

THIRD PARTY TOOLKIT

Plan Your Own Fundraiser

The Lung Association of Nova Scotia
6331 Lady Hammond Road
Suite 200 Halifax, NS
B3K 2S2

P: 902.443.8141 E: info@ns.lung.ca
www.ns.lung.ca

Charitable Registration No.10778 8507 RR0001

TOOLKIT CONTENT

YOUR ROLE WITH THE LUNG ASSOCIATION OF NOVA SCOTIA	3
Our Mission.....	3
Our History.....	3
LANS Today	3
Did You Know?	4
ORGANIZING YOUR FUNDRAISER.....	5
Getting Started.....	5
Third Party Events	5
Third Party Fundraising Guidelines	6
LANS is Here to Help!.....	7
Create Your Plan	8
Promoting Your Fundraiser	9
Fundraiser To-Do List	10
Securing Donations and Sponsorships	11
Matched Gift	11
Thank You	11
APPENDIX A: Third Party Application Form.....	12
APPENDIX B: Donation Tracking Sheet for Tax Receipting	14
APPENDIX C: Poster Template	15
APPENDIX D: Sample Solicitation Letter	16
APPENDIX E: Sample Thank You Letter	17

YOUR ROLE WITH THE LUNG ASSOCIATION OF NOVA SCOTIA

Our Mission

The Lung Association of Nova Scotia (LANS) is a charitable health organization dedicated to improving quality of life by preventing and managing lung disease through research, advocacy, patient services and education.

Our History

LANS was established in the early 1900's to control the spread of and to prevent tuberculosis – a once deadly disease and number one killer of Canadians. With over 100 years of service to the community, LANS continues to directly help people who live with various forms of lung disease. We offer a variety of lung health programs and services that addresses Chronic and Infectious Disease, Tobacco Control and Environment.

LANS Today

LANS funds vital respiratory research and delivers health programs for individuals suffering from lung disease. In addition to supporting research and programming, LANS funds leading edge education for respiratory professionals and helps keep Nova Scotians informed about lung health and how to maintain it.

Current areas of focus include:

- Asthma and allergies
- Chronic Obstructive Pulmonary Disease (COPD)
- Tobacco Prevention and Cessation
- Sleep Apnea

Did You Know?

- Lung disease is the third leading cause of death in Canada
- Lung disease is the only one out of the top three leading causes of death in Canada that is on the rise
- Asthma is the number one reason children are hospitalized in the province
- Over 30,000 Nova Scotians suffer from sleep apnea
- 74,000 Nova Scotians suffer from asthma
- Nova Scotia has some of the highest smoking rates in the country

What is Third Party Fundraising?

You are making a difference! On behalf of the Lung Association of Nova Scotia, thank you for taking the initiative to be a leader in your community by helping Nova Scotians breathe better.

It is people like you that make our Third Party Program strong and vibrant. Whether you've been personally impacted by a lung disease, you're a fundraising ambassador, or you're simply looking for a way to give back, your support will have a meaningful impact.

Third party fundraising is an event or activity organized by an individual, company or community group that is not an official LANS fundraiser. Funds raised at these fundraisers benefit lung health and education in Nova Scotia.

When you organize a third-party event, you're not only raising money to support LANS and our mission, but also raising awareness about us and the important work that we do for lung health in Nova Scotia.

ORGANIZING YOUR FUNDRAISER

Getting Started

This toolkit is designed to help put your fundraising efforts in motion. From event ideas and promotional strategies to steps to secure donations – we’ve included valuable tips to help make your event successful.

While we want you to put the FUN in FUNdraising, it’s important for all third party events to follow important LANS procedures and guidelines. We kindly ask you to read this package carefully and contact us with any questions.

Finally, as a third party fundraiser, we ask that you fill out and send us the Third Party Fundraising Application Form in [Appendix A](#).

Third Party Events

Engage your creative resources and find the right event suited for your goal and budget. Here are just a few ideas to consider:

Auction	Concession Stand	Pet Wash
Arts and Crafts Sale/Show	Craft Sale	Photo Outing
Balloon Pop	Date Auction	Poker Tournament
Battle of the Bands	Dinner Party	Proceeds from Sales
Benefit Dinner	Face Painting	Raffle
BBQ	Fishing Derby	Rummage Sale
Bingo Night	Flower Sale	Run/Walk/Ride
Book Sale	Garage Sale	Scavenger Hunt
Bowling Tournament	Golf Tournament	Sporting Events
Casino Night	Grand Opening	Ticketed Event
Comedy Night	Kickball/Softball Tournament	Traditional Gala Event
Car Wash	Loonie/Toonie Drives	Wii Tournament
		Work Event

Third Party Fundraising Guidelines

1. LANS encourages fundraisers that are compatible with our mission and values. LANS reserves the right to withhold the use of its name for any fundraiser it feels is inappropriate.
2. Each fundraising event must be approved by LANS. Please fill out and submit the Third Party Application Form found in [Appendix A](#) of this toolkit at least 30 days prior to your fundraiser.
3. Any organization/group wishing to use the LANS name or logo on any materials, including advertising, must receive approval from LANS. Please contact Kaitlin Fralic at kaitlinfralic@ns.lung.ca for more information.
4. All promotional materials must state that your fundraiser is “in support” of LANS and is not an official LANS event. An “in support” logo will be made available for the fundraising host.
5. Taking commission, for any purpose, on funds raised as part of a third party fundraiser is strictly prohibited.
6. The third party organizer is responsible for meeting all municipal/provincial or federal standards and fulfilling all legal authorizations, permits, licenses, precautions, and/or general liability insurance required to organize the event. LANS must not be held responsible for any liability coverage without prior knowledge and/or approval.
7. The third-party event organizer will be responsible for all costs related to the event and will handle the monies until the official donation is submitted to LANS. Event expenses are to be deducted before sending proceeds to LANS.
8. The sponsoring organization/group agrees to handle all monetary transaction for the special fundraiser or promotion and to present the proceeds to LANS within 30 days of the event or as agreed in writing with LANS.
9. When tax receipts are requested, the third party fundraiser organizers are responsible for collecting the names, address and contact information of all donors, and are required to mail the appropriate materials to LANS within 30 days of the fundraiser.
10. LANS issues official income tax receipts in accordance with Canada Revenue Agency guidelines. For more information, visit <http://www.cra-arc.gc.ca/chrts-gvng/menu-eng.html>
11. Involvement of LANS staff and volunteers will be decided on at our discretion and will be based on availability, location and the nature of the fundraiser.
12. The third party fundraiser organizer agrees to ensure that all materials borrowed are returned promptly and in the same condition in which they were received.
13. LANS will not be responsible for mailing materials to attendees/participants or volunteer, other than the mailing of applicable tax receipts.

LANS is Here to Help!

We appreciate that you have chosen to fundraise on behalf of The Lung Association of Nova Scotia. Your efforts are important and valuable to us as we work together to help Nova Scotians live and breathe better. No matter the event, we are more than happy to guide and support you in your fundraising efforts along the way.

Ways in which we can help:

- Help brainstorm event ideas
- Provide support and resources
- Coordinate approval of name and logo use for your promotions
- Promote your third party activity through our various marketing mediums and social networks
- Attend your event on behalf of LANS (based on scheduling and/or availability)
- Issue tax receipts (if applicable; see Donation Tracking Sheet for Tax Receipting in [Appendix B](#))

Areas of service we are not able to provide:

- Guaranteed attendance at fundraisers
- Apply for gaming permits or raffle/liquor licenses
- Provide event, volunteer and/or liability insurance
- Provide patient, staff, donor or sponsor e-mail lists
- Provide financial support for fundraiser administration, including covering costs or managing the budget

Create Your Plan

The key to a successful fundraiser is to have a plan. The following tips will help put your plan into motion.

- **Audience**
Who are you trying to attract to your fundraiser? Once you know your target audience, the logistics of the fundraiser can be tailored to best suit this audience.
- **Utilize Your Resources**
Research on the internet, speak to people who have hosted similar fundraisers, or give our office a call! You will gain a wealth of valuable information on what works and what doesn't work when it comes to running a successful fundraiser.
- **Build a Team**
Build your team by asking friends, family and colleagues to help you plan the fundraiser. Assign roles and responsibilities to your team members.
- **Set a Goal**
Set a realistic fundraising goal to motivate your team and supporters. Having a clear goal gives everyone something exciting to work towards and can encourage supporters to be more generous.
- **Keep Costs Low**
Try to keep expenses to a minimum so you can retain the highest percentage of proceeds for donation.
- **Timing is Everything**
Look into whether there are any competing local fundraisers for the date and time you have chosen. You may also increase your fundraiser's appeal by having it coincide with special holidays like St. Patrick's Day, Family Day, Valentine's Day, Canada Day etc.
- **Have a Backup Plan**
Make sure you have a contingency plan, especially if your fundraiser is dependent on unpredictable factors like the weather.

Promoting Your Fundraiser

An important key to a successful fundraiser is spreading the word. The following is a list of ways to help promote your fundraiser:

- **Time Management**

Depending on the scale of your fundraiser, you need at least two weeks to advertise your fundraiser. Letting people know about your fundraiser well in advance gives them time to coordinate their schedules and pass the word on to their own networks.

- **Posters and Flyers**

Hanging posters and passing out flyers is a great way to help promote your event. We've attached a Poster Template in [Appendix C](#) that you can easily add in the information about for your event. If you have a creative flair and want to design your own, please send it to us for approval first. It's important to make sure promotional materials representing LANS reflects our branding standards.

- **Online Promotion**

Social media platforms like Facebook and Twitter, e-mail and text messaging are FREE of cost and effective ways to spread the word about your event. Research local online event calendars such as municipal, community centre and community news websites and ask if they will accept a posting for your fundraiser. You may also contact Kaitlin Fralic at kaitlinfralic@ns.lung.ca and we can help promote your fundraiser through our various marketing mediums and social networks.

- **Word-of-Mouth**

Often times a personal connection can make a big difference. Tell people about your event in person and encourage them to tell their friends as well.

- **Media**

LANS will prepare all media releases and distribute them for your committee prior to the event. Your committee would use a media release to get a feature story in the news or in a local newspaper.

Fundraiser To-Do List

	Planning
	Enlist a volunteer committee to help with event coordination
	Identify a target audience
	Finalize your idea
	Draft a budget
	Set a date, time and location for the event/activity
	Set a fundraising goal for the event/activity
	Identify any sponsorship/donation needs
	Develop an event timeline and/or action plan
	Develop a promotional strategy
	Register your third party fundraiser with LANS by filling out and submitting the Third Party Application Form found in Appendix A a minimum of 2 weeks prior to the event
	Pre-Fundraiser
	Apply for any necessary licenses, permits and insurance
	Solicit and secure sponsorships/donations
	Develop promotional materials and distribute them based on marketing strategy
	Create an event/activity specific to-do list and assign tasks to volunteers
	Designate who will handle money and how donations will be collected at the event
	During the Fundraiser
	Ensure volunteers have clear directions and are prepared to execute their roles
	Collect all funds from attendees, donors and sponsors
	Publicly thank everyone
	Post-Fundraiser
	Pay all invoices in full
	Submit proceeds and Donation Tracking Sheet (<i>found in Appendix B</i>) for tax receipting purposes to LANS within 30 days of your fundraiser
	Thank and recognize all sponsors and volunteers

Securing Donations and Sponsorships

A great way to keep your expenses down and boost your fundraising success is to solicit sponsorships or in-kind donations of food, prizes, supplies or services from corporations or local businesses.

The first step to securing donations from local businesses is to send them a letter explaining who you are and what you are requesting from them. Plan ahead of time as you want to send the letter out far enough in advance of your event to give potential donors time to respond to your request.

To assist with your donation requests, check out the Sample Solicitation Letter in [Appendix D](#).

It can be very beneficial to reach out to prospects that you or someone you know has a personal connection with. These relationships can help you be even more successful in securing donations for your event. Don't forget to mention your connection in your letter.

Decide if and how you will acknowledge donors or sponsors during your event. This will be important when trying to solicit their support for larger donations or sponsorships. If you secure large donations or sponsorships, you'll want to guarantee your sponsors a certain amount of publicity. Think about including their business name or logo on event posters and printed materials, banners and t-shirts or allow them to host a booth at your event.

Matched Gift

Many companies offer **matching gift programs** to encourage employees to contribute to charitable organizations. Before you start coordinating your event, check to see if your employer will match your charitable contributions to increase your fundraising numbers.

Thank You

A proper thank you to your committee, supporters, partners and volunteers is the most important part of wrapping up your event. This would not have been possible without them. Please find a Sample Thank You Letter in [Appendix E](#).

APPENDIX A: Third Party Application Form

Third Party Fundraiser Contact Information

Contact Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Email: _____

Third Party Fundraising Event Information

Name of Third Party Event: _____

Type of Fundraiser:

- Event Activity Promotion Sales of Items and/or Goods

Please provide a brief description of your fundraising activity (maximum 150 words):

Date(s) of Fundraiser: Starting on _____ Ending on _____

Event Time(s): _____

Location: _____

Expected Attendance: _____

How will your funds be raised?

- Ticket sales/Entry fee Auction Sponsorship
 General Donations Raffle Merchandise/Sales of Goods
 In-kind
 Other: _____

Will another charity or nonprofit organization also benefit from this event? Yes No

Does the event require a license? Yes No

Does this event require insurance? Yes No If yes, what type? _____

Is this event employee-driven or taking part as a workplace giving campaign? Yes No

Marketing and Promotions

How do you plan on promoting your event? _____

Event Budget

Estimated Revenue: \$ _____

I have read, understand and agree to the Third Party Fundraising Guidelines provided by The Lung Association of Nova Scotia.

I understand that LANS will incur no legal or financial liability for this event.

I understand that the LANS reserves the right to refuse approval, endorsement and the use of its name and logo in any event that does not meet with its fundraising policies, charitable purpose and mission.

Signature: _____ Date: _____

Thank you for your interest in organizing a third party fundraiser to support LANS.

If you have any questions, please contact Kaitlin Fralic, Manager of Fund Development and Special Events at 902.443-8141 Ext. 27. Please send your completed form to kaitlinfralic@ns.lung.ca.

APPENDIX C: Poster Template

NAME OF YOUR EVENT

in support of

BREATH E
the lung association

Fundraiser Description: One to two sentences to describe the event; engage your audience.

Fundraiser Details:

Date:

Time:

Location:

Cost:

Other Logistics:

Insert photo here

Contact Details

Name of Organizer:

Telephone/E-mail

APPENDIX D: Sample Solicitation Letter

Date

Name
Address
City Prov
PC

Dear **Name of Owner**:

I am writing to respectfully request a gift-in-kind donation for **third party fundraiser name** on **day, date**, at **location**. The funds raised through **event name** will directly support the Lung Association of Nova Scotia (LANS) in efforts to help Nova Scotian live and breathe better. LANS is volunteer-driven and relies entirely on donations and sponsorship from individuals like yourself to help serve their mission.

We would be grateful if you could support us by donating **name of requested item**. Your thoughtful donation will help us raise awareness and funds for this important cause.

Thank you so much for taking the time to consider this request.

Sincerely,

Name of Fundraiser
Organizer, Name of Fundraiser

APPENDIX E: Sample Thank You Letter

Date

Name
Address
City Prov
PC

Dear:

On behalf of **third party fundraiser/event name**, I would like to thank you for your generous contribution of **\$00**. We had a wonderful time raising funds for The Lung Association of Nova Scotia (LANS) who are dedicated to improving the lung health of Nova Scotians through research, education, patient services and advocacy. We are excited to say that collectively, we raised **\$00** for LANS. Thank you for contributing to such a worthwhile cause.

The Lung Association of Nova Scotia is dedicated to improving the lung health of Nova Scotians through research, education, patient services and advocacy. They are a volunteer-driven organization that relies entirely on donations from individuals like yourself to help serve their mission.

Once again, for the many people that will benefit from the proceeds from **event name** – thank you so much.

Sincerely,

Name of Event
Organizer Third Party
Event Name