



## Hosting a Fundraiser – General Guidelines

### 5 General Steps to Host a Virtual Fundraiser

With more events going virtual, there are so many reasons to host a Virtual Fundraiser in support of the Mary Kay Ash Charitable Foundation! They can replace in-person galas, concerts, walk-a-thons, races, and more – which means they can often be much more cost-efficient to host. Here are 5 steps to host a Virtual Fundraiser:

#### 1. Determine what kind of virtual fundraiser you want to have.

Here are some ideas:

- A virtual run or walk, where participants track their solo kilometres and minutes, while raising funds like a traditional walk-a-thon (they can even stream their walk to inspire others) – *hello, Virtual MK5K!*
- A live-streamed speech and program
- A video conference presentation with questions and answers
- A video conference trivia game or challenge

#### 2. Set a fundraising goal.

Virtual events have significantly lower overhead than in-person events, which means more of your funds-raised will help support the Foundation – something to consider when setting a fundraising goal.

With virtual events, donors are more likely to consider their support complete once purchasing a ticket. So, your virtual fundraiser may benefit from thinking of additional ways your guests/participants can show their support, such as a silent auction, items for sale, etc. You may paradoxically raise more by charging an admission free.

#### 3. Create your event framework.

Once you've decided what kind of virtual event you're having, you can plan the event timeline, and figure out what you'll need to accomplish it. Do you need to live stream a program, manage a walk-a-thon remotely, or help your supporters fundraise on your behalf?

#### 4. Publicize your event.

If your event is open to the public to attend, you can advertise it more widely. Plus, with virtual events, supporters who might not have been able to attend an in-person fundraiser due to distance or scheduling have a greater opportunity to attend a virtual event. To help promote the virtual fundraiser, send emails, post on social media, text your friends!

#### 5. Final testing.

Before your event, do a practice run with all your technology to ensure you know how to operate everything. If you need support, be sure to reach out prior to the date-of.

**Post-Virtual Fundraiser:** Once your virtual fundraiser is done, be sure to thank your supports, volunteers, and anyone else who made the event possible.



## 6 General Steps for Hosting a Fundraiser

### 1. Determine what kind of fundraiser you want to have.

Here are some ideas:

- A garage/yard sale – a wonderful way to clear your home while giving someone the opportunity for a great find!
- A dinner or gala – although this could be difficult to plan, you can incorporate other aspects to this event like raffles ticket, a silent auction and more!
- A walk-a-thon

### 2. Set a fundraising goal.

When setting your fundraising goal, consider all the expenses your event could incur, including overhead, food, material costs, AV and more. Develop a goal based on tools and resources available to you and your co-organizers. Start with a humble goal, especially if this is one of your first fundraisers. You can always adjust the goal higher if you anticipate surpassing your goal!

### 3. Confirm your target audience.

Understanding who your target audience is could help you better promote and plan your fundraising event. While a black-tie gala looks nice in our heads, it can be hard to get the numbers you need for this kind of event. Develop a list of fundraising ideas that work well with your audience and your organization.

### 4. Come up with a marketing and promotion plan.

This step might seem overwhelming, but it's as simple as getting the word out the best way you know how! You can email friends and colleagues, post on your social media channels, call family members – and ask each of them to do the same! Wherever you put the word out, try to do it multiple times in the lead-up to the event. Get the word out early and follow up to find out if people plan to attend. It keeps your event efficient and reduces stress.

### 5. Accepting donations and selling tickets.

Once you start planning your fundraising event, you'll need to consider how you'll sell tickets or accept donations. Through [CanadaHelps](#), the Mary Kay Ash Charitable Foundation accepts online donations. However, if you're selling tickets or collecting funds the day-of, you'll want to have a plan to accept funds, consolidate the funds, and then make a submission to the Foundation safely and securely. Questions or concerns about this? Email us at [marykaycares\\_canada@mkcorp.com](mailto:marykaycares_canada@mkcorp.com)!

### 6. Practice the Fundraising Event

It's essential that everyone working the event knows what their responsibilities are, where they should be during the event, and how the event is going to "flow." If you are having a large event, the key event staff may want to have a practice run to make sure that your operation is running smoothly.

**Post-Fundraiser:** Once your fundraiser is done, but sure to thank your supporters, volunteers, and anyone else who made the event possible.