

EVENT PLANNING TOOLKIT

Thank you for your interest in planning an event for the Huntington Society of Canada. With your help, we can make a difference!

The money raised by your event will be put into action in two critical ways:

- Investing in innovative research as we search for a treatment or cure for HD
 - Providing excellent care and direct help to families affected by HD



Mission

The Huntington Society of Canada (HSC) is a not-for-profit charitable organization which raises funds to deliver individual and group counselling service to support individuals and families living with Huntington disease (HD) and to fund medical research to delay or stop the progression of the disease. The Society also works with health and social services professionals to enable them to better serve people living with HD.

Vision

The Huntington Society of Canada aspires to a world free from Huntington disease. The Society maximizes the quality of life of people living with HD by:

- Delivering services;
- Enabling others to understand the disease; and
- Furthering research to slow and prevent Huntington disease

Huntington Disease Facts:

- HD is a fatal hereditary brain disorder
- A child born to a parent with HD has a 50% chance of sharing the same fate
- 1 in every 1,000 Canadians is directly, or indirectly, impacted by HD
- Currently there is no cure for HD

EVENT PLANNING TOOLKIT

Sponsorship

The Canada Revenue Agency defines a sponsorship as a donation made by a business/person to a charity and, **in return, advertising or promotion of their brand, products or services is received.**

No tax receipt is issued because something is being received in return for the gift, however, an acknowledgement and thank you letter is issued.

Donations/Gifts

The Canada Revenue Agency defines a donation/gift as a voluntary transfer of property from an individual.

A tax receipt is issued by HSC for the full amount of the donation/gift and a thank you letter is sent to the donor.

Charitable tax receipts are issued for monetary donations.

Gift-in-Kind receipts are issued for gift donations.

Registration Fees/Ticket Costs

A portion of a registration fee or ticket can be eligible for a tax receipt, if the donation portion is directed to the charity and if that amount is over and above the cost (per person) of the event. For example, if the fair market value of a fundraising dinner is \$35 per plate, the venue is \$10 per person and the entertainment is \$5 per person, for a total of \$50 per person, and the organizers charge \$70 per ticket, \$20 is tax receiptable.

Marketing / Communications

- Represent the brand, use HSC logos and colours
- Create a media buzz through social media outlets
- Use community calendars to promote your event
- Arrange for HSC mailings and email bulletins to be sent to your local HD community
- Distribute media releases, use local connections, share personal stories
- ASK the Society how they can help with all of the above!



Thank you to everyone who donated to Peterborough's 2014 Walk to Cure Huntington Disease

Presenting Sponsor

ServiceMASTER
Restore

Silver Sponsor

D
DARLINGINSURANCE

Bronze Sponsor

RE/MAX
Shirley McDowell

Media Sponsors

Country 205 energy 95.9 BOB FM 91.9 CHEX TELEVISION



Huntington Society of Canada
HUNTINGTON
Société Huntington du Canada

THINGS TO CONSIDER FOR ALL EVENTS

| | |
|-----------------------------|--|
| Choose a Venue | <ul style="list-style-type: none"> • Consider the size, location, cost, availability, and aesthetics. • Use a request letter to inform venues about the Huntington Society of Canada and Huntington disease and inquire about the possibility of a discounted rate. |
| Recruit Volunteers | <ul style="list-style-type: none"> • There are two types of volunteers: Committee members to aid in the event planning, and Day-of volunteers. • Committee roles might include: Sponsorship, Refreshments, Logistics, Registration, and Media. • Day-of roles might include: Set-up, Signage, Parking, Incentive Table, Serving refreshments, Registration, and Route Marshalls. • The number of day-of volunteers needed should be based on a volunteer plan outlining roles. A good baseline is one volunteer for every 15 participants. |
| Sponsors | <ul style="list-style-type: none"> • Determine levels of sponsorships (for example; gold, silver, and bronze). Work with HSC to draft a sponsorship letter that outlines the options. • Distribute letters to a number of volunteers and develop a plan for approaching businesses for sponsorship. • Secure sponsors well in advance to ensure they receive maximum exposure. |
| Recruit Participants | <ul style="list-style-type: none"> • HSC has recruitment tools available such as save the date postcards, posters, and brochures/offline pledge forms that can be personalized for your event. • There are a variety of ways that HSC can help to distribute these tools, including email bulletins, mailings, the National event calendar, and National social media avenues. • Fundraising incentives can be used to aid in the recruitment of participants. Ask HSC for more information about available incentives. • Chapter Executives and Family Services Staff may be able to assist in spreading the word about your event. |
| Online Presence | <ul style="list-style-type: none"> • Use community calendars to advertise your event. • Contact HSC regarding setting up an online fundraising site or online ticket sales/registration. Online fundraising means a participant can email their friends and family worldwide and invite them to make a donation; donors receive their tax receipt immediately. Using an online site for ticket sales or registration allows attendees to pay by credit card and receive confirmation right away. • Be active on social media beyond having HSC share the event with their audiences. |
| Media Attention | <ul style="list-style-type: none"> • HSC has a media release template and a distribution program with 1000s of media contacts from across the country. • Work with HSC to personalize the media release and then ask for the distribution list in order to do some local follow-ups. • Contact local media outlets approximately 4 weeks prior to event day. • Utilize the television, radio, newspaper, and internet outlets to raise awareness about HD and your event. • Select a local spokesperson, and use personal stories to grab people's attention. |
| Reconciliation | <ul style="list-style-type: none"> • A fundraising event rule of thumb is to keep the expenses below 20% of gross revenue. Use the event budget worksheet to plan out your expenses at the beginning of the planning process. • Use the reconciliation worksheet to submit revenue and expenses to HSC. • Expenses should not be paid directly from event funds. A float can be provided in advance or HSC can pay expenses directly. |

FAQs: EVENT PLANNING

Q: Do I have to be a Chapter member to plan an event?

A: No, anyone can plan an event to raise money for the Huntington Society of Canada. Please contact HSC for guidance and event planning toolkits to get involved.

Q: What will be done with the event money I raise?

A: The money raised by your event will be put into action in two critical ways: investing in innovative research as we search for a treatment and cure for Huntington disease and providing excellent care and direct help to families affected by HD. Every dollar counts and your contribution will make a difference!

Q: What is the Huntington Society of Canada's mission?

A: The Huntington Society of Canada is a not-for-profit charitable organization which raises funds to deliver individual and group counselling services to support individuals and families living with Huntington disease and to fund medical research to delay or stop the progression of the disease. The Society also works with health and social services professionals to enable them to better serve people living with HD.

Q: What do I need to consider when selecting a venue?

A: When choosing a venue, there are three things you must consider: suitability of location, price, and liability. It is important that your location is accessible, easy for your participants to get to (is there ample parking, is it in a convenient location if using public transit, etc.), appropriate for the event, and has room for growth of the event to avoid having to change locations from year to year. When pricing a facility, be sure to tell the facility manager that the event is a charity event. Some organizations/institutions will reduce the rental price for charitable events. Be aware that some venues may request liability insurance. In most cases, HSC can provide a Certificate of Insurance.

Q: How should I plan for unpredictable weather?

A: It is important to always have a Plan B and come prepared with flexible arrangements. You may explore the idea of an alternative indoor space should the weather not cooperate or plan on putting up tents to provide some shelter. Alternatively, you can decide in advance to schedule a rain date if moving indoors to provide cover is not an option.

Q: How many people should be on my event committee?

A: A typical committee size ranges between three to seven members.

Q: Why is forming a committee important when planning an event?

A: It is suggested that you form a committee made up of one chairperson and additional committee members to help distribute the tasks needed to make your event a success. The committee roles may include, but are not limited to:

- Logistics and setup
- Acquiring prizes, gifts, and sponsorship
- Promotion
- Arranging for and/or preparing food and drinks
- Advertising & social media presence
- Treasurer

Q: Where can I recruit committee members?

A: Committee members can be recruited from schools (colleges, universities etc.), local HD Chapter members, friends and family.

FAQs: EVENT PLANNING

Q: How many volunteers should I aim for?

A: Each and every event will be different but remember you can never have too many volunteers! A good rule of thumb is one volunteer to every fifteen participants. Plan to meet with volunteers prior to the start of the event to discuss expectations and responsibilities.

Q: What are some volunteer roles that are needed on event day?

A: Some volunteer responsibilities include, but are not limited to, the following:

- Food and beverage preparation
- Water station
- Registration
- Parking control
- Bag check
- Sale of raffle tickets/coordinating door prizes
- Media relations
- Spokesperson (introductions, announcements)
- Set up and tear down
- Cleaning and venue maintenance

Make sure to provide volunteers with a description of their duties, in writing if possible.

Q: How do I recruit participants?

A: HSC has recruitment tools developed for your use that you can access by contacting events@huntingtonsociety.ca or 1-800-998-7398. These tools include save the date postcards, posters, and brochures. HSC can also coordinate email bulletins and mailings to your local HD community. Be creative when trying to recruit participants by visiting high schools, libraries, and other local community facilities. There are many ways to encourage participants to bring additional people along – perhaps you can offer a prize for the biggest team, or if there is a registration cost, offer a multiple person discount.

Q: What do I need to know about having auctions, raffles and prizes at my event?

A: In almost all cases, a license must be obtained to conduct a raffle. If you are interested in holding a raffle at your event you must contact the Huntington Society of Canada to get the corresponding license. A license is not required to have a silent auction or give away door prizes. Door prizes and small giveaways for participants (available from HSC) are a simple way to provide participants with a ‘take home’ that will continue to remind them of your event!

Q: Where do I acquire prizes?

A: HSC has a letter template which can be used to ask businesses to donate items to your event. These items can be used as silent auction items and/or door prizes. Purchasing prizes and silent auction items is not encouraged; many businesses are happy to donate items and any money spent on purchasing prizes reduces overall revenue.

Q: How can I get in touch with the media about my event?

A: HSC can coordinate a media release to go out at least 4 weeks prior to your event. A distribution list can then be provided to you, so the committee has the option of doing some local media follow up. Media outlets can include: television, radio, newspaper, and internet. These should all be utilized if possible to raise awareness about Huntington disease and your event.

Q: How much time do I need to devote to planning an event?

A: Due to the fact that every event is different, there is no set amount of time that is mandatory to execute an event. Some events will be planned on a 12-month timeline and others in a month. Please contact HSC if you are interesting in planning a last minute event to make arrangements.

FAQs: EVENT PLANNING

Q: How can I make the best use of social media?

A: Consider recruiting a volunteer who has experience using a variety of networks. One volunteer task may consist of creating a Facebook event page to get the public excited and informed about your upcoming event. Another task may be creating a #hashtag on Instagram or Twitter so your followers can let their contacts know what is happening and when. Hashtags can also be used as a great tool for tweeting and posting pictures during the live event.

Q: How do I get companies interested in sponsoring my event?

A: Sponsorship opportunities are a great way to engage companies to get involved in your event and to help you maximize revenue. You can work with HSC to develop an enticing sponsorship letter and develop a plan for contacting potential sponsors. There is a 'Prospect Clearance' process, to ensure that a company isn't being contacted by multiple events/contacts at the same time.

HSC recommends a three level sponsor system for most events. Below outlines an example of three levels of sponsorship opportunities.

Gold Sponsor: \$500+

- Company logo on event pledging website
- Company name on national Huntington Society website
- Company name in press release for event
- Company logo on recognition sign at event registration
- Company recognized in presentations at event
- Promotional materials you provide placed at event registration

Silver Sponsor: \$250

- Company name on event pledging website
- Company name on national Huntington Society website
- Company name on recognition sign at event registration
- Company recognized in presentations at event
- Promotional materials you provide placed at event registration

Bronze Sponsor: \$100

- Company name on event pledging website
- Company name on national Huntington Society website
- Company name on recognition sign at event registration

Q: How should I record my expenses?

A: HSC has created an Excel budget worksheet, which you can use as a guideline when budgeting for your event. Please calculate as you go to ensure all expenses are recorded and accurate.

Q: What if I incur personal expenses?

A: If you incur small event-related expenses (such as paper plates for a BBQ) keep receipts and submit them to HSC for reimbursement or a tax receipt. To avoid this process, HSC can help with anything that needs to be paid before the event such as large costs like venue rental and can also provide an event float. HSC likes to apply the 80/10 rule when it comes to expenses, suggesting no more than 20% of event profit goes towards covering expenses, leaving 80% as net profit.

PLANNING A RUN OR WALK



THINGS TO CONSIDER

- Will you charge a registration fee for the Run or Walk, or simply ask people to fundraise? Will there be a minimum fundraising amount?
- What will your route options be? 5k? 10k? Will you have the walkers complete a different route than the runners? How many route signs will you need?
- Do you need to acquire event supplies such as tents or a sound system?
- Will you have water stations along the route?
- Does your location have washroom close by?
- Do you need first aid on site? Do you have any volunteers trained in first aid?
- How many volunteers will you need at the Start/Finish, and along the route?
- Will you have fundraising incentives? Discuss incentive options with HSC.
- Will food be served? Lunch? Snacks?
- Consider asking HSC to create an online fundraising site for your event. Online fundraising means a participant can send emails to friends and family inviting them to make a donation. Donors receive their tax receipts immediately.
- Do you have a plan for inclement weather?
- Will you have prizes for things like top fundraisers? Will you have door prizes? Which businesses will you ask to donate items?
- Sponsors can drastically increase the revenue from a run or walk. Consider getting a title sponsor for the event. Sponsor levels can be designed based on your community. Plan where sponsor recognition signs will go for maximum exposure.
- A run or walk should follow the 80/20 rule, meaning that the total expenses should not be more than 20% of the gross revenue. Plan out your expenses ahead of time.

SERVICES WE CAN OFFER

Printing

- Posters
- Save the Date postcards
- Brochures/Pledge Forms
- Sponsorship packages
- Registration forms
- Waivers

Promotional Products

- Free giveaways and/or fundraising incentives such as HSC shirts, wristbands, duffel bags, hoodies and
- Information materials

Marketing/Communications

- Email bulletins and/or mailings to the local HD community
- Media releases

Templates

- Registration “cheat sheets”
- Sponsorship and donation request forms
- Thank you letters

Supporting Documents

- Timeline worksheet
- Budget worksheet
- Financial reconciliation worksheet

PLANNING A GOLF TOURNAMENT



THINGS TO CONSIDER

- When determining the registration cost for the tournament, consider including a tax receipt for a portion of the cost. See General Toolkit for more information.
- Decide whether you will make registration available online. HSC can set up a simple web page for this purpose.
- There are several tournament formats to choose from: Best Ball, Texas Scramble, and Alternate Shot.
- Depending on the start time, some tournaments serve breakfast or lunch prior to the start, and serve dinner at the banquet. Snacks such as a hot dog or sandwich are sometimes provided after 9 holes.
- Consider adding some contests to the tournament such as a hole-in-one contest, longest drive, closest to the pin, or even a putting contest. Decide whether golfers will have to pay to enter the contests, and whether you will need prizes or volunteers to run them. This may also be a sponsorship opportunity.
- Sponsors can drastically increase the revenue from a golf tournament. Consider getting a sponsor for as many holes as possible. Sponsorships could also be available for meals and contests. Plan where sponsor signs will go to ensure maximum exposure.
- Decide on any pre and post tournament activities. Will there be a silent auction or door prizes? Will there be prizes for each golfer, or just winning foursomes? How will the prizes be handed out?

SERVICES WE CAN OFFER

Printing

- Posters
- Registration forms
- Sponsorship packages
- Dinner programs

Promotional Products

- HSC branded shirts
- Free giveaways and/or door prizes such as pens, wristbands, tote bags, magnets, pins, and water bottles
- Information materials

Marketing/Communications

- Email bulletins and/or mailings to the local HD community
- Media releases

Licensing

- Required for any Raffles

Templates

- Registration "cheat sheets"
- Sponsorship request forms
- Thank you letters

Supporting Documents

- Timeline worksheet
- Budget worksheet
- Financial reconciliation worksheet

PLANNING A TICKETED EVENT



THINGS TO CONSIDER

- Will the event have a theme?
- Will food be served? Dinner? Appetizers?
- What is the maximum capacity for the event?
- When determining the ticket cost for the event, consider including a tax receipt for a portion of the cost. See General Toolkit for more information.
- Consider making tickets available for purchase online. HSC can set up a simple web page for this purpose.
- Silent auctions are very popular at ticketed events. Decide whether you will be having a silent auction. How much room do you have to display the items? Which businesses will you ask to donate items?
- Sponsors can drastically increase the revenue from a ticketed event. Consider getting a title sponsor for the event. Smaller sponsorships could also be available for meals and contests. Sponsor levels can be designed based the theme of the event. Plan where sponsor recognition signs will go for maximum exposure.
- A ticketed event should follow the 80/20 rule, meaning that the total expenses should not be more than 20% of the gross revenue. Especially for a first time event, you might consider setting a minimum for ticket sales; for example, deciding that if x number of tickets are not sold by a certain date, it would not be financially responsible to hold the event.

SERVICES WE CAN OFFER

Printing

- Posters
- Tickets
- Sponsorship packages
- Silent Auction bid sheets

Promotional Products

- Free giveaways and/or door prizes such as HSC shirts, pens, wristbands, tote bags, magnets, and pins
- Information materials

Marketing/Communications

- Email bulletins and/or mailings to the local HD community
- Media releases

Licensing

- Required for any Raffles

Templates

- Registration "cheat sheets"
- Sponsorship and donation request forms
- Thank you letters

Supporting Documents

- Timeline worksheet
- Budget worksheet
- Financial reconciliation worksheet