

myevent.com

FUNDRAISING 101

PLANNING

Everything You Need To Know To Plan Your Fundraising Event

IMPACT COMMUNITY ROCK-A-THON TEAPARTIES WINE CARDS PIZZA NIGHT POPCORN
 GENEROSITY CAUSE GALA PUMPKIN FESTIVAL BARBECUE
 SPONSORSHIP SOCIAL MEDIA THANK YOU VOLUNTEERS REGISTRATION
 TEAMWORK YOGA DANCE-A-THONS MARATHON BINGO DONATIONS TOMBOLAS HOPE
 SUPPORT GARAGE SALE POKER EVENING TICKETS MOVIE NIGHT TOURNAMENTS AUCTIONS
 FASHION SHOWS KARAOKE NIGHT GOALS BAKE SALE CHARITY DINNER CHALLENGE
 PRIZES LOTTERY GIFT RAFFLE WRAPPING HUNT NON CLEANUP PROFIT DOGWASH
 CAR WASHES CASUAL DAYS PAJAMA DAY HELP BOARD BREAKFAST SCAVENGER GAME HUNT SCRABBLE TOURNAMENT CO

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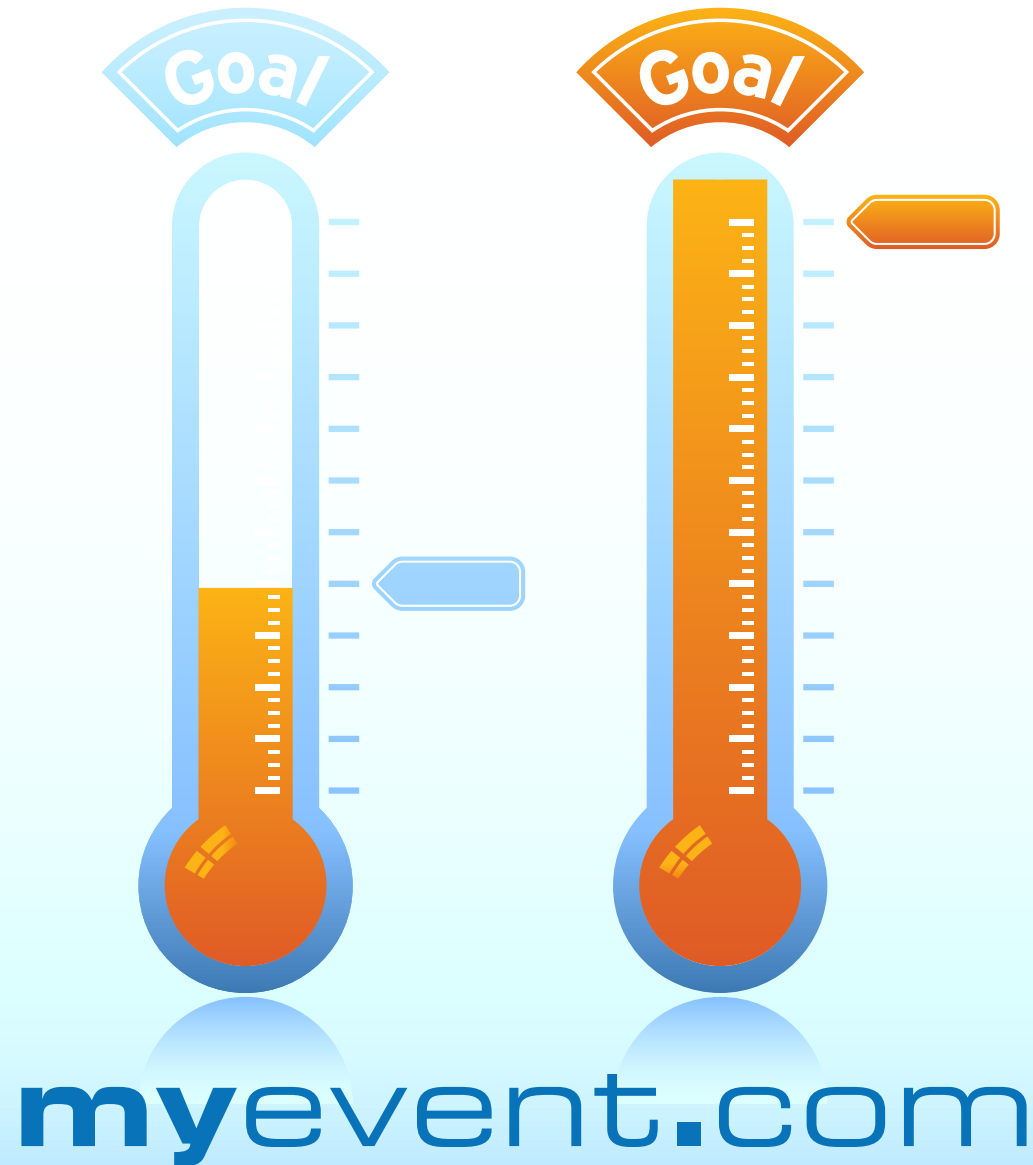
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Acknowledgment

Over the last 10 years, MyEvent.com has hosted thousands of Fundraising Websites. During that time we have helped our client's whether the event was a dinner for ten, or a walkathon for two thousand participants. We have learned about the triumphs and disappointments from all kinds of fundraising experiences, and can provide you with the secrets necessary to plan a successful, fundraising event while reducing your stress at the same time.

In this book, we provide you with the tools and knowledge to help you with all that is involved in the planning and organizing of a fundraising event. We hope that you are able to derive a lot of information from this book and that it will help you reach your fundraising goal.



Introduction

Planning a fundraiser can be a challenging task, but the helpful guidelines in this book should make the process much easier for you. We will address all of the elements that are critical to having a successful fundraiser from beginning to end. Whether you are only considering having a fundraising event or if your planning is well under way, you can benefit from the information in this book. In either case you will find great tips and ideas to make your fundraiser a success.

In the following chapters, we provide critical information needed to keep you on track and on budget, so that you can have the most successful fundraising event possible.

Some of the things we will cover in this book include:



- ➔ 50 fundraising event ideas
- ➔ Reasons to raise funds online
- ➔ 3 best things a website will do for your fundraiser
- ➔ 5 reasons to sell tickets on your website
- ➔ Ways to increase attendance
- ➔ What to include on your event invitations
- ➔ Reasons to have an event website
- ➔ Advantages of an online auction
- ➔ What every fundraiser needs

FUNDRAISERS IN THE AGE OF THE INTERNET

Planning a fundraiser in the 21st century has been made much simpler thanks to the Internet. The web has made it much easier to collect information, conduct research and enhance communication amongst participants, donors and sponsors before and after events. The best way to update and inform invitees and participants is through a fundraising website that acts as an e-commerce and communication center. With this website you can disseminate important fundraising details, collect information, make donations, sell tickets, create a buzz and so much more.

In the past, creating a website required a lot of technical skills and knowledge that the average person did not have. Thanks to “do it yourself”

event website builders such as Myevent.com, the task of creating a fundraising website is extremely easy.

This book is intended to teach you how to get the most out of online fundraising even if you have little or no experience.



PART I: CHOOSE AN EVENT

Regardless of how big or small your event may be, in order to be successful, you need to come up with a detailed plan. This section summarizes the beginning steps required when planning your fundraising event. This book can provide you with tips whether you have 1 year, 6 months or 1 month to plan. **You should ideally start planning 12 months in advance** of the event but if you only have 6 months or less, you can still pull it off. Keep in mind that if you have less time you may need to select an appropriate fundraising event or adjust your timeline accordingly.



Chapter 1: Planning Your Event

Whether you are working with an organization or all by yourself, you need to find the perfect fundraising event idea to help you achieve your goal. Today there are so many ways to create an interesting customized event to raise money for your cause. Some events require a lot more planning than others, and you should consider the following when selecting what type of fundraising event you want to have:

1. Time you have to plan
2. Budget
3. Purpose of event
4. Goal
5. Appeal to target audience

If you only a few weeks to plan, it will limit the type of event you can have as it will be harder to secure a location, caterer, sponsors and prizes. Regardless of the time you may have, you can still organize a very successful event that will achieve your mission of building awareness, generating



funds or providing new equipment to those who need it. How much you have to spend “up front” on the event will dictate the type of event you can plan. Costs and time required need to be considered and funds need to be carefully allocated.

TIP: In [chapter 12](#) we list 50 different fundraising events you can have. Be sure to read that chapter and select the one that is right for you.

PRIMARY QUESTIONS THAT NEED TO BE CONSIDERED WHEN PLANNING YOUR FUNDRAISING EVENT

a) What type of event will you hold?

Your target audience needs to be kept in mind when making a decision regarding which type of fundraising event you want to have. It will need to engage the

audience you are trying to attract so that they will be more inclined to participate, attend, sponsor, donate and spread the word about the event. You need to think of your network and consider what type of event they would enjoy taking part in. For example, holding a golf fundraiser has become quite popular as it is a great way for people to spend the day with close friends while raising money for a good cause. Although tournaments have the capability to raise a lot of money, if your target audience does not enjoy golf, it is not the right choice for your event.

Your budget does play a huge role in determining the type of event you can have because certain events require money up front for deposits. The size of your budget may be determined by how many sponsors you are able to secure. The key is to try and get as much stuff donated as possible and get as many sponsors as you can.

b) When and where will you hold the event?

Location is a key element to your fundraiser as it sends a message regarding the type of event you will be holding. You need to plan at least 6 months in advance to make sure you can secure the ideal location or venue for your event.

When to have your fundraising event must also be considered. If your event is to be held outdoors, such as a walk, run or bike, then the event should be held between June and August as it will be the most comfortable weather for the participants. Ski-a-thons and skate-a-thons will need to be held in between December-February to ensure the best conditions. Weather dependant events are always risky, and you should always have a back-up plan and be able to do something indoors.

TIP - It is important to secure the registration fees ahead of time and not on the day of the event. The reason is that if the event has to be cancelled due to bad weather you will still have the revenue to pay for everything. If you are counting on collecting money only on the day of the event and the weather is bad you may end up with a very low turn-out and no money to pay for all your expenses. It is also important to mention that tickets will not be refunded in case of bad weather. Most people understand that and are mostly participating because they want to support the cause.

You should always make sure that there is parking available close to the location for all of your guests, or offer a valet

service. The venue should also be large enough for everyone to be seated comfortably and have enough room for walking and dancing (if you have music and dancing). When organizing a walkathon, race or treasure hunt, for example, the decision of where it will take place needs significant consideration as details and routes will need to be carefully established, permits obtained and security hired, well in advance.

c) Who can you get to sponsor your event?

Your budget and how much money you raise will be largely determined by how many sponsors you get. You need a lot of time to be able to do this properly. The first place to look for sponsors is by reaching out to those who have a stake in your cause. Businesses or families that have an attachment to your cause are often willing to help raise money by being a sponsor.

In addition to the people who have an interest in your cause you should try and get specific services sponsored by businesses associated with that service. For example, you can approach a restaurant to supply the food for the event. This will cost the restaurant less money because their costs

are lower and they will get the added benefit of gaining exposure.

If you are unable to get a specific business to donate that service, then you should try and package that service as a sponsorship opportunity. For example a bank can still sponsor the dinner for the event. You can package almost anything as a sponsorship opportunity and offer exposure in return for their sponsorship. It is much easier to approach a potential sponsor and offer them publicity at your event in exchange for their sponsorship instead of just saying can you give me money to help us. Below are some examples of what you can offer as a sponsorship package:

- Food
- Beverage
- Alcohol
- Music
- Venue
- Loot bags
- Prizes



These are just a few examples. You can have different levels of sponsorship as well. For example many events have one large sponsor that gives you the most money and they get mentioned on everything (signage, tickets, website etc...).

Ad Book:

An ad book is a great way to raise a lot of money to help pay for many expenses of the event and raise extra funds. You can have many different size ads (full page, half page, quarter page and business card). An ad book can take a lot of time to plan and execute properly so you need time to reach out to potential sponsors, organize the artwork, find a printer etc.

Another option is to offer sponsors an online Ad Book. This reduces the costs a lot because you don't need a printer! You simply create a page or different areas on your event website where you will promote your sponsors. You can link to their website and large sponsors can have more information about their business. In some ways this is even better than an ad book that you print and distribute because it is less expensive to produce so the charity gets more money and you can give the sponsor even more publicity. You can even collect the money for the ads and the artwork through your [MyEvent.com](https://www.myevent.com) fundraising event website.

You can ask anyone to sponsor you! Potential sponsors are

everywhere and do not necessarily need to be related to the event. The best way to start is by asking your family, friends, colleagues and other members of your network. Committee members should do the same. By encouraging your network to spread the word to theirs, you will have the potential to reach a wide array of potential sponsors. If you are organizing a golf tournament, you can contact your local golf store, pro shops, and golf courses to see if they want to be involved. You can also visit your favorite stores and restaurants and ask if they would sponsor your events.

Being a sponsor is also a good business opportunity, and many companies have an allocated budget for this. (More on sponsorships in [chapter 8](#))

d) Are you going to need prizes and have giveaways?

Most fundraising events have prizes for raffle winners or a trophy for the champion(s) of a race, golf tournament or talent show. Having prizes is a great way to build excitement amongst guests and participants. Prizes should be creative and related to the event, therefore you need to start planning early as getting the goods and customizing

them can take time. In order to reduce expenses, you can try and get the prizes and giveaways donated. For a golf tournament, you can ask the golf pro shop for free or discounted goods such as golf bag, balls, golf attire, etc.

Giving out loot bags is common at fundraising events. They can be filled with donated goods such as pens with sponsor's names, restaurant vouchers, a gift certificate for a free golf lesson, or apparel with the organization or sponsors logo. The more "cool" stuff you can get for your loot bag the better. Once again the key is to try and get stuff donated. Sometimes it can be one item that is very much in demand that year or several smaller items that all have some value. Tip: Having a great loot bag is one of the secrets to having an event that everyone wants to attend year after year.

e) Is there going to be food?

Regardless of the type of event you choose, you should always have something to eat and drink to offer your guests. It doesn't necessarily have to be a full meal, but snacks and water bottles should always be available. Sponsors can donate snacks and drinks for the event with

their name and logo on it. If you are organizing a walk-a-thon or a golf tournament, which usually begins early, a small buffet breakfast can be included in the registration fee. Some venues have restaurants that can supply food for free or at a discount or you can go to local restaurants and ask them to cater the event.

f) Will you need volunteers?

With any event you choose, you will always need help whether it's with setting up, checking in registrants and guests, serving food, or directing people to the right area. The easiest way to get people to volunteer is to just ask them for their help. You can start off by simply asking friends, colleagues and family members who will be happy to help, or you can reach out to others who want to help your cause.

g) Who is the beneficiary?

Having a slideshow or video can personalize the event by sharing stories of why you are holding this event, and about the organization being supported. You can demonstrate why the money is needed and where donations from previous fundraisers went. You can also

have information about the beneficiary and how the money raised will help the cause on your website and in print at the event.

h) Host or Guest Speaker

Many fundraising events have hosts. It can be you, another participant, or anyone from the organization. The host welcomes participants or guests, takes them through the event schedule, thanks sponsors and attendee, and makes closing remarks. Hosts will need time to learn about the cause being supported. Having a guest of honor or a guest speaker at your event is a great way to build excitement and sell more tickets as people are drawn to events where they are eager to meet and hear from a person of interest. Arranging to have them at your event can take time due to scheduling conflicts, therefore the guest of honor or guest speaker needs to be determined early in the planning process. The honored guest or speaker could be a member or client of the organization you are raising money for, who can let the attendees know how much their contributions help. Other possible speakers for your event include community leaders, well known business people, elected officials, etc.

If you can manage to get a celebrity at your event this can add a lot of excitement to the event and get your event more publicity. The best way to get a celebrity is to find one that has an attachment to the cause. For example if you are having an event to benefit Leukemia and it is well known that a particular athlete or Television host has a child that suffers from that disease, they may have a special interest in helping your event be successful.

The ambience of your event always requires advanced planning. The theme of the event, dress code and booking of entertainment needs to be thought of early on so it can be incorporated into the invitations, selection of venue, and shape the overall type of event you want to have.

- ☐ yes
- ☐ no
- ☒ maybe



Chapter 2: Recruit A Planning Committee

A fundraising event requires a lot of planning and organizing. In order to facilitate the process, you can develop a committee where tasks and responsibilities can be delegated. The size of committee you should have is dependent on the amount of planning necessary for the event you choose. The committee usually consists of 5-10 members. You can ask close friends or family members or other contacts to take part. They can help share all the tasks that go into planning the event you have chosen. Tasks can include getting sponsors, choosing a venue, selecting a caterer, managing the website, setting up the day of the event, inviting guests, selling tickets, getting sponsors, coordinating loot bags, managing an ad book, prizes, PR, Auctions, and fundraising. Committee members should ideally be as diverse as possible and from different social circles.

One of the most important roles of the committee is to get sponsors in one way or another, and create a lot of interest so there is a lot of participation in your event. You want to recruit those who have a large personal network and the ability to sell tickets and fundraise. Each committee member may have a particular task such as food, or venue but

everyone should use their social networks to try and get sponsors and donations. You must keep your committee motivated by providing them with regular progress updates, offer support and guidance, and reminding each member of their goal.

Each committee member should have one or more specific responsibilities. One committee member should be in charge of invitations another can be in charge of catering, and another in charge of the website. If certain individuals have specific talents, be sure to put them in charge appropriate tasks. As an example an accountant should be in charge of the finances, someone with connections to a printer can be in charge of the ad book and so on... Time management is crucial to success. You need to write down dates in a calendar, send out reminders and ensure that everyone is meeting their deadlines.



PART II: YOUR FUNDRAISING EVENT WEBSITE

Planning a fundraising event, such as a gala, race, golf tournament or talent show, is one of the best ways to raise money for a particular cause or organization. Regardless if you are running your own event or part of the planning committee of an organization, using a fundraising website to plan an event will save you time, reduce stress and increase the revenue raised.

Having a website dedicated solely to your fundraising event will provide everyone with a go-to place to turn to with all the information pertaining to the event. If you are planning an event alone, or if you are working with an organization that does not have a fundraising website, you can quickly and easily create one on fundraising.myevent.com. There is a 7-day free trial available and our fundraising website builder is specifically designed for people who have no technical skills. [MyEvent.com](https://myevent.com) has extremely helpful customer support that is available to help you 7 days a week. [MyEvent.com](https://myevent.com) can provide you with all the necessary

fundraising, planning and e-commerce tools to guarantee you have a successful fundraising event. Best of all, it is extremely affordable starting with packages at \$19.95/month.

Creating a website for your fundraising event can be a task delegated to one of your committee members.

[MyEvent.com](https://myevent.com) makes it so easy to build and so simple to use. All of the planning, fundraising and e-commerce features are built directly into the website. Website viewers should be encouraged to sign up for newsletters as this is an effective way to build your list of supporters to incorporate into your fundraising tactics.

3 BEST THINGS A WEBSITE WILL DO FOR YOUR FUNDRAISER:

1. [Create a Communications Hub](#): Your fundraising website will be the place to collect and disseminate information, and it will make you and your event seem professional. The website will save you a lot of time and

reduce your stress eliminating constant phone calls and sending information back and forth.

2. Easily Sell Tickets and Raise Money: Having an online donation form on the website, allows donors to contribute using their credit card. People have come to expect this. No one likes having to write a cheque and mail it in, and it is more convenient for donors and fundraisers. Participants can even have their own fundraising page on [MyEvent.com](https://www.myevent.com) (more on that in [Part II](#)). Best of all, you don't need a merchant account or a PayPal account with MyEvent.com. Ecommerce is built right into your website.

3. Increase Attendance: By looking professional, and creating a buzz about the event you will increase your reach, get free publicity and increase the interest in your event. Making it easy for people to register and pay online will also raise the number of participants and guests who come to your event.

The screenshot shows the 'Select Ticket' page on MyEvent.com, labeled 'Step 1 of 3'. A large orange box at the top contains the text 'Buy Tickets'. Three callout boxes with orange circles A, B, and C point to specific features: Callout A points to the 'Tickets Sold Directly on Site' text; Callout B points to the 'Ticket Information' section, which includes a table with one row: 'Ticket for the Main Event' for '\$100.00' and a 'Number of Tickets' dropdown set to '0'; Callout C points to the 'Strictest Industry Security Standards' text. Below the ticket selection, there is a 'Submit' button and a red warning message: 'Your credit card statement will show a charge for this transaction from MyEvent.com.' At the bottom, a row of security logos is highlighted with an orange box, including Truste, SecurityMetrics, Optimal Payments, BBB OnLine Reliability Program, Norton Secured, and the MyEvent.com logo.

Buy Tickets

Select Ticket
Step 1 of 3

① Select the number of tickets you want to purchase. (Name fields will then appear)
② Enter the first and last name(s) of the registrant(s) in the fields.
③ Click on submit at the bottom of the page to continue.

A Tickets Sold Directly on Site

B Ticket Information

Ticket for the Main Event	\$100.00
Number of Tickets	0

Number of Tickets: 0

(Early Bird Special expires September 30)

C Strictest Industry Security Standards

Submit

Your credit card statement will show a charge for this transaction from MyEvent.com.

Truste, SecurityMetrics, Optimal Payments, BBB OnLine Reliability Program, Norton Secured, myevent.com

Secure and Convenient Online Ticket Sales

Chapter 3: Built-In Features

What a [MyEvent.com](#) designed website allows you to do (view testimonials on page 56):

- [Selling tickets online](#)

Offering potential guests the ability to purchase tickets online with a credit card is a great way to increase attendance and reduce your workload. It also makes it easier on your guests.

- [Accepting donations online](#)

There is a Donations page built right into your [Myevent.com](#) website which is a great way for you to accept donations by credit card from your personal or team fundraising page. This is the way everyone does fundraising these days. It gets the most reach by allowing participants to solicit their social network and ask for their support.

- [Online poll](#)

In order to ensure that the largest number of people can attend your event, you can create an online poll on your fundraising event website to determine the best possible date to hold the event, or survey your guests on a myriad

of questions. This is also very helpful after the event to get suggestions for next year.

- [Allow event guests to register online](#)

This is where people can sign up to participate and enter their information which will later be used for further planning and communicating.

- [Personal and team fundraising pages](#)

Having a fundraising page allows you to promote your cause amongst your network and collect donations directly on the website. Each page has a thermometer to display how close you are to reaching your goal.

- [Custom designs and solutions](#)

You can choose from thousands of pre-designed templates or have one of MyEvent.com's designers create a custom website design just for your fundraising event.

- [Manage guest lists](#)

The RSVP page is a good way to know who intends to

come to the event. This can give you important planning information, and give you a list to follow up with. A Who's coming page can be activated to inform others who will be attending the event.

- [Send broadcast emails](#)

Update guests on event details or important information at any time.

- [Send & track invitations](#)

It is easy to send out invites to all potential guests and participants using broadcast emails. You can also send reminders and thank you letters. Doing it all online makes it easy to ensure that your guest list is always up to date.

- [Run an online auction](#)

Organize the entire auction online. Donors supply products or services for your guests to bid on directly from your event website. An online auction can be much more successful than a silent auction because it can occur before and after the event.

- [Obtain sponsorships](#)

An excellent way to raise money for the event is to receive sponsorships. You can have a Sponsor's Page on your website which will mention their contribution and provide them with

added exposure. Sponsors can also pay for ads through the website and upload their artwork.

- [Upload photos and videos](#)

A picture is worth 1000 words. Videos and photos can be easily uploaded and are a great way to personalize your event website. Creating photo albums is a great way to create memories from the event.

- [Budgeting tool](#)

This allows you to monitor and keep track of your expenses and calculate the cost-per-ticket for your fundraising event.

- [Calendar](#)

You can enter information such as when you need to book certain vendors and share information with the committee to keep everyone on track.

- [Message board and blogs](#)

Give everyone a chance to leave a comment and suggestion before and after the fundraising event.

- [Social media capabilities](#)

Promoting your event on Facebook and Twitter will drive more visits to your website and sell more tickets.

- Custom forms

Build any type of form to collect information from your guests or donors or sponsors.

- FAQ

Create a list of all the questions you are asked most frequently, and answer them. This will save you time answering emails and phone calls.

There are several important reasons why to have a MyEvent.com fundraising event website. MyEvent.com websites have built in features to raise money for any type of fundraising event you choose. You can make a simple website with an integrated donations page to raise money for a loved one, or a more powerful site that comes with personal and team fundraising pages for a big fundraising event. MyEvent.com provides you with all the tools you need to plan your event and raise as much money as possible by promoting your event using social media capabilities. MyEvent.com makes it fast, easy and seamless to accept payments for ticket sales and donations online at the lowest rate. MyEvent.com has PCI, TrustE, and the Better Business Bureau certifications to ensure security and privacy. MyEvent.com has toll free customer support 7 days a week as well as live chat, email support and a great help center.

Regardless of how big or small your event may be, with a 10 year track record, MyEvent.com knows how to provide you with all the tools to guarantee a successful fundraising event. If you have not already done so, you should take the time to explore all of the features on the main fundraising website at www.fundraising.myevent.com. Click on FEATURES to see all the things you can do with your event website, and click on TESTIMONIALS to see some great examples of websites that have been built on MyEvent.com. You can get some great ideas from what others have done which you can use for your own fundraising event website.

MyEvent.com allowed us to raise a lot more money than we did previously thanks to the donation pages for each participant. It also made things much easier for the committee, saving us a lot of time and money.

Linda Israel, Montreal, Canada
aclosetaffair.org

View more testimonials on page 56.

PART III: GETTING THE WORD OUT



Chapter 4: Get People To Participate

REGISTRATION

In order to participate in any fundraising event, participants need to register, and usually pay a registration fee. The registration form should be short and sweet and only ask for mandatory information, including; first name, last name, e-mail address. From event to event different information is relevant and required. Using [MyEvent.com](https://myevent.com) you can customize your registration form according to the specifics of your event. With [MyEvent.com](https://myevent.com) fundraising websites, participants can register and pay the registration fee online, making it simpler for both planners and participants. The fee to participate will range from one event to another and will usually depend on if there will be food, entertainment and prizes at the event. You will save money on postage and avoid paperwork because all the reports are ready for you in your control panel.

TIP: You can offer participants an early bird registration price with a clearly stated cut off date. Reminders of early bird specials can be featured on the website calendar and

sent out using the broadcast email tool. The registration fee can also be made non refundable, however this may deter participants from registering early. A link to your registration form should be accessible from multiple areas, including the website, e-mails, and social media outlets.

You need to make sure that the registration process is simple, fast and easy. It is important that each step is a positive experience so that participants are happy to be a part of the event and are more likely to share and encourage others to take part.

4 WAYS MYEVENT.COM WILL GET MORE GUESTS AT YOUR EVENT:

1. **Information source:** Your fundraising event website is the destination where viewers can go and obtain all information, updates and register to participate. You can create interest in the event by including photos and videos of past events. Creating a buzz will increase your attendance.

2. Registration is so simple: You can customize registration forms according to your event and pay the registration fee directly on the website. By making registration and payment simple you increase the odds that people will want to participate in your event year after year.

3. Reminders: You can send out reminders easily using broadcast emails. Communicating with your guests consistently will insure that they don't forget about your event and participate.

4. Easy to spread the word: The social media tools built into your website make it easy for people to share your event with all of the participant's social networks and this broadens the reach of your event.



Chapter 5: Increase Attendance

SAVE THE DATE

Sending out a fun and informative "save the date" is a great way to create a buzz about your event.



The main purpose is to let people know about your event and why they should attend or participate. It is a call to action as you are asking people to add the event to their calendars. It should be colorful and attention grabbing, however not too long. It is so easy to do using your [MyEvent.com](https://www.myevent.com) website as it can easily be sent out online using the broadcast email tool. Sending out a "save the date" is effective for any event, however more important for larger fundraisers such as galas or walks.

The "save the date" should include the type of event, date and location. Making people aware of the event way in

advance is a way to maximize RSVPs. The "save the date" can encourage people to visit the website and inform details about how to register online. You can even include a short personal note letting people know about the cause you are fundraising for, why you are involved and why they should help.

SEND OUT INVITES

Regardless of the type of event you will be holding, you will need to send out invites. Invites can now be sent out online using the broadcast email tool available on [MyEvent.com](https://www.myevent.com) fundraising websites. This eliminates the hassle, costs and effort of printing and postage. Even if you feel the need to send out a paper invitation by snail mail you should definitely encourage people to RSVP online. Invitations should be sent about 3 months before the event. Depending on your event, invitations should re-iterate the key information such as time, date, location, food, entertainment, guest of honor or guest speaker and prizes.

You want to encourage people to purchase their tickets quickly and you should therefore offer them incentives to do so. You can offer early bird specials and quantity discounts.

TIP: Incorporating a contest, such as “buy your tickets before October 31st and you will be entered into a draw to win your tickets and a free dinner” will push people to purchase earlier. You can mention that they will receive 100% refund if they cannot attend, therefore there is no reason not to purchase tickets today. Stating that tickets can be purchased online from the website using their credit card will increase purchases as it is much more convenient than having to write a check and mail it in. People have come to expect this from all fundraising events.

The nice thing about sending online invitations is you can send them more than once as a reminder if you have not received a response.

Follow-ups are very necessary and serve as a reminder. Two weeks following the initial invitation email, a second invitation to non responders can be sent, however you should change the subject line, look of invitation and include cut off dates of early bird pricing. A third invitation

can be sent out about a month after that, and the subject line should once again be changed. A forth invitation can be sent out about a month prior to the event and should include a personal note to persuade people to sign up. It should also indicate that time and spots are limited and only a few days left to be able to participate and make a difference. A final invitation can be sent 2 weeks before the event simply reminding people of the date of the event and that this is the last chance to register.



BEST STRATEGIES TO INCREASE ATTENDANCE AT YOUR EVENT

1. Be persistent

You need to follow up and send reminders to potential guests and participants. Sending out regular broadcast emails that includes information on prizes, honored guests or celebrities that will be in attendance gives people more reasons to attend. You also need to encourage people to go and visit the website, register for the event, and spread the word.

2. Promote the event

Print and radio ads are a way to promote your event, however, using social media has become the most cost effective and popular way to spread the word. You can tweet about the fundraiser to your Twitter followers, or send a broadcast message to your Facebook friends in an instant all directly from your fundraising event website. If at all possible get a celebrity to tweet about your event. You can create a Facebook event page and share the link on your event website. You can also consider forming a Twitter list which is an easy way for people to connect before and after the event. MyEvent.com allows you to reach out to your social networks from within your fundraising website with a simple click of your mouse. Using Facebook, Twitter, and LinkedIn is one way to create a buzz about your fundraising event. You should encourage your guests to promote your fundraising event to their social networks. With the increasing popularity of social networking, you won't believe how far news of your event can go.

3. Continuously update the website

This is a way to get people to keep coming back to the website. You can include how many people have registered, names of most recent registered participants, names of

most recent contributors and other news about your event. You can also create a page to highlight the top fundraiser of the week. It can be an opportunity for others to learn information about other participants, teams and personal stories of why they are involved and raising money. The website can also feature a fundraising "tip of the week" to encourage daily website visits. For events such as races and treasure hunts, you can post occasional clues on the website, so that viewers can get ahead of their competition.

4. Build excitement

Make mention of all the great prizes that you can win or a special guest that will be attending the event. Show pictures and videos of previous events if they were successful.



Chapter 6: Selling Tickets

When you set the ticket price for your event you need to consider the type of event you are having and your fundraising goal. Events such as galas will charge more due to costs of catering, entertainment, renting large venues, etc. Your ticket price should be established based on your expenses and how many tickets you expect you will be able to sell.

Selling tickets can be made so easy using MyEvent.com as it allows for:

- **Selling tickets directly from your event website:** it is very convenient for your guests to be able to purchase ticket(s) online with their credit card, and it is much less work for you.
- **Easy ticket set up:** simply enter a title, description and price for your tickets. No merchant account or PayPal account required.

- **Safe and secure transactions:** follows strictest industry standards to ensure safety and security for all clients.
- **Track transactions and payments in real-time:** monitor all ticket sales and donations as soon as they come in.
- **Best Rates:** very affordable rates. Offer lowest credit card transaction and processing fees of 3.75%
- **Guests remain on your website:** name and contribution of donors can stay on website throughout the purchase process.
- **Choose how you want to get paid:** you choose frequency and desired method of payment (direct deposit, check or wire transfer)



- **Toll Free Help:** [MyEvent.com](https://www.MyEvent.com) has Toll Free Customer Support, 7 Days a Week.

There are several benefits to selling event tickets directly from your event website. People prefer and find it easier and more convenient to pay online with their credit cards rather than writing a check, buying stamps and having to mail it in. Simplifying the ticket purchasing process is a way to increase attendance to your events. Collecting money is also made easier as well as keeping track of who has bought tickets on your website as all information can be accessed in real time. When promoting your event, you should include in your message that guests can safely and easily buy their tickets online. It is always important to remember that if someone informs you that they cannot attend your event, you should still ask them for a donation, by redirecting them to the donations page.



PART IV: HOW TO RAISE MONEY

Regardless of the type of event you choose to have, the primary purpose is to raise awareness and money to support the cause. Every event, from a marathon, to a dinner, involves soliciting friends, family, colleagues and other people from your network in order to raise the largest amount of money possible. No matter if your event has 1000 participants or if you are doing the event alone, you have a goal you are striving to achieve. [MyEvent.com](https://www.myevent.com) can provide you with all the tools you need to facilitate all of your fundraising needs.



Chapter 7: Accept Donations Online

Using a MyEvent.com website for your fundraising event makes giving and receiving donations fast and easy. The best part is that it can all be done online from your website. There are several advantages to raising funds online. It allows you to achieve your goal faster because it is more convenient and easier for donors to donate online using their credit card. From one central location, donors can learn about and support your cause. You can easily collect payments and you can choose when and how you want to get paid. You don't have to worry about safety and security as [MyEvent.com](#) takes care of all privacy and safety concerns.

You can promote your fundraising campaign online by including a link to your website on social networking sites which leads viewers directly to the donation page on your website. By emphasizing how easy it is to donate, you can raise more funds including from people who could not attend the event. You can track all incoming fundraising donations in real time so you are always aware of how close

you are to achieving your goal. Each fundraising page has a dynamic graphic thermometer to demonstrate this as well. Donors names and contributions can remain on the site for the duration of the event and they can post regards and words of encouragement.

PERSONAL FUNDRAISING PAGES

In addition to having a donations page on your website, participants in your event can also fundraise by getting their own fundraising page that they will share with their network. This type of personal fundraising has become very popular and successful and now you can do it easily through [MyEvent.com](#). Traditionally the kinds of events that lend themselves to this kind of personal fundraising by participants are physical sporting events like walks, runs, bowl a thons, etc...You wouldn't think of asking people who are attending a gala to fundraise for your event, however you could ask people on the committee of any event to get a page and reach out to their networks. You might be surprised how much more money you will raise with this strategy.



MyEvent.com offers both a personal fundraising page and a team fundraising page. Individuals with personal fundraising pages can fundraise alone, start a team or join a team. Team fundraising is fun and creates a competitive environment. Once a participant is registered, they will receive access to their own personal fundraising webpage and be searchable on the team fundraising page if they are on a team. A team fundraising page can be set up in seconds. All that is required is for one person to start a team, the captain, and then others will be able to join. Once the fundraising pages have been created, participants can begin to promote their involvement with the cause amongst their network of family, friends and co-workers. Those who have been asked to donate will be brought directly to the participant or team page where they can donate online and browse the rest of the website. Both personal and team fundraising pages can incorporate text,

photos and videos, thermometer displaying goals, and donor names and comments.



A personal fundraising page allows the participant to explain their attachment to the cause whether it be through sharing stories, pictures or videos. The participant can personalize their page and explain why they are participating, and why they want to raise money for that particular cause. When fundraising in teams, each team will get their own page that lists the individuals that are fundraising for that team with links to their personal fundraising page. Many fundraising events have proven that team fundraising increases donations due to the friendly competition that develops especially since each website has a leader board. Participants have more fun and more money is raised for the cause when fundraising in teams.

Regardless if fundraising alone or in teams, fundraising pages should be personalized and should reveal that you are passionate about what you are doing. Encourage participants to include as much information as possible including who the beneficiary of the fundraiser is and what their connection is to the charity. People want to support you because of how much you care about the cause, therefore your dedication must be clearly communicated through your fundraising page.

Chapter 8: How to Obtain Sponsorships

Potential sponsors are everywhere. You can ask anyone to be a sponsor. Obtaining sponsorships is an excellent way to save money and cut administrative costs. Sponsors do not have to relate to the cause or event you are planning, but your chances are much higher of getting a sponsor that has an interest in your cause. For example you may get a venue to donate its premises if the owner has a relative inflicted with the disease you are raising money for. You should reach out to potential sponsors at least 6 months prior to the event if possible. In order to get a sponsor to say yes to you over other people or organizations, you need to be creative and stand out. Your first contact with potential sponsors should involve a personal approach and demonstrate why you are supporting the cause and how their contribution can help.

If you cannot get a sponsor that is attached to the event because they have a common interest in raising money for your charity, you may find one that can benefit from the

exposure. A new restaurant may be interested to donate the food for one of the meals at the event in exchange for exposure through your website, and marketing materials. With your fundraising website, it is so easy to become a sponsor by signing up and paying right on the website. A sponsor's page can also feature the sponsors and have links to their website allowing them to gain more exposure.

Having a particular sponsor support your cause can draw people to your event. Sponsors are important to the success of your fundraising event because they add value as well as marketing and promotional outlets.



TIP: If you can get media sponsors such as a TV or Radio station they can bring a lot of free publicity to your event. Fundraisers and sponsorship opportunities are great

business partnerships. For example, if a local restaurant logo will be advertised at your event. The restaurant should also be advertising your event to build awareness and interest amongst their clients. This sort of promotion is helpful because people are more inclined to be part of causes their favorite places are involved in. Sponsors can also provide goods such as snacks and apparel with their logo on it, or supply products for event loot bags. The best way to get sponsors is to reach out to your networks of family, friends and colleagues and encourage others to do the same. If you can get your contacts to spread the word about your event with their networks, it will make the process of building awareness and obtaining sponsorships much easier.

If you cannot get sponsors that have an attachment to the cause and you were not able to find sponsors in specific areas who could benefit from the exposure, then you should break up as many activities as you can and offer them up as sponsorship opportunities. Examples of sponsorship opportunities are; meal, bar, golf carts (if it's a golf tournament), signage, music, venue...you get the idea. You can package virtually anything as a sponsorship

opportunity and that way you are not just approaching a potential sponsor and saying give me money; you can offer something in return – advertising and exposure.

Ad Book. An ad book is a great way to raise money. You can have many different size ads for different prices and offer exposure to your sponsors in exchange for a paid ad. You can also offer exposure on the website in addition to the ad book. If you are on a tight budget you may want to forgo the ad book and only give sponsors visibility on the website and save the costs to print the book (which can be a lot of money).



Chapter 9: Online Auction

A way to raise even more money at your fundraising event is to have an auction. You can choose whether or not you want to run a physical auction or an online auction for your event. [MyEvent.com](https://www.myevent.com) makes it so simple and easy to set up an online auction where people bid on items online. An online auction has proven to be more successful than a silent auction because people are usually too busy socializing during the event and do not always have a chance to see and bid on items. Whether or not you are planning on physically holding an auction at your event, you can use [MyEvent.com](https://www.myevent.com)'s online auction features to exhibit the items. This is a way to get guests to see and learn the descriptions about what is being offered prior to the event. Donors can simply submit products and services for the auction directly through your fundraising website. These people or companies will benefit from the added exposure they will receive.

The entire system is automated and you can receive optional email notifications every time a bid is made at your

auction. Guests can bid on items prior to the event, and there is also the option to set a "Buy It Now" price. All payments can be made directly from the website using a credit card. Restaurant gift certificates, hotel stays and event tickets are some examples of great auction items. Online auction features using [MyEvent.com](https://www.myevent.com)

- Detailed product listings
- Minimum starting price
- Adjustable incremental bidding
- Set a "Buy It Now" price
- Detailed auction reports
- Accept credit card payments on your website
- Automated email notifications to organizers and bidders

ADVANTAGES OF AN ONLINE AUCTION

1. More time

Guests can take time to familiarize themselves with the items being auctioned as they can view them and their

descriptions online prior to the event.

2. More money

With the ability to provide a longer time period to make bids, it will increase the overall price you will get for the item. The products and services being offered can be promoted using social media and broadcast emails can be sent out when there are new items up for auction which will encourage people to go check it out.

3. More items to donate

Can pledge items hassle free right through the fundraising website saving time and costs.

4. More convenient

No longer will you need to follow up or chase people to pay as all items can be paid for online with a credit card directly through your fundraising website.

5. More sales

Can offer a "Buy It Now" price for products and services and charge more for items.

6. More exposure for donors

More publicity and exposure to those who donate items that are featured online for the auction.



Chapter 10: Raffles

Raffles are a simple and easy way to raise more money at your event. Your costs are minimal, and the proceeds reflect the number of tickets sold. With a raffle you can achieve high profit margins. If you can get the prizes for your raffle donated, the only costs are the printing of the raffle tickets which can perhaps be donated as well or you can use very inexpensive raffle tickets. Raffles are great for any type of event or any number of participants or guests. You can sell tickets to the raffle online through your website quickly and easily and without a merchant account, and display information and pictures about the prize.

Great prizes are essential for the success of your raffle. When deciding on what kind of prizes you should have, you need to consider what your potential supporters will value. Some examples of prizes that attract attention include; new car, free trip or cruise, electronic equipment (TVs, iPods), or

gift certificates to local stores and restaurants.

How to go about getting these costly prizes is something you need to consider. The best way is to ask members of your network if they have something of value to contribute or if they know of someone who can. Try and get people that sympathize with your cause to donate prizes.

In order to raise funds, the ticket price for your raffle needs to be high enough to reflect the value of the prize but not too high to deter people from purchasing. You need to think about your audience when deciding on ticket prices and think about how much your supporters would be willing to spend on a ticket. The bigger the prize, the more you can charge. If you sell a lot of tickets then you can lower the price of each ticket accordingly. On the other hand people might feel they have a better chance of

winning if you do not offer too many tickets. This all has to be considered when planning your raffle.

Raffle tickets can be purchased at the event or perhaps can include the option of purchasing raffle tickets, along with your event ticket, online. You can sell tickets where participants or guests register and can have volunteers walking around the event asking people to buy. Raffle prizes can be featured on the website which will notify people about the raffle and at the same time build excitement about what they can possibly win.



PART V: TIMELINE

The time periods mentioned here are for an ideal scenario. You may need to adapt your timeline depending on the event you chose and the time that you have to plan.

9-12 months

- Recruit committee members
- Start a website
- Prepare preliminary budget
- First committee meeting
- If the date is not fixed, set up an online poll with options
- Consider event you want to have

6-9 months

- Finalize the type of event
- Finalize the date of event
- Make a plan to get sponsors for various activities.
- Decide and start to plan if you will have an ad book.
- Book venue

- Book caterer, if not provided by venue
- Revise budget
- Finalize registration fee and ticket prices
- Start early-bird ticket sales
- Book entertainment / photographer / videographer
- Plan the festivities (awards, games, speakers)
- Save date emails
- Decide if you will have personal fundraising pages for participants

3-6 months

- Plan decor and ambience
- Sketch a detailed diagram of the room or tournament set-up (i.e. routes, golf holes to be played - where teams will start playing)
- Order any printed decorations (banner, custom balloons, etc.)
- Order mementos (keychains, pens, etc.)

- Arrange for any on-site sale items (t-shirts, hats, coffee mugs etc.)
- Send out invitations by email or by post
- Continue to work on getting sponsors
- Decide and plan if you will have a live auction, silent auction or an online auction.

1-3 months

- Assemble slide show / video
- Get volunteers to help out at event (i.e. sell raffles, work registration desk)
- Broadcast e-mail reminders / updates
- Cut-off for final ticket sales
- Assemble ad book

Final weeks

- Prepare final guest lists
- Give final meal count to caterer
- Confirm with all vendors, suppliers, donors, etc.
- Prepare detailed schedule of the big day

Day of event

- Decorate room, tables, displays
- Set up registration area
- Ensure required audiovisual equipment is set-up
- Pick up or ensure delivery of prizes, giveaways, loot bags



Chapter 11: Post Fundraiser

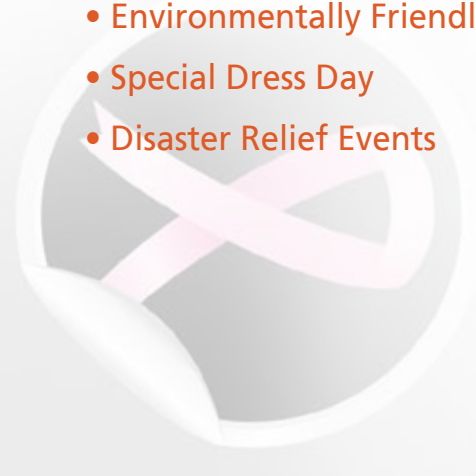
Regardless of the type of event you have, once the fundraising event is complete you should send a thank you email to all guests, participants, committee members, volunteers, sponsors and donors for their contributions. It should re-iterate the purpose of the event, where the money donated is going and how much the event raised. Photos and videos should be uploaded onto the fundraising event website. Emails should be sent out to all attendees encouraging them to post any pictures they took throughout the event on the website or on social media sites as well as provide any feedback or suggestions on the message board. You should follow through with any outstanding orders or donations made at the event. You should have a post-fundraiser committee meeting two weeks after your event to celebrate a job well done and to discuss what worked, and what could be improved for the next event.

You should attempt to keep the lines of communication open, especially if you are planning annual events, by sending out e-newsletters which can provide information and updates about how the money raised is making a difference. If, for an example, you are holding an event to raise money to purchase new equipment for breast cancer detection, you can select a day whereby participants can go to the hospital and see the new equipment that was purchased and hear from doctors and patients how it has been saving lives.



PART VI: FUNDRAISING EVENT IDEAS

- Walk-a-Thon
- Dog-Walk-a-Thon
- Bike-a-Thon
- Swim-a- Thon
- Skate-a- Thon
- Trike-a- Thon
- Bowl- a-Thon
- Dance-a-Thon
- Knit/sew-a-Thon
- Bake-a-Thon
- Read-a-Thon
- Game-a-Thon
- Haircut-a-Thon
- Ski (or snowboard)-a Thon
- Volunteer/Good-deed-a-Thon
- Movie Night
- Karaoke Night
- Bingo Night
- Casino/Poker Night
- Dinners
- Galas
- Themed Parties
- Dinner Party
- Cocktail Evening
- Theatre night
- Talent Show / Contest
- Fashion Show
- Battle of the Bands Contest
- Bake Sale
- Sports Contests
- Tournament (Golf or Tennis)
- Poker Tournament
- Raffles
- Spare Change Collection
- Bottle Collection
- Food Drives
- Clothing Drives
- Book / Toy Drives
- Volunteer Drives
- Stair climb
- Weight loss challenge
- Head Shave
- Beard/Moustache Grow
- Treasure Hunt
- Egg Drop
- The Great Race Themes
- Golf Tournament
- Environmentally Friendly Events
- Special Dress Day
- Disaster Relief Events



Chapter 12: Examples of Fundraising Events

MyEvent.com can help you plan any fundraising event you may choose. Here is a list of possible events you can have:

FUNDRAISING “A-THONS”

The Fundraising “A Thon” can be a highly effective way to raise money for a cause or an organization. These types of events require a considerable amount of planning, however, the end result is great. In a typical “a-thon”, participants register to participate in the event, sometimes for a fee. Participants then solicit donations (or sponsors) from their network of family, friends and colleagues.

The fundraising process can be made simple, fast, and easy to manage using MyEvent.com’s Personal and Team fundraising features. Participants can sign up and pay

registration fees online on the event website. In order to raise the largest amount of money for the cause, each team is assigned their own fundraising web page. An individual fundraising page can also be obtained. These pages can

display the goal your team is striving to achieve, and a thermometer to see how close you are to raising this amount. Using the built in features offered by MyEvent.com, participants can broadcast and promote their cause to their network of family, friends and colleagues through email, Facebook, Twitter, other social media outlets. Obtaining sponsorships and having online auctions are other ways you can raise even more money.

Some of the challenges you may come across while planning an “a-thon” are; finding a suitable route/location, clearly marking the route, obtaining necessary permits and permissions, safety, recruiting enough volunteers, providing water and possibly snacks to participants, registration of participants, as well as providing a medal or certificate of completion to participants.

Walk-a-thon

Walk-a-thons are extremely popular for several reasons. First of all, walking is something everyone does naturally

every single day, so it is an easy activity for anyone to participate in. A lot of planning is required as routes need to be planned and permits are required. Often the route will be handicap friendly, therefore those who are in wheelchairs can participate as well. Secondly, they are excellent for the entire family to get involved; parents, children, grandparents, etc. The Walk-a-thon is a time tested method to raise significant sums of money. Participants can walk together in teams, and fundraise together using a team fundraising page on the event website, making it a social event for a great cause. Volunteers are needed to direct participants and supply food and water. Security will be needed if large groups of participants will be crossing busy roads. Infirmaries may also be needed too for people who may develop blisters or pain if the walk is long.

Dog-Walk-a-thon

This is another version of the walk-a-thon, where participants walk with a dog. It is a great way to distinguish your event from all of the others. There are many walk-a-thons but very few that involve dogs. Dog enthusiasts love these sort of events and will be inclined to participate. Routes will need to be established, and

volunteers need to direct and supply water and snacks to participants and their dogs.

Bike-a-thon

Another very popular event is the bike-a-thon. This type of event can raise very large sums of money for your organization or cause. Bike-a-thons can range from small family events that take place over a few blocks to larger corporate based and competitive type events. Some Bike-a-thons even take place over multiple days completing a route between cities. This type of event requires a lot of planning. Routes and permits are required. Security and safety is also a primary concern. Volunteers are needed for the event to run smoothly. Safety is a primary concern. If the event is to occur for more than one day, a lot more planning is needed to incorporate sleeping and meal arrangements for participants. Bikers can register online and fundraise alone or in a teams. You can also hold an indoor bike-a-thon on stationary bikes at a local gym.

Swim-a-thon

A Swim-a-thon is another excellent type of fundraiser. It will appeal to many participants, and requires a lot less

planning in comparison to a walk-a-thon or bike-a-thon. Swim-a thons can be held in indoor or outdoor swimming pools or even in lakes. If held in an indoor facility, Swim-a-thons are not dependent on good weather and can be held at any time of the year. Safety is a primary concern. A Swim-a-thon requires specialized monitoring by qualified lifeguards, especially when children are participating. The event can be easily promoted in pool clubs or facilities to attract groups of people who would enjoy this type of event. The event can include a race where the winning individual or team can win a medal.

Skate-a-thon

If you live in a colder climate, a Skate-a-thon may be just the right event for you. Skating does not have the same reach as a walk or a bike, however skating rinks have leagues, groups, teams, and clubs of active skaters who frequent the facility where your event will be held. This provides you with an excellent base of potential participants to recruit as committee members, volunteers, and/or participants. Participants of any age can take part. A rink can be rented out and participants will be able to use all the facilities within the arena making it less of a hassle for organizers.

Trike-a-thon

Very popular for daycare centers in religious institutions, a trike a thon can have children and actual tricycles and adults with actual bikes. It can be done indoors in a gymnasium so it is not weather dependant. You need to think about refreshments, registration at the event, bikes, trikes, and where you will hold the event. It can be inexpensive to put on and you will raise the most money of all participants get their own fundraising page.

Bowl-a-thon

There are several key advantages to organizing a bowl-a-thon. It's relatively easy to organize and to recruit participants, it's not weather dependant, and the entire event is contained in one place. Most bowling alleys have areas to purchase food and beverages, so you do not have to worry about supplying food to participants. Winning teams can win a prize.

Dance-a-thon

Dance-a-thon's are a great and fun way to raise money. The event can be held indoors or outdoors but does require a lot of space. This event is not hard to organize as all will take place in one location. A gymnasium is probably the best

option of where to hold the event. Different genre dance instructors can come teach participants hip hop, contemporary, ballet, tango, etc. A competition can be held where teams show off their dance moves and medals are given to the winning teams.

Knit/Sew-a-thon

This type of event is extremely simple and easy to organize. It can be as easy as inviting a group of friends over for an afternoon of fun. All that you need to do is provide supplies, some snacks and you are done! This type of fundraiser may not typically raise as much money as some of the larger events, however, if the time you can dedicate to the project is limited, this could be the ideal event for you.

Bake-a-thon

This type of event can usually accommodate fewer participants due to the constraints of the cooking area or facility. A major benefit of this type of event is that the food produced can be donated, or sold to raise additional funds. One fun idea is to get the kids involved in decorating cakes or cupcakes. Safety is a concern in the kitchen. Not a lot of planning would be required. Ingredients would need to be purchased and appliances rented for the event.

Read-a-thon

The read-a-thon is typically held in elementary schools. The event is typically held in schools and encourages children to read. Collecting donations will not be too hard as parents, grandparents, and family friends will gladly sponsor kids to support their reading efforts. Very little planning is needed as the event can take place in a school or library.

Game-a-thon

A game-a-thon usually involves a tournament. Any game can be played, from chess to checkers to monopoly or even video games. Location of the event is not of concern because it can take place almost anywhere. Participants typically pay to participate and compete for a prize. Little planning is required, you only need to supply the games.

Haircut-a-thon

The best way to organize this sort of event is to make a deal with the owner of a hair salon. Choose a day where the salon is typically less busy for the event to be held. Usually hairdressers will donate their time and skills to support a cause, or can arrange to have a portion of each haircut or blow-dry donated to the cause. This sort of event will also allow those who have been growing their

hair with the intention to donate it to make wigs to raise money for the cause. Pictures of participants faces as they are getting their ponytails cut off can be posted on the website.

[Ski \(or Snowboard\) -a-thon](#)

Ski-a-thon's are a great way to raise money in locations that experience winters. You can choose a day during the week where ski hills tend to be less busy. This event will require a considerable amount of planning, as a route on the ski hill will need to be established. Ski instructors and volunteers will be needed to aid participants who are mediocre skiers. A ski race can be organized, where the winner receives a medal. Safety is a primary concern with this sort of activity. A ski-a-thon requires specialized monitoring by qualified instructors, especially when children are involved. Ski hills are a great place to promote the event and recruit participants.

[Volunteer/Good-Deed-a-thon](#)

Get others to give for your hard work. Donate 10 or more hours of your time to community service. Others who do not have the time can now participate vicariously through

you by paying for your valuable time. Be a mentor, tutor an underprivileged child, work in a soup kitchen, senior's residence, or any worthy charity or cause.

[SPECIAL EVENTS](#)

If you are a good promoter, planning a "Special Event" may be just right for you. In a typical special event, funds are generated through ticket sales. Additional techniques used to raise even more money at special events include; creating and selling spaces in an Ad Book, online auctions, silent auctions, live auctions, corporate sponsorships, and raffles.

Planning your special event can be simplified with the right tools to easily and quickly promote your special event online. Using broadcast emails and harnessing the power of Facebook, Twitter, other social media outlets, is critical to getting the word out about your special event. MyEvent.com offers all the necessary features to organize and manage your event.

[MyEvent.com](#) allows you to save a lot of time and money by selling tickets online to your event. [MyEvent.com](#) has a system in place to ensure the security of all online transactions. A

budgeting tool is a great feature that is offered to record and calculate expenses. [MyEvent.com](https://www.myevent.com) also allows you to create and manage an online auction which is a great way to raise additional money for the cause. With the right guidance and the right tools, planning and managing your entire event can be simple.

Some of the challenges you may encounter while planning a special event include; finding a suitable location and negotiating a favourable arrangement, recruiting a committee, recruiting volunteers, sourcing vendors (food, drinks), managing expenses and ticket prices, ensuring adequate attendance.

Movie Night

Make an arrangement with a local movie theatre to provide a special movie night experience for a particular cause. Offer the management of the movie theatre to fill the theatre on a quiet night, and in exchange, receive a portion of the ticket sales. Tickets will be more expensive than normal, however can include popcorn, drinks and other snacks which can be provided by the theatre. You can make it more fun by having everyone dress up according to the theme of the movie. Having door prizes and an auction is a good way to raise more

money.

Karaoke Night

A Karaoke night is a fun activity that everyone will find amusing. Little planning and organizing is required. You can simply rent the necessary equipment, or go with the easier option of making a deal with a local karaoke bar. Seeing as the bar will be filled, an arrangement with karaoke bar can be made where a portion of the proceeds from food and beverages purchased that night goes to support the cause.

Bingo Night

Bingo is a favourite amongst all age groups. Little planning is required and this event can take place anywhere. Participants will just have to buy bingo playing cards. Package deals such as 5 card, for \$50 or \$10-80 should be offered. Winners can receive prizes. Door prizes can be added to raise additional money.

Casino/Poker Night

A Casino night has the potential to raise very large sums of money. The event could be held at an actual casino where there will already be tables and staff, or you can rent a

room and decorate it to make it look like a casino and hire staff. This sort of event would be geared to an older crowd. Participants buy chips, and the money spent and won could be donated. As with any activity that may be considered gambling, make sure to check laws and regulations regarding permits or other restrictions that can have an impact on your event.

Dinners

Creating a fundraising dinner is a great way to raise funds but does require significant planning. Something simple and inexpensive, like a pasta dinner or a corn roast, works best as it reduces cost of food and simplifies the preparation process. A more lavish meal can also be organized, such as a lobster dinner. Ingredients and cooking time need to be considered when budgeting. Where to hold the event requires consideration because there needs to be a large kitchen and enough room for tables and chairs which may need to be rented. This type of event requires cost and preparation consideration.

Galas

Planning and organizing a gala requires much planning and

organization. Galas are usually a formal event where hors d'oeuvres, alcohol and sit down meals and desserts are served. Galas sometime incorporate a specific theme. Location, caterer, photographer, and music all needs to be considered when planning. Ticket prices are usually quite high to cover costs of running the event. Door prizes, raffles and auctions are typical gala activities which will require additional planning.

Themed Parties

A party with a specific theme makes it easier to plan as colors and decorations will relate to the particular theme. The location can be chosen depending on the type of party being held. Food and music will be needed. Tickets for the party can be purchased online. These type of parties are usually the most fun when everyone comes dressed up according to the theme. You can have a best outfit contest where the winner receives a prize.

HOME HOSTED

Some people may want to have a smaller scale event to raise money for a particular cause or person close to them. It can be a small gathering to raise funds to help a family

member or friend receive a particular treatment they may need, or for a local organization. These events do not raise as much money, however are still extremely important and meaningful to the people the event is being held to support.

Even if it is a small event for just a few people, MyEvent.com can aid with all your planning, budgeting and ticket purchasing needs. The process is simple, fast, and easy to manage with MyEvent.com's features. The website can be personalized and is a great way to share your story and convey why you are raising money. To eliminate costs, broadcast e-mail invites can be sent, as well as RSVPs received online.

Some of the challenges you may face while planning these sort of events include; finding a suitable location, sourcing vendors, managing expenses and ticket prices, ensuring adequate attendance and funds raised.

Dinner Party

Hosting a dinner party does require some time to prepare. Guests need to be invited, food prepared, and table/seating

set up. Invites and RSVPs can be completed online. An outdoor dinner party by the pool is always nice, but is dependent on weather. Tables, tablecloths, chairs and a small tent can be rented. Staff and bartenders can be hired. All guests can bring an item, such as salad, dessert, wine, entrees, to reduce cost and preparation time. If the dinner is to support an individual, you can have that person as the "guest of honor."

Cocktail Evening

Cocktail evenings are quite similar to dinner parties, however easier because you do not need to serve a meal, usually only hors d'oeuvres or a small dessert is served. It can be held in someone's home or backyard. You can hire a bartender and a few staff.

Theatre Night

A theatre night is a great way to raise money in your community. The event can take place in a park or in a school auditorium. Tickets can be sold online, or you can charge more the night of the event, where all proceeds go to the charity the event is supporting. Snacks and beverages are required, however local vendors may donate to support

.the cause. Time is needed for practice, to build sets and design costumes. To save costs, the theatre production can be promoted using social media. You can also arrange with the local theatre as you would for a movie night.

Talent Show / Contest

Talent shows are a great way to have people show off their amazing voice or dance moves or demonstrate how good of a magician they are. Not much planning is involved in this sort the event. You just have to get people to sign up and willing to show off their talent. You need to choose a venue, such as an auditorium, where there is a stage and a lot of room for people to sit. You can sell tickets online in advance, or charge more at the door, where all proceeds are donated. Snacks and beverages should be made available. You can usually get sponsors to donate food and beverages for the event. A contest for the best act will make the event exciting for viewers and participants. The winning act will win a prize. The talent show can be promoted on Facebook and Twitter to ensure high attendance.

Fashion Show

Who wouldn't want to see the newest fashion trends and collections? A fashion show is very similar to a talent show to organize. A large venue is needed with a stage / runways to showcase the clothes and to seat the audience. You can sell tickets online in advance, or charge more at the door, where all proceeds are donated. The fashion show can be promoted via Facebook and Twitter. Clothes to be worn by the participants are usually donated for the cause, and the various clothing brands usually sponsor the event. Ad books are usually a great way to raise more money. Proceeds from purchased tickets will all go to support the cause of the event.

Band Night/Battle of the Bands Contest

This is a fun and great way to showcase local talent. You can sell tickets online in advance, or charge more at the door, where all proceeds are donated to the cause. Choosing a location, such as a restaurant or bar that usually has live music, is a good option seeing as all the equipment is already there. An arrangement can be made whereby you rent out the restaurant or bar for a night for the event. The venue chosen will have food and drinks, so no need to worry about catering the event. Seeing as you are providing

the bar or restaurant with a lot of business, an arrangement can be made whereby part of the proceeds from food and beverages purchased can go to support the cause.

Promoting through YouTube and Facebook is a great way to build awareness about the event. The winning band will win a prize.

Bake Sale

A bake sale is a great way to raise money for any cause without having to do much planning or organizing. A bake sale can take place almost anywhere; in schools, sporting events, in a mall, grocery store, etc. Any age group can participate. A contest can also be held where judges select the best treat and the winner receives a prize. Once the sale is over the baked goods can be donated to charity.

Sports Contests

A friendly sports competition event is a great way to raise money. It can be held at a local gym or fitness facility. Participants can come on their own, or in teams, and pay to play. Money raised will be donated to the cause of the event. You can have floor hockey, soccer or basketball games. Having a competition is a great way to get people

involved. Prizes for the most goals, or most free throws made in a minutes can be given out.

Tennis Tournament

You can make arrangements with a tennis club to be able to play. No need to supply anything, as food and beverages can be purchased on site. You can register and set up your own teams online and prizes can be awarded to winners.

Poker Tournament

Having a poker tournament is always a lot of fun. It can even be held in someone's backyard or basement to reduce costs. You can have a group of friends come over and play where all winnings are donated to a cause. Very little planning is required, you just need to find a time convenient for everyone. Simple snacks like chips and beer can be served. Make sure to check your local laws regarding gambling for a charity.

Raffles

This type of event is easy to raise money and plan. It can be held anywhere. You simply have to get people to buy raffles! Sponsors can donate great prizes making people

more inclined to purchase more raffle tickets to increase their chances of winning!

DRIVES

Over the years, we collect so much that we barely use, so why not donate to those less fortunate. Some people are hesitant to donate money because they feel as though proceeds are not actually being given to the charities or organizations. Drives are an easy way to collect food, toys and clothes for those less privileged, and they do not involve much planning. Volunteers are needed however to collect donated items. MyEvent.com can help organize drives and build awareness about them through their social media capabilities. Certain organizations have collection bags where people place what they are donating inside, and the organization comes and picks it up from your home. Many organizations also have collection boxes where people can go and drop off goods they are donating. Drives can collect goods for more than one organization or cause. The main challenge faced when organizing a drive is building awareness about the event, cause, and location of drop off boxes.

Spare Change Collection

This is a very simple way to collect money. Money boxes can be placed almost anywhere; grocery stores, restaurants, cafes, parks, etc. The box should have the name of the organization and what they do so people know why they should give. You can have a specific "collection day," where people go all around and collect the boxes and have volunteers count the change. The cause and the location of boxes can be promoted using social media.

Bottle Collection

Water, sodas, laundry detergent - any type of bottle can be collected and money redeemed will go to support a cause. Collection boxes can be placed in grocery stores, on streets, in parks, etc. The cause and the location of boxes can be promoted by using social media.

Food Drives

A food drive is so simple to set up and has the ability to collect so much food for a good cause. A food drive can be set up in your office, in schools, in parks, in grocery stores, in restaurants, etc. It can be as easy as placing a box with a sign for donations, or you can make it more exciting by

holding a competition who can collect the most food. It is a great event to hold in school and to teach children about how important donations are. Children will also want to win if there is a competition involved, such as which class collected the most non perishable goods. The cause and the location of boxes can be promoted using social media. Volunteers are needed to collect boxes and package items to be sent to various charities.

Clothing Drives

Clothing drives are very similar to food drives. The best time to hold a clothing drive is during the change of seasons when people are cleaning up and going through their clothes. Clothing collection boxes can be placed in schools, offices, in clothing stores, etc. Competitions in schools or offices about who can collect the most clothing can be held, where the winner receives a prize. The cause and the location of boxes can be promoted using social media. Volunteers are needed to collect boxes and package items.

Book / Toy Drives

Book / Toy drives usually occur around the holiday season. The best place to hold this type of drive is in schools to teach children about sharing. Collection boxes can also be

found in stores like Toy R Us or in libraries or hospitals. The cause and the location of boxes can be promoted using social media. Information pertaining to where the books/toys are going should be visible on boxes. Volunteers will be needed to pick up boxes and package toys/books.

Volunteer Drives

Volunteers are always needed, but not everyone is willing to give up their free time to help out. Having a volunteer drive is a great way to attract and recruit volunteers. This event can take place in numerous ways, a good example is a volunteer appreciation BBQ.

CORPORATE EVENTS

Corporate events have the potential to raise very large amounts of money for various charities and organizations. You can make a huge difference by getting everyone in your company to take part and fundraise. It is also a great way for everyone in the company to get to know each other a bit better. [MyEvent.com](https://www.myevent.com) offers all the necessary fundraising and e-commerce tools to make planning a corporate event easy and stress free! Fundraising, sponsorships, and promoting via social media can all take place online using [MyEvent.com](https://www.myevent.com).

Some of the challenges you may come across while planning a corporate event include; finding a suitable location, sourcing vendors, managing expenses, registration and collection of donations, ensuring adequate attendance and funds raised.

Stair Climb

Having participants walk up and down the stairs rather than taking the elevator, regardless of what floor their office is on, is so easy to organize and initiate. No need for planning or organizing, just need to get people in your office to sign up to take part. You can have the staircase decorated with words of encouragement to make it easier for participants to continue climbing.

Weight Loss Challenge

Having a competition who can lose the most weight in 6 months, for example, is not only a great way to raise money but also to get into shape. Friends, family and co-workers will be more than happy to support a cause that will encourage healthy living. If your work place has a gym, then this sort of event will be very easy to organize. If not, you can simply join any gym. Using social media is a great way to promote what you are doing and update viewers about weight loss journeys. Before and after pictures can be

uploaded onto the event website. A prize such as a week all expenses paid vacation will be very motivating for participants.

Head Shave

Volunteering to shave your head to support a great cause is honorable. Your company can hold an annual event where participants can sign up online to have their heads shaved by professional where all proceeds will go to cancer research. Participants can be sponsored by friends, family members and co-workers all online. Promotion and awareness about the event can be done using social media. Videos and photos of the event can be uploaded on Facebook and YouTube with a link to the event website. This sort of event is quite common and highly publicized on the radio and on TV, conveying awareness for the cause and bringing about exposure to your company.

Beard/Moustache Grow

This sort of event is always amusing for everyone in your company. Men in your office can volunteer, and asked to be sponsored, to not shave for one month. Donations can be made online and all the money raised will go to support the cause. A photo album of participants with and without their beard/mustache can be featured on the event website.

In order to make the event more enjoyable, you can have a competition and vote online about; who can grow the best beard/mustache or who looks the funniest with a beard/mustache. Prizes will be awarded to the winners.

The Great Race Themes

A great race event requires a lot of planning and managing. A route needs to be established, clues need to be made, and activities need to be organized. Volunteers will be needed to supply snacks and water, ensure the activities are running smoothly and to hand out clues. Participants can register online in teams and collect donations from family, friends and co-workers all online. As incentive, the team that collects the most money can get bonus clues and the winners of the race will receive a prize for their efforts.

Egg Drop

Be the first one in your community to have a fundraising egg drop. You may have seen a version of this on the David Letterman show. Participants are working in teams and are given the same materials to construct a container that will protect the egg as much as possible. The egg is dropped in the receptacle from a window or the top of a building (make sure someone is watching that it is all clear below so you don't hurt anyone or get egg on their face or your :). You

can have many rounds and eliminate teams whose eggs crack. Keep on moving to a higher floor every round to make it tougher. You can also reduce the amount of time to make the container to make it tougher as well. This is a very inexpensive and fun event to have. It is unique and participants are guaranteed to have a blast. You need to consider refreshments, materials, and where you will do the event. Add a personal fundraising component for each participant to get the most reach.

Treasure Hunt

Although always a lot of fun for participants, a treasure hunt requires a significant amount of planning. It is easiest if the treasure hunt takes place within the office premises. Office buildings are usually quite large, therefore details pertaining to the hunt need to be well thought out, especially all of the clues. This will be a time consuming event to plan. Those who wish to participate can register online. Participants can form their own teams, and online team fundraising pages can be used to collect donations. The first team to find the treasure will win a prize.

Golf Tournament

Planning a fundraising golf tournament requires a lot of planning and organization, however has the potential to

raise a lot of money for a cause. Arrangements can be made with a golf course where the event will be held. Weather does factor into the enjoyment of the event. Invitations to the event can be sent out using broadcast e-mails, and participants can register and pay registration fees online. Participants can have a personal and team fundraising page, where all donations can be made online from the event website. Sponsorships can be made online and recognized for their contributions. An online auction and raffle are additional ways to make more even more money. The winning team will win a prize. Following the tournament, there is usually a celebratory dinner which requires a significant amount of planning such as food, music, decorations, etc. [MyEvent.com](#) provides you with all the planning and budgeting tools you will need to plan a successful and well attended event.

Environmentally Friendly Events

Corporate social responsibility has become a major part of many businesses. Events such as cleaning up parks and green spaces or a no driving to work week is quite easy to plan. Organizing environmentally friendly events is an easy way to raise money while benefiting the environment and creating awareness for an important cause.

Special Dress Day

Who wouldn't pay to be able to dress casually to work for a day (especially when the proceeds are going to a good cause)? No planning is required. Employees will be permitted to dress informally by donating online to support a specific cause. Pictures of you and your co-workers all in denim, to support Denim Day for example, can be posted on your website for viewers to see and learn more about the event, and the cause.

Disaster Relief Events

Natural disasters such as floods, hurricanes, earthquakes and tsunamis destroy lives and communities instantaneously. Unfortunately these occurrences are out of anyone's control, but being able to help is something we all can do. When these disasters occur, people want to help those in need by sending money, food and supplies. Organizing a fundraising event to support those who have lost everything is usually quite successful as people really want to help in any way possible. With [MyEvent.com](#)'s online donation capability, you can raise significant awareness and money to provide relief to those in need by organizing any one of the above mentioned events, or just a virtual fundraiser.

Conclusion

Planning a fundraising event is a challenging task, however being able to help and support a loved one, a charity, or any other cause close to your heart makes it all worth it. Hopefully the ideas in this book will help you plan the most successful, fun and well attended fundraising event possible.

Please send an email to info@myevent.com if you have any unique ideas that you didn't find in this book, or if you found the book helpful and you would like to send us a testimonial.



Testimonials



A Closet Affair - A Night To Remember

[Myevent.com](#) allowed us to raise a lot more money than we did previously thanks to the donation pages for each participant. It also made things much easier for the committee, saving us a lot of time and money. Everyone also loved the online auction.

Linda Israel, Montreal, Canada

aclosetaffair.org



Bowling With The Stars

Our fundraising website that we built on MyEvent.com allowed us to manage our event, and accept payment for donations. Every bowler got their own webpage to raise funds, which helped us raise more money! The customer support was great and I highly recommend MyEvent.com.

Cindy Aikman - Alzheimer Groupe, Montreal, Canada

bowlingwiththestars.ca



Supporting a Friend

Using [MyEvent.com](#)'s donation website allowed us to show support to a dear friend going through cancer and raise funds in an easy, safe online environment. As the creator, I was able to easily make updates of how she was doing and monitor comments, contributions, etc...Her



friends were able to post pictures, send messages and be made aware of how much money we raised and how she was doing.

Thank You!

Shira Grunfeld, Dresher, PA
supportingheather.myevent.com



Cure JM Concert & Fundraisers

I had no experience at hosting a fundraiser or creating a website prior to my first fundraising event for Cure JM. With the [MyEvent](http://MyEvent.com) fundraiser website and the support staff, I was able to easily build the necessary pages to host a concert with online ticket sales, online donations, personal fundraising pages and an online silent auction. The customer service I have received from my event is hands down the best customer service I have ever received from any on-line work I have done. Myevent.com truly was a 1 stop shop for all of our on-line needs. It is easily customizable even for people with no web design skills. Thank you!

Damon, Hillsboro, OR
curejmconcert.myevent.com



SSA For Laughs

Myevent.com has been a great solution for our fundraising event for our elementary school. We sold tickets, and collected donations online and we are going to be running our first ever online auction.

Thanks so much for everything.

N Blumer, Montreal, Canada
ssaforlaughsgala.com



Bid to Cure

[MyEvent.com](#) was a joy to work with! The company was very helpful in guiding us in our first online auction. We raised over \$2000 using the [MyEvent.com](#) online auction tools! The website was an incredible asset to our fundraiser, giving our members a simple and accessible portal to utilize. The staff was friendly and easy to talk to about any questions I had. I really appreciate all of the support the IFOPA received from your staff.

[MyEvent.com](#) is a great company!

Jacqui Arnst , Florida

[bidtocurefop.com](#)



Andrew's Competing For A Cause

It was an absolute pleasure working with your website. The set up instructions were very user friendly (even for those who do not know how to use HTML). And when we had problems or questions, we were able to talk to someone on the phone to help us out – they were always friendly and very patient! Thank you so much for creating such a great setup – it truly helped us raise some money for our cause!

Andrew & Brooke, Scarsdale, NY

[andrewcompetes.myevent.com](#)



The Jeremy Drescher Kidney Fund

Immediate response to questions and costumer service was friendly and helpful. I LOVED how easy it was for people to donate online! It definitely widened our range in raising money for our friend, and it was easy to set up and use. I will definitely use [myevent.com](#)



again for any other fundraisers and will recommend using myevent.com to others for their fundraising website.

Jennifer Motyl, Merrimack, NH
kidneyforjeremy.org



SSA Goes Vegas - Casino Night and Auction

[Myevent.com](http://myevent.com) allowed us to create a great fundraising website for our casino night and it was so easy and affordable. We were able to accept credit cards right on our charity website so we could sell tickets and collect donations online!

Drew Levi, Montreal, Canada
ssagoesvegas.myevent.com



BrendanMeans.myevent.com

The site is very easy to use. There are enough templates to fit most any fundraising occasion... I am very happy with the service that you have provided.

Micah Miller
BrendanMeans.myevent.com



Crayons & Cravats Gala

The service was excellent. They were always patient and handled as many calls and took as much time with us as we needed. They genuinely wanted to help us on every call. The price point was right compared to other vendors... On the whole I rate the service as excellent "

Carl Sonnen, Ottawa, Canada
cich.myevent.com



Tough Hero Competition

Using myevent.com and the site builder was super easy. It met all the needs our charity required and has helped us look professional in every way. I will use this service again for our events because the staff at myevent.com has always worked hard to fit our schedule and needs.

Troy J Yocum Louisville, KY

toughhero.org



Rachel Chronicles

Our family experienced a sudden medical crisis with Rachel's illness. After the doctors told us what we were up against we were really trying to brainstorm as to how to get the word out and fundraise. Myevent.com provided the platform for us to do so. My event website not only provided a platform, it was accommodating, cost effective and user friendly. As rachelchronicles.com was a labor of love and healing for all who viewed and myevent.com made that possible.

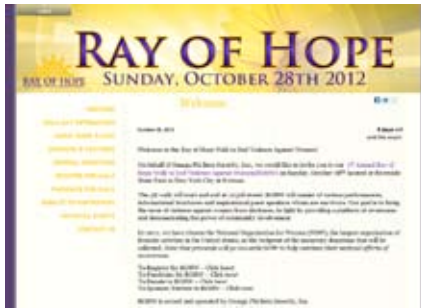
Sonja Stevens, Woodbridge, VA

rachelchronicles.com



Ray of Hope Walk

The site builder was extremely easy and simple to use. I had no trouble figuring out how I wanted to customize our page. The thing that most impressed me of MyEvent is your excellent customer service. I used the chat service a few times and was able to have all of my questions answered immediately. I found it extremely beneficial. I would definitely use



myevent.com in the future! Lastly, I found it beneficial that I could use the site builder to set up my website quickly but that I was able to have someone external design my page banner. I really enjoyed that flexibility.

Maria Rosa, Bronx, NY

RayofHopeWalk.org



Breaking Barriers Festival

We wanted to create a website that allowed us to fundraise quickly and easily and myevent.com was the perfect site. I know nothing about building websites and I did not have a lot of time to spend on it, but the website templates made it really easy to create something attractive and user-friendly. The best part about the website was how easy fundraising became. It was simple to keep track of how much we had received and people who donated loved being able to post comments as well as get an automatic receipt for their tax deductions. We raised over \$4000 in six weeks on our website. Our friends and colleagues posted our link on their Facebook pages and Gchat messages and pretty soon complete strangers were making donations! Also, anytime I had a question, the customer service was amazing. I was directly connected to a human being every time I called the number and my concerns were addressed immediately and courteously. The Breaking Barriers Festival was a great success thanks in large part to the help we had on our website.

Caroline Gifford, Palo Alto, CA

breakingbarriersfestival.com



Trike41

We loved using Myevent.com. The site offered us all of the features we needed to run a successful fundraiser. The program was very user-friendly and turn key. It required little to no web design experience.

Stephanie, Orange County, CA

trike41.myevent.com



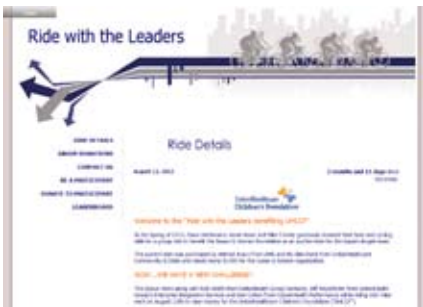
TMES Jog-A-Thon

The MyEvent.com experience has been top-notch for our school. It was extremely easy to build a professional looking fundraising website for our school really quickly. We have changed the look of our website, www.SupportTMES.com, by choosing different backdrops to correlate to the particular fundraiser we are doing at the time. We were able to set up the website to sell tickets...advertise items we would have at the Gala silent auction, and even have some exclusive online-only auction items available before the event. The event was a huge success, and many parents commented on how much they liked the ability to support the fundraiser online by sharing the website with out-of-town family and friends. It made my job a lot easier to have an organized, beautiful website to advertise to potential sponsors for the event too! We noticed a huge jump in sponsorships, monetary donations and overall profit, which we attribute in part to our new fundraising website, SupportTMES.com... For the first time our supporters were able to make monetary donations online using their credit cards...we have raised more money with this fundraiser than any other fundraiser we have ever had! There is at least a 20% increase in donation dollars... I have called MyEvent.com customer service three times asking how to personalize



our website to fit our needs and they have been extremely courteous, knowledgeable and clear in how to set-up our website. I can honestly say I have experienced some of the best customer service from your company that I have ever experienced, hands down. We have been so satisfied with MyEvent.com that I have recommended it to several other schools so they can replicate our success. Thank you for offering the ability to customize and change the website throughout the year, as many times as needed. I cannot say enough good things about MyEvent.com and what it has done for our fundraisers! Thank you, Thank you, Thank you!

MJ Sam, Albuquerque, NM
www.SupportTMES.com



Ride With The Leaders

The website was fantastic!

Jeff Meyerhofer, Eden Prairie, MN
ridewiththeleaders.com



Camp Sweenets Supporters from the 80s

I really liked how easy it was to set up the site. It only took us a few minutes. We used it as a fund raising site and in a few weeks we had collected enough through your site to send a needy diabetic child to a specialty medical camp last summer.

Greg Haviland, Austin, TX
sweeneyinthe80s.myevent.com



Climb 4 Kids

We appreciate the ease and convenience of the [Myevent.com](http://myevent.com) fundraising website builder.

Jorge Mancheno

climb4kids.myevent.com



Lacey Lightning 9U

I discovered MyEvent.com through a friend and I found it to be a great way to reach a large audience of friends and family in an effort to fundraise for the Lacey Lightning 9U Travel Baseball team who are saving money to play in the Cooperstown Dreams Park tournament at the 12U level. It was incredibly easy to build our own event website and to be able to utilize it on an ongoing basis since we have 2 major fundraisers per year for the boys which sometimes includes selling tickets for concerts and comedy shows hosted by our team. No more standing in front of large department stores doing can shakes in the cold or bad weather. MyEvent is the safest and best way to fundraise!

Coach Joe, Forked River, NJ

lightning9u.myevent.com



Fondation Mon Etoile

It was very easy and fast to build our fundraising website together. Most of all it's very reliable and secure for our donors. We are very pleased with Myevent.

Claude Marsolais, Terrebonne, Canada

fondationmonetoile.myevent.com



Ashar Cleanup

The fundraising tools are great! Was very intuitive and I was able to get up to speed and set up the fundraising site very quickly.

Bruce Klein

asharcleanup.com



Megan M. Keel's Project to Fight Human Trafficking

I really liked the ease of the [MyEvent](#) Website Builder. It was very user friendly and provided all the needed tools that I required to build my website such as video capabilities, graphics, links to other websites, low credit card fees, little wait times to be approved for donation acceptance, and live customer service for myself and my donors. I like that I have secure access to my page and that I can request the money in my account at any time with no hassle. I can edit, change, delete, or close my page or account at any time without penalty. The service is affordable at \$19.99 a month, and I am confident that my funds and my donors are safe to make donations using their credit cards. I especially appreciated that when I had a question or technical issue, I could call the company and speak directly with a representative. The representatives were knowledgeable, friendly, and available to assist me with any issue that arose. I would definitely recommend [MyEvent](#) to friends, family, or colleagues who are fundraising in the future.

Megan Keels, Hampstead, NC,

sendmegantoindia.com



Team NYO

For our purposes the fundraising website works great, and the customer service department has been very responsive. Using the participant pages for each team allows them to get excited about what they have been able to accomplish together and how they will directly impact the overall campaign's success.

Lisa Martinez

teamnyo.com



Debbie Cancer Fund

I really enjoyed putting together our fundraiser web site with MyEvent.com. It was very easy to put the site together, as well as to make necessary changes very quickly. The options that are available (photo albums, event dates, raffle ticket sales) were all very helpful to us and made our event for my mom a great success!

Rachel Ramirez, Huntley, IL

debbiecancerfund.com



Some Things Are Just Not For Sale

The MyEvent website made it easy to navigate and develop my webpage. I loved all the options of pages to put on my site, including a blog and online auction. I think this is a great tool for anyone with a fundraising initiative. Payment methods are also easy and time efficient... I love your site!

Angela Nguyen, Calgary, Canada

angela4OBV.myevent.com



H2Open Doors

We are launching our inaugural event to raise funds for water purification systems to be placed in third world villages. I needed a website built on top of a platform well suited for ticket sales and donations. After reviewing several SaaS providers, I chose [MyEvent.com](https://myevent.com). Rob is a pleasure to work with and has a team that is responsive and inventive. I'll be using [MyEvent](https://myevent.com) for the many years to come.

Jon Kaufman

H2OpenDoors.org



Walking for vicTORI

[My Event](https://myevent.com) was easy to use and perfect for our needs. It had the best variety of page layouts that enabled me to personalize the site without sparing creativity. Perhaps the best feature was the way myevent.com tracks online giving/donations. The donor history is available in excel and word formats making it easy to keep track of donations and create a list for thank yous or contacts. The fundraiser for our daughter and liver disease was wildly successful thanks to the website we were able to create on [MyEvent.com](https://myevent.com).

Andrea Marano King, Charleston, WV

torisliver.com



Wildfrid Israel - The Man Who Saved So Many

Indeed, a lot of energy and thought has been put into our project, and the website serves as our 'face' and frontend...Definitely, the website builder was a big help, when I had to create the website from scratch. Especially the features around the fund raising and donations came very handy and helped me a lot in getting the website functional in no time. Also the features around the web's theme and adding text and pictures are most handy and beneficial. The fact that the website builder offers a variety of pages with already built-in functionality is a big help and a great advantage.

Ophir Baer

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