

VARIETY'S TOP 10 TIPS FOR A SUCCESSFUL EVENT:

1. Variety's Approval

Once you have conceptualized your event, fill out a proposal form and submit the completed and signed copy to Variety – The Children's Charity for approval. Permission is required in order to execute your special event using Variety's name and/or logo.

2. Form a Group

The success of a special event is directly related to the enthusiasm of those organizing it! Create a group that is composed of enthusiastic, skilled and motivated people. Depending on your location, we may be able to offer some support for your event.

3. Set Goals

Be realistic when setting a financial goal. The budget section of the event proposal form will help you gauge the scale of your event.

4. Brainstorm

Use your imagination to create fun and successful fundraisers! Go to www.varietyonario.ca for a list of great ideas!

5. Make Sure You Have the Right Event

Utilize the skills and assets of your group members. For example, if your group is comprised of artists and photographers, maybe a bake sale isn't the best fundraiser for you! Try having a silent auction where your member's work can be auctioned off for a profit.

6. Schedule the Event

Be mindful of any other fundraising events going on that may be competition for your event. Also, make sure your event is held at a time when attendance will be high, such as on the weekend or outside of the usual 9-5 work week hours. Unless your event is based around the office work-day!

7. Budget

Keeping costs down will generate a bigger profit for your event. Be sure to account for costs such as venue, food, postage, permits etc. Try and get things donated where possible! As much as possible Variety – The Children's Charity will try and lend resources such as posters, literature, gold hearts, t-shirts, donation material, etc.

8. Promotion and Publicity

Be sure to communicate to Variety your intentions and messages that relate to Variety's logo. Variety's logo is symbolic and meant for specific use. Its use must be approved. **PROMOTE** your event! Just be sure your materials have been approved by Variety before doing so.

9. Collect the Funds

Remember to be very clear about how funds will be generated for Variety and in what percentages. For example, if you are selling tickets to an event, be sure to display what percentage of the price of the ticket will be donated to Variety – The Children's Charity. You may choose to say, "\$2 of every ticket sold will be donated to Variety – The Children's Charity." Please have your funds in to Variety within 30 days of your event.

10. Thank You, Thank You, Thank You

Please be sure to thank the people who have helped with your event. They would also be proud to hear how much money was raised in support of Variety's Children.

THANK YOU so much for your interest in Variety – The Children's Charity and your commitment to children and youth with special needs! People and groups like you make it possible for Variety to maintain the scope and quality of programs that many kids with special needs rely on every year.