

Thank you for joining us in being the national voice for the 1 in 3 people in Canada living with diabetes or prediabetes.

The following checklist is a guide to help you build your event. Please keep in mind every event is different, so not every item may apply. We have left some space for you to include your own items.

5-8 months before

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| <input type="checkbox"/> Decide on the type of event you would like to organize | <input type="checkbox"/> Decide on a hosting platform such as Zoom, Twitch, YouTube, Instagram or Facebook Live |
| <input type="checkbox"/> Register your event on diabetes.ca/fundraise and set your fundraising goal | <input type="checkbox"/> Send out letters to businesses for sponsorship or donations |
| <input type="checkbox"/> Make a list of all your projected expenses and sources of revenue (see the Budget Template) | <input type="checkbox"/> Recruit host(s) or event speakers |
| | <input type="checkbox"/> |

2-5 months before

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|--|---|
| <input type="checkbox"/> Order supplies for your event | <input type="checkbox"/> Encourage your network to share your fundraising page or promotional materials |
| <input type="checkbox"/> Create and share posters and social media posts to promote your event | <input type="checkbox"/> Consider accessibility needs for your event (closed captioning, ASL interpreters, video transcripts, or audio description narrative) |
| <input type="checkbox"/> Create an invitation list or recruit team members to join your fundraiser | <input type="checkbox"/> |
| <input type="checkbox"/> Contact local media outlets to promote and cover your event | |

Week of event

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|---|--------------------------------|
| <input type="checkbox"/> Create a 'day of' agenda | <input type="checkbox"/> |
| <input type="checkbox"/> Brief anyone else who may be involved such as co-hosts, guests, etc. | <input type="checkbox"/> |
| <input type="checkbox"/> Test all technology | <input type="checkbox"/> |
| <input type="checkbox"/> Send a reminder to registered attendants | <input type="checkbox"/> |

Day of Event

- Share that you will still be collecting donations online post-event and what the donation deadline is
- Leave extra time in your schedule for technology issues and have backup plans where possible

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After the event

- Thank your sponsors
- Thank your volunteers
- Thank your guests and supporters and let them know how much was raised
- Send any cheques with the **Offline Donation Form** to Diabetes Canada
- Send photos and videos to Diabetes Canada (fundraise@diabetes.ca)

- Review your event and any recommendations for the future
- Plan for the following year
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We're here to help!

We want your fundraiser to be a **HUGE** success and one that you are proud of. A Diabetes Canada representative can help you in many ways.

What Diabetes Canada **can** help with:

- Idea generation and event planning guidance.
- Providing printable materials.
- Regional promotion support.
- Providing a letter of endorsement.

Unfortunately, we are **not** able to help with:

- Raffle and lottery licenses
- Expense reimbursements or funding
- Event permits or liability insurance
- Sending media advisories and press releases

Questions? Contact us at fundraise@diabetes.ca