

FUNDRAISING TOOL KIT



cawes

Central Alberta Women's Emergency Shelter



About CAWES

The Central Alberta Women's Emergency Shelter is a charitable organization serving the Central Alberta area. Our safe, secure, home-like shelter, located in Red Deer, currently houses up to 40 women and children at any one time for a maximum stay of 21 days.

We provide compassionate counseling to women and children affected by serious criminal domestic violence. We encourage independence and freedom of choice to begin a new life free from abuse. Women and children in crisis, or in an emergency situation, are also eligible for shelter services.

THIRD PARTY FUNDRAISING

This step-by-step guide is designed to help you in your fundraising efforts for the Central Alberta Women's Emergency Shelter. Without commitment and dedication from the community, we would not be able to provide the necessary support to women and children fleeing serious criminal domestic violence.

Third-party fundraising is an initiative by an individual, community group, or company in which funds are raised in support of the Central Alberta Women's Emergency Shelter. CAWES relies on the generosity of many individuals and organizations to raise funds for our important programs and services. Acting independently, you have the power to organize an event that not only will raise money, but also awareness of domestic violence in Central Alberta and around the world. Please be aware that all events held to support CAWES must be compatible with the core mission and values of our organization. We deeply appreciate your support of the CAWES and of women and children affected by domestic violence.

Thank You!

Vision

Bridges to a better future for those impacted by domestic violence.

Mission

Countering domestic violence in Central Alberta by offering a client-centered safe space through: Crisis intervention, high-security housing, Community awareness, Education, Collaboration.

Belief

Every individual has the right to a life free from abuse. Society has a responsibility to provide safety from abuse. Education and treatment has an effect on reducing abuse.

WHY ARE YOU FUNDRAISING FOR CAWES?

Think about your reasons for choosing CAWES as the benefitting charity for your event, and work on clearly articulating your reasons. People will be more likely to donate or volunteer if they fully understand why the cause, and their support, is important.

HOW CAN CAWES HELP?

Contact CAWES as soon as possible with your idea. We may be able to assist you in some way with planning, promotional materials, and volunteer support.



THE BIG EVENT!!

Planning an event can be as simple or time-consuming as you make it. Consider the following questions before you start planning:

You have an idea...now is it a good one?

Test your fundraising idea out on friends, family and colleagues. Brainstorm the idea and research whether a similar idea has been successful in the past. A good idea can go a long way!

Is your goal realistic?

First off, set a fundraising goal. A realistic fundraising goal will help to motivate your team and give supporters something to work towards. Research your audience and previous events to get an idea of what you can expect.

Who is your audience?

Knowing who you would like to attract to your event will help you in planning and promotion. Your audience will dictate everything from where your event will be held to the activity you are presenting, and will allow for a rewarding experience for both you and the attendees.

What is your budget?

Think about what your budget will be for your event, and keep expenses in check. We suggest that you spend no more than 25% of what you plan to raise on your event. Research ways to save money, and investigate whether event sponsorship might be an option for covering costs.

Is the timing right?

The last thing you want is to be competing against another event. Research the day and time you have chosen to ensure you are able to access the largest number of supporters.

Who can you count on to help you?

A good team can be a lifesaver when planning and executing an event. Appoint a Team-Leader and delegate specific tasks to people on your team. This is a great way to get people involved in the cause and keep them motivated.





SPREAD THE WORD

You've got a great idea...now you need to draw the crowds. Here are some tips to promote your event and generate a buzz in the Community.

Posters and Flyers

It's fun to design your own posters and flyers, and it doesn't have to cost an arm and a leg. Use computer programs such as Microsoft Word, Publisher, and Adobe InDesign. Talk to local printers and ask if they are willing to sponsor the printing of your promotional materials for free, or at a reduced cost. Contact our Marketing Department to work together on your design and to obtain a high quality CAWES logo for reproduction (available in a number of formats).

Local Media

We have great local coverage in Red Deer, and why not make use of it for your event. Give them a human interest story and they'll be there to cover your event. Be sure to let newspapers and radio know of the event well in advance to generate pre-event publicity (and boost your attendance!). A press release is helpful in alerting the media to your story...give them a few days to mull over the information and follow up with a phone call.

Online Promotion

Social media is everywhere these days and is a great way to promote your event. Set up a Facebook page, Twitter account, or MySpace page. Be sure to alert CAWES as to what's happening so we can post it on our pages as well.

Email and Texting are great ways to spread the word. Send the information out to your contact list.

Check out online event calendars, such as the ones sponsored by the City of Red Deer and Tourism Red Deer.

This is a great source for people in the Community to learn about local events, and the calendars are widely accessed.

Use the Grapevine! Tell everyone, including friends, family neighbors, co-workers, customers, and suppliers about the event. The more people you can get on board, the faster word will spread.

Thank you for your support of the Central Alberta Women's Emergency Shelter!

Your initiative in planning a third-party fundraising event for CAWES is what helps to keep us going. Community support for families affected by serious criminal domestic violence is necessary in the fight to end abuse.

Through your event, you are giving hope to women and children as they begin their new life free from family violence.

If at any time during your planning process you have any questions, please do not hesitate to contact us; we may be able to help!

Roxanne Kirton
Marketing, Events and Volunteer
Coordinator
Phone: 403.352.4080
Email: roxanne.kirton@cawes.com
Web: www.cawes.com

CHECKLIST

Stay organized when planning your event! Use this checklist to ensure you've thought of everything to make your event a success!

Before the Event

- Brainstorm and research fundraising ideas
- Check to make sure there are no safety or legal issues with the event
- Form a team. Determine how many people you will need to help with the event. Recruit volunteers
- Contact CAWES with your event idea and information
- Make a budget
- Schedule your event and secure a location
- Talk to sponsors
- Promote and publicize your event

During your Event

- Assign someone responsible for handling donations and money
- Display and distribute CAWES promotional materials
- Take lots of pictures!

After the Event

- Collect and count the funds raised
- Thank your sponsors / donors with Thank You cards and letters
- Send funds raised and donor information to CAWES
- Evaluate your event and take note of what worked and what didn't. Connect with the Marketing department at CAWES to share your successes and experiences.

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PO Box 561
Red Deer, AB T4N 5G1

Toll Free: 1.888.346.5643
Phone: 403.346.5643
Fax: 403.341.3510
www.cawes.com