



# Event Fundraising Game Plan

MLSE Foundation believes all kids should have access to sport and the opportunity to develop lasting dreams on and off the playing field. With the support of MLSE's teams (Toronto Maple Leafs, Toronto Raptors, Toronto FC, Toronto Argonauts), MLSE Foundation funds the refurbishments of local athletic facilities and funds charities that support kids through sports and recreational programs. So, a big "THANK YOU" for choosing to support our charity!

Here is a step-by-step guide to help you host a successful event.

## Step by Step Guide

### 1. Establish goals for your event

A fundraiser can be anything: trivia night, a BBQ, or even a sporting tournament. Make it your own and explore creative ways to raise funds while increasing awareness about MLSE Foundation and our community efforts. Some questions to consider:

- What type of event are you hosting?
- What is your fundraising goal?
- How many guests are you expecting?

### 2. Recruit a team

There is no "I" in team! Bring in motivated players who are excited to share the team vision. Based on the size of your event, you should consider the following positions: Marketing Coordinator, Sponsorship Coordinator, Food & Beverage Coordinator and Volunteer Coordinator.

### 3. Decide on date and venue

Choose a date and venue that is convenient for you and your attendees. Do your research to see if there are any conflicting events. Some things to consider: holidays, weather, time of year, day of week, transportation, parking, venue capacity, etc.

### 4. Make a budget

Identify all possible sources of revenue (ticket sales, sponsorship, auctions etc.) and potential expenses (venue, decorations, food etc.). Keep in mind, expenses take away from the net amount raised towards MLSE Foundation. \*Please note that MLSE Foundation is unable to cover any event expenses.



## **5. Tell us about your event!**

We are excited to hear about your event and want to provide the support to make your event successful. Fill out our Community Event Proposal Form (attached). Once the form has been submitted, a MLSE Foundation Representative will contact you to help get you started.

## **6. Develop a strategy**

Create a calendar game plan which states the tasks and responsibilities that need to be completed leading up to your event. This will allow you to have a realistic view of your timeline and keep your team on track!

## **7. Fundraise**

It's time to start fundraising! You can collect donations leading up to the event or in person on the day of. Please ensure all cheques are made payable to MLSE Foundation.

## **8. Promote promote promote!**

To get the most out of your fundraiser you need to promote as much as possible! There are many methods of communication that you can use to promote your event.

- Promote your event on our Calendar of Events
- Social media – it's free! (Twitter, Facebook, Instagram)
- Email blasts
- Word of mouth with friends and family
- Flyers

## **9. Enjoy your event**

Today is the big day! Be excited and proud of all the hard work that went into your event

## **10. Post-event wrap up**

Congratulations – you did it! It's time to wrap up any outstanding tasks before you're done. Some things to consider:

- Invoices and payments
- Final count – how much money did you end up raising?
- Evaluate your event. What can you stop, start and continue doing?
- Remember to send a BIG “thank you” to everyone who supported you and your team!



# Community Event Proposal Form

Please complete the event proposal form and return to: [Braeden.Szucs@MLSE.com](mailto:Braeden.Szucs@MLSE.com). Fill out as much as possible we will be in contact within 14 business days.

Contact Information	
Name	
Phone Number	
Email	
Address (Street, City, Province, Postal Code)	
How did you first hear about MLSE Foundation	
Event Information	
Event Name	
Event Date (DD/MM/YY)	
Location (Street, City, Province, Postal Code)	
Event Description	
Target Audience	
History of Event I.e. How many years has this event been going on? Revenue History? Growth? How did it start.	
Event Publication	
Event Website	
Would you like your event listed on our website?	
Social Media Include any accounts related to event	
Logo Usage Please note any use of MLSE Foundation or MLSE LaunchPad logo must be approved before usage	
Financial Information	
Fundraising Target How much do you think you will raise?	

Print Name

Signature

Date (DDMMYY)

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