

Event Planning Guide

TO ORGANIZE AND PLAN A FOOD COLLECTION OR A FUNDRAISING EVENT
TO BENEFIT



MOISSON MONTRÉAL

Event Planning Guide

Thank you for taking the initiative to organize a fundraiser to benefit Moisson Montreal. Welcome to our family!

Most people do not possess the know-how to organize a collection or fundraising activity. However, it is not necessary to be an expert to raise money or food! All you need is a plan of action, a can-do attitude, a bit of motivation and voila! Everyone can do it.

This guide is designed to help you achieve your goals and guide you to better manage your collection. By using and applying the key points outlined in this guide, you are taking the necessary steps to ensure a successful collection. We hope that this organizer will make it easier for you and allow you to fully enjoy yourself, all while making a difference in the lives of people in need.

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Basic steps to plan a successful project

Here listed you will find essential steps to keep in mind while planning and organizing your project, event or food collection. These can be referred to as your anchoring points and will enable you to attain your goals in a timely manner.

1. Believe in yourself

No matter what the cause or charity you decide to support, you must believe in it. You must be convinced that your efforts will be beneficial to the organization. You are organizing an event, food collection or project to help individuals in need. Take this opportunity to educate others and spread awareness amongst your circle of friends and family, this will encourage them to get involved.

2. A good knowledge of Moisson Montreal

Always keep in mind the key points surrounding Moisson Montréal. You are working towards the goal of helping people in need and that; your help will benefit them. The information you need in regards to the highlights and key points of Moisson Montreal can be found in the appendix 5: Highlights of Moisson Montreal . Also, if you require more details, you may contact Nathalie Perron, special events coordinator at nperron@moissonmontreal.org or by phone at 514-344-4494, ext. 238.

3. Choose and event or activity that appeals to you

No matter what activity or event you choose to organize, you must take pleasure in its organization. It is very important. You can organize an activity on a small or large scale, the main point to remember is to enjoy the event. Whether you organize a benefit performance, a bake sale or a food collection, you are helping Moisson Montreal more than you know.

Please refer to appendix 1 for event ideas and suggestions. Keep these questions in mind when executing your project:

- **What is my daily schedule?** For instance, how much time can I devote to planning an activity? Can I realistically dedicate half a day each week to my food collection?
- **What are my strengths?** If you are a great baker, you might consider holding a bake sale to raise funds for Moisson Montreal;
- **Do I have a network of individuals who can help me?** Example; I have friends who can contribute various items to hold a garage sale fundraiser.

4. Set realistic goals and objectives

The success or failure of a project is often determined by the goals, objectives and timeline that we have set. By setting realistic aims and keeping in mind personal commitments, you can only succeed. Take advantage of holidays and down-time to make headway in your planning process. Next step, create an action plan. We have included a project proposal form that can help in creating your action plan. If you would like to refer to a timeline as well, see appendix 3.

5. Surround yourself with key players

Planning an event or collection requires time and energy. Surround yourself with key players that can help you push through various steps. We suggest you establish a committee to help you share tasks and recruit volunteers for the event.

To guide you in the process, transcribe a list of people you know. These individuals can help you plan your project. Appendix 4 « BRAINSTORMING: LIST OF PEOPLE AND PLACES WHO CAN HELP» this will help you start the brainstorming process on the right foot.

6. Spread the message about the cause and the activity

Avail each moment to inform the public about the cause and the activity. Holidays, birthdays, family reunions and weddings represent great opportunities to get the word out about Moisson Montreal and your project.

The concept is simple: to increase your chances of success you must get the word out. The more people know and speak of your activity or food collection, the better your odds are.

Tips on promoting your project:

1. If your business publishes a monthly bulletin that highlights internal activities that staff can support, use this opening to have your event showcased.
2. Approach local papers in your area and ask that they write about your undertaking. Please refer to appendix 5: tips on how to approach medias.

Practical advice to apply throughout your event

Promotion!

Follow the tips listed above for the promotion of your project and how to diversify your message to your chosen media. It is proven that if we see the information in 3 different ways, the message will be processed and recorded easier. Facebook, Twitter, email, telephone, letters of solicitation, neighbourhood newsletters, newspapers, signage, etc.. are all good mediums to promote your event. In addition, it is very important to keep this in mind: you should always include the six essential elements for good advertising:

1. Who?

- To who is the activity targeted to?

- Who is the organizer?

2. What?

- What is the objective of the activity? BE CLEAR. If someone does not understand the concept or purpose the first time, they will not be inclined to participate or support your initiative.

3. How?

- If there are registration options, be clear on whom the contact person is and how participants can communicate with that said person. All pertinent details must be listed in your add. (email, phone number, location, name of the contact person etc.)

4. Where?

- Where will your activity be held? Be clear and concise; if possible include a virtual map. This will avoid confusion.

5. When?

- Event date
- Start time
- End time

6. The cost?

- What is the cost of your activity? (registration fees or ticket prices)

Pay close attention to details

You must be vigilant and pay close attention to details. Details are what will make or break your activity. Specifics are what will entice your contacts to support and participate in your project.

For example: Personalize your solicitation letter and sign each one manually. Another option is to call people or participants directly, human contact is always preferred.

Make time to say THANK YOU

Once the activity has passed, take time- out to say THANK YOU to all individuals, donors, supporters, participants and volunteers who have contributed to the success of your event. Each deserves a special note of appreciation, hand written if possible. Include the event results.

Logistics

If your activity is a food collection, be sure that you can deliver the foodstuff to Moisson Montreal. Here are a few options to do so:

- All private courier services can deliver during regular office hours to Moisson Montreal.
- Order online at the grocery store of your choice and request to have the complete order sent to us.

- Deliver or drop-off the food collected directly to Moisson Montreal. We are located at 6880, Chemin de la Côte-de-Liesse, in Ville St-Laurent.

This is an important aspect for Moisson Montreal as we do not always have delivery trucks available. In cases where it is difficult for you to deliver the goods, we will arrange a pick-up time, where we will collect the items.

Receipts

Moisson Montreal is able to issue tax receipts. But, some restrictions must be followed.

- A tax receipt can be issued to an individual who has made a monetary contribution of \$10.00 or more. The donor must provide us with all his contact information for us to process the receipt.
- We do not issue receipts for any donation of foodstuff.

HAVE FUN!

Moisson Montréal Highlights

These facts and details will come in handy when promoting Moisson Montreal.

Our Mission:

- To ensure an optimal food supply to the community organizations that provide assistance to people in crisis on the island of Montréal.
- To foster the development of sustainable solutions to ensure food security.

Our values:

Respect – Integrity – Fair Treatment – People Helping People – Personal Commitment

Important Facts:

- Every dollar received allows Moisson Montreal to redistribute 17 dollars' worth of food
- Distributed foodstuff to over 200 community organizations in Montreal
- Moisson Montreal is the largest food bank in Canada
- Close to one third of the individuals served are children
- Monthly we help close to 150 000 people
- We redistribute 10,4 millions of kg of foodstuff annually
- Daily Moisson Montreal requires a minimum of 50 volunteers

Appendix 1

Activity Ideas

Within Corporations

- Contribution for a collection :
 - Possibility to wear denim or other prohibited clothing items in the workplace.
 - Permission to be late at one meeting
 - Cellular phone can ring during a conference
- Bazar
- Auction off your employer
- Brunch, dinner, corn roast, BBQ
- Sale of draw coupons
(BEWARE! Certain conditions require a permit from the Régie des alcools, des courses et des jeux du Québec)
- Bake Sale
- Moisson Montreal donation cans
- Golf Tournament

Schools

- Rally for physical education class
- Movie afternoon
- Bake sale
- Benefit Concert
- Grocery Bagging for a weekend
- Collection of empty soda cans
- Fundraising Campaign :
 - Chocolats Lamontagne
 - TAG Financement
 - Humeur campagne de financement
 - Chocolat, le meilleur au monde

Individuals and Others

- Activities:
 - Beer
 - Tupperware
 - Pasta dinner
 - Gourmet dinner
 - Vine & cheese
 - Theme night
 - Pot-Luck dinner
 - Hockey – Eliminations
- Karaoke Event
- Shows :
 - Amateur night
 - Cabaret
 - Masquerade Bash
- Treasure Hunt
- Bowl-O-Thon
- Car Wash
- Garage Sale
- Pancake Breakfast
- Relay Race or Obstacle Course
- Family Fair
- Tournaments :
 - Hockey, Floor Hockey
 - Billiards
 - Darts
 - Golf
 - Table Soccer

Appendix 2

Projected Budget

This chart is a blueprint that you can use to establish your budget. Feel free to modify it as you see fit. Moreover, you may need to add or remove certain elements. As a basic guideline or indication, the expenses should be representation of 20 to 40% of your gross income. This set percentage will allow you to raise an interesting amount.

Gross Income	Details <i>(ex. qty. of tickets)</i>	Unit Cost	Total	%
Sponsorships	2	400 \$	800 \$	
Ticket Sales	60	20 \$	1 200 \$	
Sale of Draw Tickets	25	5 \$	125 \$	
Total			2 125 \$	
Expenses				
Hall Rental	1	250 \$	250 \$	
Food and Beverages	60	10 \$	600 \$	
Printing Costs	2	5 \$	10 \$	
Total <i>(Ideally, expenses should not exceed more than 40% of your gross revenue.)</i>			860 \$	40 %
Net Revenue <i>(Ideally, your net revenue should represent 60% of your gross revenue)</i>			1 265 \$	60 %

Appendix 3

Timeline

Producing a timetable can be a great tool to help to you. It can be used to situate you and your tasks in relation to your event date in order to avoid being at the last minute. Because you have other daily activities, a well detailed timeline will save you time, energy and money.

Activities / Tasks	Person in Charge	September				October					November			
		3	10	17	24	1	8	15	22	29	5	12	26	21
Activity name and description	Coordinator													
Here, you enumerate the tasks to be done. ↓	List the names of all the people involved or in charge ↓													
Write out the week you intend on executing the given task.														
List them in order of priority so you may get a clear idea of the coming weeks.														
Be creative! If you do not like or understand the layout of your planner, you will not use it.														
In this particular timeline, we have used Mondays as the deadline. You may choose another day as your cut-off-date.														

Appendix 4

Brainstorming: List of people and places who can help

Associations

- Student Associations
- Churches, Synagogues
- Organizations & Social Clubs
 - Bridge Club
 - Lions Club
 - Cub Scouts
 - Knights of Columbus

Your circle

Friends:

- Friends of colleagues
- Friends of your parents
- Work colleagues
- Acquaintances
- Immediate family
- Babysitters
- Parents of your children's friends

Professionals in your area

- Agents: insurance, home, travel etc.
- Professional Association
- Lawyer, notary, accountant
- Hairdresser, aesthetician
- Car dealerships, mechanic
- Financial Advisor, banker
- Designer, florist
- Dentist
- Mayor, Deputy
- Maintenance and home repair business
- Local business, grocery store
- Printer
- Gym teacher, instructor
- Medical professionals
- Pastor
- Your business colleagues

Appendix 5

How to plan your media approach?

How to entice a journalist to write about your story/event?

Journalists respond to emails and phone calls. It is not advisable to send a letter by mail. Find the email address of a specialized journalist (that is to say, assigned to general reports) or a reporter assigned to local news or community events in your area. Do not focus your efforts on journalists who cover the important news and major exclusives.

You may find it helpful to speak with a person in the editorial section or in the general information section. Also, be advised that when you speak with any media whether it'd be - radio, television, newspaper, magazine, etc.. you may need to allow time for a photo op or a videotaped interview.

What questions should I ask journalists?

Know off hand your sales pitch before calling journalists. They are often in a hurry and you will need to capture their attention in the first minute of the call. To pique their curiosity, present compelling points and a good positive approach.

When is the best time to call a journalist?

You can call the journalists a few weeks or a few days prior to your event. Much depends on the extent and size of your activity and if the advertising used to promote the event is to attract participants or just used for awareness purposes. You may also decide to invite them to attend your event or you can contact them after announcing the results.

If I choose to send the media an email, what is the suggested length?

Once more, all emails intended for journalists should be written in a succinct but energetic manner. In addition, you must cover the six elements explained above (who, what, when, where, how and why). Again we strongly recommend that you state the facts, but make sure you clearly communicate your enthusiasm for the cause. Do not write an exhaustive email because the journalist has a small lapse of time he can allocate to you and your story. It is by reading the first two paragraphs that the journalist will know whether or not retain your project.

Should I send a thank you letter to the journalist or media that covered my event?

It is very important to send a quick email to thank the journalist who covered your activity. It is suggested that following the email, you send a thank you note with a hand written signature by mail to not only the media but to all collaborators and people involved.