Party: Host a party for the academy awards, Sports Final, Series Finale invite friends and ask for a small donation.

Thon: Test your limits and pick a sport, musical instrument, or dance-a-thon for example and choose your time, often people will do 12 or 24 hrs. People pay to compete for thon champion or do the thon as an individual/pair and have people donate throughout the time they do their thon. All proceeds made are donated to Lakeshore Arts.

Themed Fundraising Party: Choose a theme (roaring 20's or swinging 60's for example). Charge a few dollars at the door. People that show up in a themed costume can pay \$3 while those in "normal" clothes can pay \$5.

U

UNESCO Tolls: In the spirit of the United Nations Educational, Scientific and Cultural Organization focus on fostering creativity to build open, inclusive, innovative societies, commit to donating a set dollar amount to LSA each time you visit one of UNESCO's 1073 World Heritage sites.

Used Book Sale: Collect unwanted books from friends over a period of months then hold a book sale for your co-workers, family or friends and donate to proceeds.

V.

Vogue battle: Shine the spotlight on your most iconic friends for an 80's ballroom scene inspired dance off, with judges. Charge an admission fee, and let the winner choose a program or project they want to support.

W.

Walks: Organize a walk to show off the local history or natural beauty of your neighbourhood. Charge a fee for participating.

Wine Tasting: Gather a selection of wines and a wine tasting for your friends and ask them to make a donation for their partaking in the tasting events. (Please drink responsibly)

Y.

Yard Sale: Too much stuff? Host a yard sale and donate any money raised.

Yoga Party: Book a yoga session at your fave yoga studio. Invite friends and coworkers to partake and ask for a donation on top of the session fee.

Z.

Zodiac Party: Bring friends together for a horoscope or palm reading party. Ask for a donation on top of the palm reading fee.

Please make sure to consult local gaming regulations when conducting any raffle or auction.