

5 STEPS TO A SUCCESSFUL EVENT



1. Brainstorm

Do you know who your audience is? Understanding who will support and attend your event is crucial to success. Start by writing down information about the qualities and demographics of the people likely to attend – this will be important for promotion, ticket sales and registration.

Once you know who your audience is, develop an idea for an event that excites you as well as your audience. Talk with family, friends or colleagues to generate ideas.

Event types include: “A-thons” of any kind such as a walk-a-thon; auctions, barbecues, carnivals, celebrity appearances, dinners and dances, fashion shows, holiday celebrations, rummage sales, galas, parties, sporting events and theatrical events – just to name a few.



2. Plan

Make a budget and map your financial success (see [Sample Budget](#)). Remember the lower the costs, the larger your contribution.

TIP: Try getting “Gifts in Kind” from local businesses. Ex. Print materials donated by a printing company in exchange for exposure at the event.

Outline basic information such as concept, date, time and location of where your event will take place. Complete the [Event Proposal Form](#) which will help you answer necessary questions as well as help our team get your event started!



3. Go Online

Our team will help you create an event website using an online fundraising platform called Classy.

Classy has crowd-funding, peer-to-peer, event registration, ticketing and website donation capabilities. View website examples at classy.org.

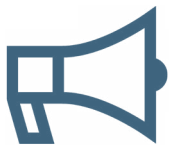
Please allow two weeks after your Event Proposal Form has been approved for your online fundraising site to be created.



4. Logistics Mapping

Attention to detail is essential, which is why we are happy to review the logistics of your event. See the [Event Checklist](#) for important details you should consider.

TIP: You don't have to plan alone. Ask friends, family, or even neighbours for advice or assistance – they may inspire your ideas and/or offer a different perspective.



5. Promotion

Eye-catching flyers, tickets and other promotional materials will help create the awareness that will make your event a success (see [Poster Examples](#)).

In addition to print materials, be sure to take advantage of social media channels to help spread the word about your event (see [How To Make the Most out of Social Media](#)).

We would be proud to have your event materials display [LHSF's logo](#) and name as an endorser of your event. We ask that you please send your material(s) to us for branding approval before use. Please allow three business days for this.

NOTE: If pictures or videos are to be taken at the event, please be sure to post a sign that indicates photos will be taken and that they may be used for promotional purposes.

