

MAKING YOUR SUNNYBROOK COMMUNITY EVENT EASY

1. ***Your Imagination Is The Limit***

Brainstorm what kind of event you would like to hold and when and where you would like to hold it. Consider what type of events will work best in your community. Be realistic about the time and energy you are able to commit. Your imagination is the limit! Examples range from dinner parties to golf tournaments, fashion shows to backyard barbecues. If you have an idea, we'd be happy to discuss it with you.

2. ***Establish A Planning Committee***

Planning an event requires passion, dedication and time. We recommend that you establish a planning committee of volunteers who can bring skills, enthusiasm and bright ideas to make the event even better.

3. ***Develop Goals***

Establishing event goals will help you and the group stay focused and realistic. How many people do you expect at your event? What do you want to support at Sunnybrook? How much money do you need to raise?

4. ***Target Audience***

Determining your target audience is essential in ensuring support, promotion, attendance and success for your event.

5. ***Develop a Budget***

How are you going to meet your fundraising goal? Project your event costs and sources of revenue. We recommend trying to get as many of your necessary items donated as possible. Donations will keep your costs low and allow you to maximize your dollars raised for Sunnybrook.

6. ***Book Your Event***

Decide on a date and venue for your event. Before you book, research your dates carefully to make sure that there are no other events taking place at the same time that might appeal to your target audience. When you have your date, let the Foundation know so that we can add your event to our calendar.

7. Get Organized

Make a list of everything you need for your event, and delegate tasks amongst your volunteers. If you have any problems, let us know – we are here to help you plan a successful event.

8. Promote, Promote, Promote

The more you promote your event, the more successful it will be. Look for ways to advertise in the community: place an event listing in your local paper, put up flyers in local businesses, e-mail friends, family and co-workers. Please remember that any use of the Foundation logo on your materials must be approved by the Foundation prior to printing.

9. Have Fun!

The big day is here! Enjoy your event – you deserve it!

10. Collect The Funds

We ask that all funds are collected and submitted to the Sunnybrook Foundation within 14 days of the event, along with the information required for tax receipting where applicable.

11. Announce Your Success

Send information about the success of your event to us for publication in the Hospital and Foundation communication materials: tell us how much was raised, who attended, and what activities took place. Include photos if you have them.

12. Thank Your Supporters

Make sure you thank everyone who helped you achieve your goals. Your guests and volunteers will appreciate knowing how much they have helped Sunnybrook.

13. Celebrate!

Congratulations! Sit back and celebrate your success. Decide whether you want to do this event again next year.