

PROJECT MANAGEMENT

FUNDRAISING

- Events
 - Sales
 - Raffles

Purpose

- Before you can begin to organize anything, you need to come up with a purpose.
- Is it for fundraising?
- Is it for raising awareness?
- Is it for Outreach?

Maybe you want to combine a few. Give examples of each of the above.

Fundraiser- hockey tournament,
garage sale, dance, ball tourney

Raising awareness- Kindness day,
Daisy day. International day of
disability, Hal Rogers Heritage
Dinner

Outreach – speech contest,
bursary competition

Step one – Plan



Hockey Tournament

- Purpose
- Fundraise for Kinsmen Foundation
- Raise awareness for Kinsmen Foundation
- Outreach to young men and women in late teens early 20's

Buy in

You cant do it alone

Write a proposal to your club to host this event. Include the purpose, the budget, the number of Volunteers needed, time frame for the event.

Write a motion to host the event after the presentation

Create a Goal

Once you have buy in from your club, organize a committee and assign a chair.

Decide how much you hope to raise.

Develop a formula to calculate service hours

Create a budget

How much money will you need up front

Find out the cost of what is needed. (ice , Refs)

Do you want to host a silent auction or raffle? Why or why not?

How many volunteers are needed?

Take the Lead

Develop a schedule

Choose a Referee in Chief to organize the Refs. Give him the game schedule

Choose a Timekeeper/scorekeeper Chair. Have them assign a volunteer to timekeeping and scorekeeping for each game.

Assign a Raffle table/auction table chair and have them decide on volunteers needed for the table

Sign the contract

Meet with the arena organizer and agree on ice times and price

Who will be in charge of security?

Who will be in charge of liquor distribution?

What are the rules around alcohol consumption in arena/dressing rooms.

Can you have a beer garden area in the arena that can view the games.

Insurance

Once you have established a date and time of your event and signed the contract contact Kin Canada and apply for insurance.

Remember your event contract will be conditional on the insurance being covered.

Use website to print off sample waivers for each player to sign (assign someone to cover this detail during the event)

Set -up

Have a committee decide on the set up of the event in advance

What is needed? Decorations?
Kinsmen Foundation advertising?

How will you raise awareness?

Will you have programs ? Who will make these up? How many do you need? One for each player, each team?

Marketing

Plan to advertise

Facebook, paper, word of mouth

Visit the adult leagues

Create a poster with date, time,
cost, participants etc

Sales

For other events other than a hockey tournament you may need tickets.

Who makes them? Who sells them?

Are there VIP sections?

Who keeps track of ticket sales?

Communication

Keep the club in the know

Host run through so everyone is in the loop

Make sure they know their responsibilities

Project completion

Summary of the event

Income statement

Number of service hours

Participant list and notes for next
years event

Thank you cards to all sponsors.

| Date | Time | Home | Away |
|--------|-----------|------|------|
| Dec 18 | 500-600 | 1 | 2 |
| | 610-710 | 3 | 4 |
| | 720-820 | 5 | 6 |
| | 830-930 | 3 | 5 |
| | 940-1040 | 1 | 6 |
| Dec 19 | 1050-1150 | 2 | 4 |
| | 710-810 | 1 | 5 |

| Date | Time | Home | Away |
|--------|-----------|------|------|
| Dec 19 | 820-920 | 3 | 6 |
| | 930-1030 | 2 | 4 |
| | 1040-1140 | 6th | 5th |
| | 1150-1250 | 4th | 3rd |
| | 230-330 | 2nd | 1st |
| | | | |
| | | | |

Rules

1. Have Fun (this is a charity event)
2. Respect The referees (they are doing this as a favor)
3. No Fighting (It will get you kicked out)
4. The referees or the Tournament Coordinator have the right the to remove you or your team from the tournament.

5. Be Respectful to your team , Refs, officials and the other players

6. A tie in the round robin will go to Head to head, then most points for, then coin toss.

Do not bring in your own alcohol. It is for sale for 3 dollars (cheap) If you are caught you and your team are disqualified.

Questions?