



Third Party Fundraising Toolkit

Creating a community where everyone impacted by epilepsy can thrive.

Fundraising Ideas

Deciding what type of event you would like to host is the first step. If you are not yet sure, we've provided some event ideas below:

- **Birthday Party**
 - Donations in lieu of gifts
- **Silent Auction**
- **Walks, golf, marathons, etc.**
- **50/50 & Raffle**
- **Art Creation & Auctions**
 - Craft Sale
- **Bottle Drive**
- **Garage /Estate Sale**
- **Communty Block Party**
- **Retirement Celebration**
- **Tribute Celebration**
- **School Fundraisers**
- **Selling Food & Edible Goods**
 - Bake Sale
- **Hosting a Gala**
- **Pledge Events**
- **Work Event**
- **Social Media & Online**
- **Planned Giving**
- **Purple Day March 26**
(recognized day for epilepsy awareness)

How to Make Your Event a Success

Deciding what type of event to have is a key to success. Will the event will be small or a large scale? Online or in-person? Here are tips to ensure everything runs smooth.

- **Decide if this is a private or public event and inform stakeholders**
 - Who is able to attend? Do they need an invite? Is it open to the public?
- **Be clear on the scale of this event early on**
 - Will there be multiple components? Is it a small gathering or something bigger like a Gala? (need to look into laws and regulations)
- **Ensure you have adequate promotion and give yourself enough time**
 - What platforms are your target/primary audience on? (ex. [Facebook](#), [Instagram](#), [email](#), face to face)
 - Make a quick marketing/communications plan. Spend time promoting and the event is more likely to succeed
- **Reach out for volunteers, or put in a request for a volunteer ambassador from EAC**

- **Use our convenient online platform, Fundraise Up, to easily create a shareable online fundraiser and offer official tax receipts!**
 - QR codes, online forms, and sharable links will help you reach a larger audience and more potential donors
- **In need of merch, prizes or purple apparel? Head to our online store and get yourself, volunteers, or attendees appropriate merchandise**
 - www.epilepsycalgary.shop
 - Make sure to allot enough time for shipping and delivery
 - Ask us about bulk discounts!
- **Download our logos and templates**
 - Get access to digital assets and create posters, social posts, write letters and more!



Next Steps

What to do before your event to start putting your goals into action.

1. Fill in our **online form** so we can learn about your fundraising ideas and goals.
2. An **EAC team member** will respond to confirm your information, discuss your fundraiser, and make a decision.
3. **Once approved**, you'll receive access to **online templates** for social media, print posters, donation forms, and **information** about our programs, support services, and advocacy.
4. Create a **custom Fundraiser page** to share with friends and family, **promote your event**, and issue an **official tax receipt** for donations. It's easy and takes **less than a minute!**

Before The Event

1. Decide on your budget and set a fundraising goal
2. Pick a location
3. Gather volunteers and other supports
4. Inform stakeholders and donors that donating through Fundraise Up will provide them with a tax receipt

During The Event

1. Pick a designated person to collect, and keep track of funds
2. Take photos (tag us later on social media)
3. Have fun!

After The Event

1. Send thank you's to volunteers and donors
2. Collect proceeds and deliver them to EAC
3. Evaluate what worked well, and what can be changed in the future

Contact us:

For further inquiries reach us at:

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Fundraising Guidelines

A third-party fundraising initiative is an event that is organized by individuals, associations or communities outside of the main organization.

Epilepsy Association of Calgary's Fundraising Guidelines:

1. Determine any limitations: Before picking a specific event, research any legal limitations, permits or circumstances that might hinder your fundraiser from succeeding.
2. Know who your audience is: If this fundraiser is for adults, children, workplaces or for the community, it is important to decipher who this is being targeted towards. Language and tactics are essential in ensuring your fundraising event is a success.
3. Let your audience know why: Making your reasons and intentions clear will gain peoples trust, which will help the success of your fundraiser.
4. Thoroughly plan your event: Stick to a fundraising idea once you decide what will be the best fit, make sure to plan out marketing techniques (social media, newsletters, emails, etc.). Decide what goals you want to reach, and come up with specific, reasonable numbers and outcomes.
5. Have a back-up plan: Sometimes circumstances can change quickly. Make sure you have resolutions to any possible conflicts so your fundraiser runs smoothly.

Frequently Asked Questions

What volunteering with EAC looks like:

Why choose EAC?

At the Epilepsy Association of Calgary, we provide programs, support services and advocacy for people living with epilepsy in Calgary and Southern Alberta. We ensure that impacted families and caregivers have the support they need.

What difference will you be making?

Together, we're helping more than 30,000 Calgarians and Southern Albertans live better with epilepsy. Your donation will provide programs, support services and advocacy for those living with epilepsy, and their families.

Who benefits?

Everybody benefits from charitable work. Helping more than 16,200 Albertans under the age of 24 who are diagnosed with epilepsy is remarkable. Because of you, we're able to provide them with programs, services, and advocacy free of charge and with no waitlist.

Why is helping those living with epilepsy important?

Anybody can develop epilepsy at any given time. This can impact anybody of any age or background. It is important to support the diverse population that can be deeply effected by this. Living well with epilepsy is possible, with the right support, which you can help us provide.

Who are we?

We provide programs, support services and advocacy for people living with epilepsy in Calgary and Southern Alberta, and their families.

Mission

Connect and support those living with or impacted by epilepsy and improve their independence, quality of life, and community participation.

Vision

A community where everyone impacted by epilepsy can thrive.

Purpose Statement

We are a charitable social service agency established in 1955 to address community, individual, and familial needs related to epilepsy.



thank
you



Thank you for helping us support people living with epilepsy, and their families.

