

McMaster University United Way Campaign Event Planning Toolkit

FROM POVERTY TO
POSSIBILITY



HEALTHY PEOPLE, STRONG
COMMUNITIES



ALL THAT KIDS CAN BE



Change starts here.

Table of Contents

About the United Way of Burlington & Greater Hamilton 3

About the McMaster United Way Committee 4

Steps to Planning a Successful Event 4-7

Events Requiring Lottery Licensing 8

Tax Receipting Policy 8-9

Event Proposal Form 10

Sample Fundraiser Budget 11

Photo Release Form 12

Sample United Way Pledge Form 13-14

About the United Way of Burlington & Greater Hamilton Area

A strong, supported, resilient city benefits all of us. Every day, United Way of Burlington & Greater Hamilton has a profound impact on our community by ensuring an essential network of programs and services work together to achieve lasting, positive change. No other organization has the same depth, reach and history of making such a profound difference in the lives of others.

What the United Way can do because of your support.

INVEST IN HUMAN SERVICES

The United Way invests in a community support network of 73 human service agencies that delivers 131 critical, prevention-based programs and services that improve lives and strengthens the community.

BRING LASTING VALUE TO AGENCY PARTNERS

The United Way makes multi-year funding commitments, collectively designs long-term strategies for program delivery, shares research and provides assistance to improve governance and administration practices.

RESEARCH

As part of our work with a number of community roundtables and collaborative partnerships, United Way researches and investigates the root causes of our most challenging social issues in order to develop strategies that ensure lasting change.

BRING TOGETHER

The United Way partners with the community – school boards, governments, academia, unions, business leaders, neighbourhood residents and funders – to ensure coordinated, collaborative action and to develop local solutions. By working together, we make the greatest difference.

EVALUATE

The planning and investment decisions of the United Way must achieve positive change and we must understand the impact of our investments. United Way regularly evaluates the programs and initiatives we fund and analyzes our investment results.

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About the McMaster United Way Committee

McMaster University and the United Way share a long and successful partnership. McMaster's annual campaign engages the energy, enthusiasm and talents of the McMaster staff, faculty, retirees and students who believe in making Burlington and Hamilton a stronger and healthier place for each and every one of us. A committee of 20+ volunteers helps people in this community lead healthier lives, become self-sufficient, build safer homes and neighbourhoods, and give our children and youth opportunities for a brighter tomorrow.

During the campaign period, McMaster employees, students and retirees have an opportunity to participate in fundraising events organized by the committee and to provide a donation to the United Way through a variety of payment options including payroll deduction. The annual campaign includes many campus-wide events including a Campaign Kick-Off, Silent Auction, Stair Walk, Hat's Off Event (collection of loose change at entry points to campus), donation boxes with Hospitality Services, and more. The campaign is supported by Human Resources Services and is facilitated by the Employee Engagement and Wellness team in collaboration with McMaster volunteers on the United Way Campaign Committee.



10 Steps to Planning a Successful Event

Step 1 – Form an Event Sub-Committee

The role of the event sub-committee is to oversee the organization of the activity or event. Recruit enthusiastic, dedicated volunteers with a variety of skills to share the responsibilities and to help you organize a successful event. Assign specific tasks to all the committee members. Make sure to attach timelines for tasks. Remember that a dedicated team is often an essential component to a successful event!

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Step 2 – Brainstorm

Think of activities, games or products that you enjoy and think of ways to turn it into an event idea that your committee can get excited about. Your event should be appropriate to the goals, interests, skills, size and time available to you.

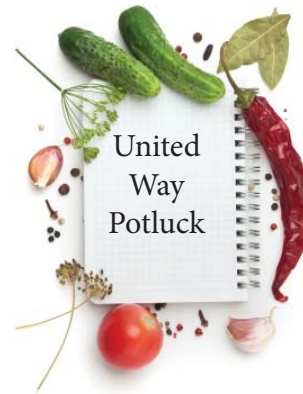
Examples of Fundraising Events:

Here are some “tried and true” special event ideas to help increase awareness about United Way and to raise additional money. Many of the event ideas come from successful workplace campaigns but we know there are many other great ideas out there.

Gourmet Fun - A Potluck Lunch with Cookbook

(This event raises awareness & money)

- Ask each staff member to contribute a dish to the potluck luncheon.
- Encourage them to bring in the recipe for their dish.
- Organize the recipes at a later date to create a staff cookbook.
- Sell the cookbooks later to raise money for the United Way.
- Contact the United Way Facilitator for further details



Decorating Contest

(This event raises awareness & money)

- Coordinate a themed decorating event to coincide with a special day or any day!
- Ideas include a Pumpkin Carving Contest, Gingerbread House Decorating Contest, Ornament Design Contest, Heart Decorating Contest and more...
- Entrants purchase a spot in the Contest.
- Provide prizes for ‘Best Decorated’, ‘Best Effort’, ‘Best United Way Theme’ and others that may be appropriate for your contest.
- Give participants a Certificate of Participation just for fun.



Loonie Lane - 50/50 Fun

(This event raises awareness & money)

- Arrange to have two-way tape stuck down on the floor along a main route to your department/office.
- Ensure volunteers are available to encourage participation.
- Encourage passers-by to stick loonies along the tape.
- Give each participant a draw ticket for each loonie they place on the tape (Loonie Lane).



Please visit our website www.workingatmcmaster.ca/uway for more Fundraising ideas!

Change starts here.

Step 3 – Set Goals and Budget

How much money do you reasonably expect to raise? Develop a timeline for all tasks. Consider your audience when selecting your participation fees and goals. Be sure to communicate your goals to all those involved. Use the Fundraiser Budget Template provided in this booklet to help you identify all potential income and expenses.

Step 4 – Submit Your Event Proposal

Please let the Facilitator of the McMaster United Way Campaign know about your event by submitting a copy of the Event Proposal Form found in this package. They can be contacted at uway@mcmaster.ca.

Step 5 – Permits, Insurance and Safety

Check well in advance of the event to see if there are any special permits, contracts, licenses and insurance required (please see outline of events requiring licensing/permits on page 8).

Step 6 – Promote Your Event

Promoting an event effectively is important to its success. Keep your target audience in mind and discuss methods of advertisement that would be most suitable. Examples of ways to promote your event are as follows:

- Email Blast
- Posters
- Social Media
- Word of Mouth
- Working at McMaster United Way Website: <http://www.workingatmcmaster.ca/uway/>



<https://www.facebook.com/McMasterUnitedWay>



<https://twitter.com/MacUnitedWay>

- Questions? Email us at uway@mcmaster.ca



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Step 7 - Run the Event

Event Day is finally here! Here are some helpful hints for the day of your event:

- Have a logistics timeline to follow so that everyone knows what is suppose to happen when.
- Have an emergency protocol communicated between you and your committee in case an issue arises.
- Keep track of donor names and contact details in case a tax receipt is requested.
- Have Fun!

Step 8 – Collect Funds

After the event, please collect the funds raised and submit them to the United Way Facilitator in Human Resources Services located in Gilmour Hall room 304. Please make sure to roll any loose change and tally the total donation. This money will be counted towards the McMaster United Way Workplace Campaign.

Step 9 – Recognize and Say Thank You

It's important to acknowledge the partners and volunteers who came together to make the event a success. Keep this in mind during your planning stage so that you can keep a list of who you will need to thank once the event is complete. It's essential to let them know how much you appreciate their support.

Step 10 – Evaluate

Take a few minutes to debrief with your volunteers and committee to review the event and its successes. It will be very helpful to have a list of what worked and what could be improved for next time.

On behalf of the McMaster Workplace Campaign, thank you for your time, effort and support. Good luck with your event!

Change starts here.

Tax Receipting Policy

Provincial law states that individuals contributing money to a special event will not be issued an income tax receipt since he/she is actually receiving something in return for his/her monetary contribution. This applies regardless of whether the individual is receiving a good, service or any other tangible or intangible benefit.

Gifts That Are Receiptable

- Direct cash, cheque and credit card donations of \$25 or more are automatically issued a tax receipt. Donations of less than \$25 will be issued a tax receipt on request.
- Donations of goods and merchandise by individuals and business will receive a tax receipt. Donations of physical goods for use during a campaign may be receiptable. The receipt issued is referred to as a “Gift in Kind” tax receipt and is different from the tax receipt issued for cash donations.
- Contact your McMaster United Way Facilitator at uway@mcmaster.ca for a receipt.

Gifts in Kind

Gifts in kind, also known as non-cash gifts, are gifts of property. They cover items such as artwork, equipment, securities, and cultural and ecological property.* A contribution of services of time, skills or efforts, is not property and therefore, does not qualify as a gift or gift in kind for purpose of issuing official tax receipts.

*In order to receive a receipt for a gift in kind donation, the appropriate paperwork must be completed and can be obtained from McMaster’s United Way facilitation.

Gifts That Are Not Receiptable

- Auction and raffles: A charity cannot issue tax receipts to people who buy items at a charity auction, even if the price they pay exceeds the fair market value of the item. This is because they are receiving something in return and therefore this is not a gift.
- Contributions of services: Contribution of service may not be acknowledged by the issue of an official receipt. A gift must involve property. Contributions of services (that is - time, skill or effort) are not property and therefore, do not qualify for a tax receipt.

EVENT PROPOSAL FORM

Thank you for your interest and consideration to host your own event in support of the McMaster United Way Workplace Campaign. We ask that you kindly complete the following form and submit it to the United Way Facilitator in Human Resources Services so that the McMaster Campaign is aware of your event.

Please Complete All Sections Below.

Your Contact Information:

Organizer name(s):	
Address:	
Telephone Number:	
Fax Number:	
Email Address:	
Department:	

Tell Us About Your Event:

1. Event Name: _____
2. Event Date: _____
3. Event Location: _____
4. Expected Number of Event Attendees: _____
5. What is your Revenue Goal: _____
6. Please Provide a Brief Description of Your Event: _____

Change starts here.

Fundraising Budget Template

Plan a budget in order to determine the event's financial feasibility. A budget will help you identify expenses and areas where sponsorship may be beneficial in order to meet your fundraising goals.

REVENUE		NOTES
TOTAL REVENUE	\$	
EXPENSES		
TOTAL EXPENSES	\$	
NET PROCEEDS	\$	