



## **Ten Steps to a Successful Event**

### **1. Decide What Kind of Event**

It is important to choose an event that reflects the time you have to organize the event, the amount of funds you would like to raise and the interests of your committee members and potential attendees.

### **2. Establish a Committee**

Depending on the size of the event you are organizing you may want to consider forming a committee.

### **3. Event Details**

Schedule your event for a day, time and location that provides you with enough time to plan the event and is convenient for those in attendance.

### **4. Establish a Fundraising Goal and Budget**

Establish an attainable objective; prepare a budget with expected revenue and expenses. As a general rule of thumb, expenses should not exceed 50% of your expected gross revenue. Refer to "Sample Budget" on the How to Hold An Event page for potential sources of revenue and expenses.

### **5. Submit your Event**

Complete the Community Event Proposal Form and submit to the University Hospitals Kingston Foundation for approval.

### **6. Promote your Event**

Think about how to spread the word about your event. You should design and create materials that will appeal to your target audience in order to generate excitement about your event. Refer to "Social Media and Media Outlets" on the How to Hold An Event webpage for ways to promote your event.

### **7. Have Fun**

Have fun planning and hosting your event. Remember if you need guidance along the way the staff at the University Hospitals Kingston Foundation is there for you.

### **8. Post-Event Thank You**

When an event has been a great success, thanking those involved will ensure that volunteers and sponsors will be more likely to be involved next year.

### **9. Donate the Proceeds**

Contact the University Hospitals Kingston Foundation to donate your proceeds and arrange for a cheque presentation, this should be done within 30 days of the event.

### **10. Evaluation**

How did it go? It is always good to debrief after the event to discuss what went well and what needs to be improved for the next event.