



We love third-party fundraising events!

Not only do they generate financial support for our research initiatives and programs, but they also help raise awareness of our mission and work and connect us with people from across Canada who have been affected by lung disease.

A Guide to Organizing a Third-party Fundraising Event in Support of the Canadian Lung Association

The Canadian Lung Association is the leading charitable organization in Canada working to promote lung health and prevent and manage lung disease. We are the go-to source of evidence-based lung health information for patients, their families, caregivers, health professionals and the general public.

We lead advocacy and awareness efforts in support of lung-friendly policies and legislation. We invest in the future of lung health research in Canada by funding emerging lung health researchers across Canada. But we could not do any of this vital work without donations from the public.

Third-party fundraising events are an important source of donations and support for the Canadian Lung Association. This guide will provide you with ideas and tips for running your event from start to finish. You can reach out to us during any stage if you have any questions that this guide does not answer.

www.lung.ca

Overview

1. Read through this handbook. You'll find the answer to most (if not all) of your questions. Make sure to read the Terms and Conditions page carefully.
2. Let us know about your event. We can share expert advice on things to keep in mind when organizing your event. And, depending on the event planned, your event may require prior approval from CLA.
3. Plan and execute your event.
4. Submit a financial summary and funds raised within 30 days of your event.

Canadian Lung Association
B R E A T H E

Getting started: Planning your event

We strongly recommend using an Event Planning Checklist to help you keep track of all the details.

What?

A third-party fundraising event (or TPFE) is an event organized by an individual, group or organization who is NOT affiliated with the Canadian Lung Association (CLA), for the purpose of raising funds for (or on behalf of) CLA.

First, decide what type of TPFE you will host. There are two different options:

- You can host an event and make the Canadian Lung Association the beneficiary of any net profits or donations.
OR
- Add a fundraising element to an existing event (such as an annual corporate event, a wedding or a birthday) and direct the donations to the Canadian Lung Association.

When?

- Schedule your event far enough ahead so that you have time to properly plan and promote it.
- Take into account national and provincial holidays.
- Make sure your event is not competing with another event happening in your community.

Where?

- Municipal facilities (such as community centers or arenas) are often affordable, central locations that can be rented for events.
- Remember that many facilities have their own requirements for rental contracts, including liability insurance.
- It's also important to ensure the event location is accessible.

Who?

- Organizing a successful event takes hard work and planning. You don't have to do everything yourself.
- Depending on the type of event you are holding, you may want to consider forming an Organizing Committee.
- Recruit a team of enthusiastic volunteers with different skills and experience who can help you with the various aspects of your event.
- Individuals with experience in project management, event management, communications and marketing and administration can be particularly helpful!
- Do you need people to help you on the day of the event? Determine what duties you need volunteers for and recruit and assign roles and responsibilities. Use social media to reach out to people you know.



Help put the "fun" in "fundraising" – with these ideas for awesome seasonal fundraising activities!

Spring

- Garage sale
- Raffle
- Car wash
- 50/50 draw
- Karaoke

Summer

- Golf tournament
- Barbecue
- "a-thon" (dance-a-thon, bike-a-thon)
- Scavenger hunt
- Sports competition

Fall

- Casual Day at the office
- Fashion show
- Craft show
- Fitness challenge
- Games night
- Pancake breakfast

Winter

- Murder mystery
- Trivia night
- Bingo
- Potluck
- Bowling night
- Movie night





What (or who) is your WHY?

Think about WHY you are raising money for the Canadian Lung Association. Sharing the personal story behind WHY this cause is important to you and your community can go a long way to inspire donations and support!

How much?

- Set a fundraising goal and create a plan to reach that goal.
- Create a budget to track your expenses and projected income. Your budget should include all foreseeable expenses as well as an estimation of any revenues generated.
- Creating a budget will help you determine whether your fundraising tactics and goals are realistic.
- If you need help creating a budget, please let us know!

Promoting your event

- Post about your event on Facebook or your other social media accounts. Pin the post to the top of your page. Remember to post a reminder a few days prior to the event.
- Consider creating a Facebook page specifically for event and share the page in your feed.
- Use local community event calendars.
- Consider setting up an online fundraising page (contact us for more information on how to do this).
- Create and distribute posters, flyers or postcards to or at local businesses. Remember to get their permission before you post or distribute anything.
- Local media are often eager to cover positive, human-interest stories. Reach out to them ahead of your event to let them know.
- **Please note:** You must receive permission from the Canadian Lung Association prior to using our name and/or logo for any promotional materials.

Post-event wrap up

- Post photos and the event outcome on social media.
- Remember to thank those who helped make your event a success.
- Within 30 days of the completion of the event, tally and submit the funds raised to the Canadian Lung Association.
- We will issue tax receipts to appropriate donors.

Get in touch

Canadian Lung Association
(613) 569-6411
finance@lung.ca

Terms and conditions

- No TPFE may raise money on commission.
- No TPFE may involve the promotion or support of a political party or candidate, or those which appear to endorse a political activity.
- No TPFE may involve direct solicitation (including but not limited to door-to-door canvassing or telemarketing).
- The Canadian Lung Association will not assume any legal or financial liability related to the promotion or execution of a TPFE.
- You must receive permission from the Canadian Lung Association prior to using our name and/or logo for any promotional materials.

The Canadian Lung Association CANNOT provide:

- A refund or reimbursement of any event expenses.
- Any Canadian Lung Association donor or sponsor lists.
- Guaranteed attendance of staff or volunteers at your event.
- Solicitation of individuals or companies for donations or sponsorship for auctions or raffles.
- A gaming license or insurance for your event.
- Guaranteed posting or other form of promotion before the event or coverage following the event.

Licensing and insurance

- The Canadian Lung Association is not responsible for any damage, accidents to persons or property at an event.
- The Canadian Lung Association cannot provide a gaming license or insurance for your event.
- The venue you are using may require event or rental insurance. As the host, you are responsible for securing this insurance. The Canadian Lung Association will not secure or assist with securing insurance for any TPFEs, nor will the Association be held liable in any way regarding a TPFE.
- It is your responsibility to ensure that your event complies with all applicable gaming and licensing laws.
- Note that gaming licenses must be obtained for all raffles, 50/50 draws and draws of chance BEFORE any tickets can be printed or sold.

Tax receipts

The Canadian Lung Association is registered charity, adhering to the Canadian Revenue Agency's (CRA) rules and regulations to protect our charitable status and our donors.

CRA conditions must be met ahead of time in order for us to issue tax receipts. We will provide receipts for gifts-in-kind only when we have previously discussed the acceptance of the goods and agreed on a fair market value.

Tax receipts WILL be issued:

- Only to individuals who donate without receiving a tangible item or benefit in return.
- For donations made directly to the Canadian Lung Association (i.e., donation cheques must be written directly to the Canadian Lung Association).
- Once net funds are remitted along with a list of donor names, addresses and the amounts of individual donations.

NO tax receipt will be issued:

- To an individual who has donated in exchange for a tangible item or benefit in return (e.g., a raffle ticket, a 50/50 ticket).
- For funds used to cover the costs of the event or other administrative expenses incurred as part of organizing or hosting the TPFE.

The CLA does not release or share donors' names or information.

Your name

Contact information

Tax receipts will be issued for donations of \$20 or more unless specifically requested.

Please print.

Thank you for supporting the Canadian Lung Association!

	Full Name	Mailing Address (required for tax receipt)	Amount	Payment Method (cash, cheque, etc.)
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				
16.				
17.				
18.				
19.				
20.				
TOTAL				