

## **Steps to a Successful Community Partnership Event**

### **Brainstorm and Decide on Your Event:**

Talk with friends and colleagues to develop an idea for an event that excites you and one that you can manage efficiently. Some ideas are:

- Galas, dinners, breakfasts
- Wine/Beer tastings
- Sporting events – golf, baseball, hockey, etc.
- Car washes
- BBQ's
- Holiday Celebrations
- Special Day celebrations – anniversaries, birthdays, marriages, etc.
- Bake sales/garage sales
- Fashion shows
- Concerts
- Theatrical events

### **Form an Event Committee:**

It takes time and commitment to plan a successful event. Make sure you recruit enthusiastic and dedicated people to help.

### **Get your Event in our Events Calendar:**

Parkinson Society Southwestern Ontario wants to know more about your event so that we can promote it in our communications and on our website. Once you have decided on an event, please complete the Fundraising Proposal and Fundraising Guidelines forms and send them to Parkinson Society Southwestern Ontario for approval.

### **Determine Your Target Audience:**

Having an understanding of who will support and attend your event is crucial to its success.

### **Set the Date:**

Schedule your event for a day, a time and a location convenient for those who will attend.

### **Determine Logistics:**

Attention to detail is a must for the success of every event. Parkinson Society Southwestern Ontario can review the logistics of your event to help ensure you are on the right track.

### **Promote Your Event:**

Posters, flyers and other promotional materials will help make your event a success. We ask that you send a draft of any promotional materials for approval so that we have them on hand in case we receive inquiries about your fundraiser. You are responsible for all costs associated with promoting your event.

### **Collection of funds:**

We ask that all funds be collected and submitted to Parkinson Society Southwestern Ontario within 30 days of your event. Charitable receipts will be issued according to Canada Revenue Agency guidelines.

### **Send Notes of Appreciation:**

The most important step to remember is to thank those who helped organize the event and those who participated. Tell them how much was raised and how much you appreciated their support of those who suffer with Parkinson's.