



# Fundraising Tool Kit

# This Tool Kit is here to help you with:

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Watch for templates throughout this Tool Kit



## B.E.L. Rotary Bridgenorth Trail



### Major Donors

Barron Cowan \* The Kelly Family Foundation  
Township of Smith-Ennismore-Lakefield  
St. John's Environmental Fund \* B.E.L. Rotary Club

### Ten things to do to make your non-profit shine.

1. Design a recognizable logo.
2. Develop a motivating elevator pitch.
3. Design a visitor-friendly and mobile-friendly website with a DONATE button.
4. Sign up on at least one social media platform and ensure it is updated regularly.
5. Add a DONATE button to your Facebook page.
6. Promote your organization through social media and traditional media.
7. Put together a realistic operational budget and fundraising plan, annually.
8. Create and maintain a current and prospective donor list.
9. Partner with a reputable non-profit/service group for fundraising events.
10. Be authentic - Speak from your heart, to your audience's hearts.

# Making Your Organization Stand Out

# Annual Fundraising Planning

## Template:

Use the **Annual Fundraising Calendar** in the Template Package to organize your year.

## Make a Plan

### 1. Identify Your Fundraising Goal

- a) How much money do you need to operate your programs this year?
- b) Think about how much each fundraising activity can raise.

### 2. Review Your Events/Campaigns

- a) Which events have been successful, and should they be repeated?
- b) Just because you have always done a particular fundraiser/event does not mean you always have to do it. Do it because it works. Do it because it gets results. Do it because it is a good return on investment.
- c) Is there a new event/campaign that you can try?
- d) Do not try more than one or two new events in a year.

### 3. Increase Your Donor List

- a) Where can you find new donors?
- b) Set two donor goals:
  - 1) How many repeat donors will you get this year (retention goal)?
  - 2) How many new donors will you get this year (acquisition goal)?

### 4. Understand Your Teams' Strengths

- a) Who is the tech pro? Put them in charge of social media.
- b) Which Board member is the best writer? Have them write articles about your cause.
- c) Which volunteer can capture a room with their public speaking? Visit all the local service clubs and deliver a remarkable presentation about your non-profit and its mission.
- d) Is someone on your team familiar with grants and funding? Assign them the task of researching funding opportunities.





## 5. Expand Your Voice

- Build relationships with other individuals or organizations within the community to help spread the word about your cause.
- Make a list of 10 people/organizations to reach out to this year.

## 6. Identify Resources

- What do you need to implement your plan?
- Do you need more volunteers, donor tracking software?
- What three resources will help in your ability to get better results this year?

## Monitor the Plan

- Review Your Plan Regularly
- Get Input From Your Team
- Modify As Needed

# Fundraising Ideas

With fundraising events, the possibilities are endless. Choose an event that would be successful with your target audience and research events that have proven successful within the community. Reach out to other community groups and past organizers for tips and tricks. Successful fundraisers in Selwyn Township have included:

## In-Person Food Events

Dinners  
Breakfasts

## Golf Tournaments

## Silent Auctions

In-Person  
In Collaboration with a Dinner  
Online

## Community Booth at Your Local Farmers' Market

## Events that Coincide with Selwyn Township Events

Polarfest/Shamrock Festival/Lakefield Jazz Festival

## Partnerships with Community Care and Service Groups



# Promoting Your Event

## Template:

Use the **Event Checklist** in the Template Package to organize your event.

## Marketing Plan Template

### A Six-Month Plan

#### 1. The Foundations

- a) Approximately six months before your anticipated event date, draft a marketing plan. The plan should begin with specifics, a realistic budget, date, time, and location.
- b) Start organizing volunteers and invest in your required resources.

#### 2. Marketing Calendar

- a) The plan should include a marketing calendar. The calendar should consist of when the invitations should be sent, ticket sales should begin, and when social media campaigns and other promotions should go out.
- b) Promotions should occur two or three months before the event and continue until the event day. Plan out social media posts leading up to the event to build excitement.

#### 3. Advertising

- a) Determine your target audience and how to engage your donors effectively.
  - i. Traditional advertising: Local newspaper or a flyer in a local coffee shop.
  - ii. Online: Post your event on Selwyn calendar of events (<https://events.selwyntownship.ca/default/Month>), and Kawartha Now events (<https://kawarthanow.com/submit-an-event/>)
  - iii. Social Media: Facebook, Twitter, and Instagram. Encourage people to share the event. Consider offering free tickets as an incentive to those who refer a friend.
  - iv. Email: Use your donor and prospective donor contact lists to send out emails about your event.
  - v. Hashtag: Create and promote a unique event hashtag, like #Selwynsocialimpact.
  - vi. Local Media: Invite newspapers, television, and radio in advance. Offer an exclusive interview with someone from your non-profit.



# Promoting Your Event

## 4. Other Tools:

- a) Canva: Design high-quality graphics to add to marketing materials. [www.canva.com](http://www.canva.com)

## 5. Marketing During the Event:

- a) Capitalize on the event's excitement so participants will sign up again, and those who did not attend will want to sign up. Think of your event day as the kickoff for marketing your next event.
- b) Photos: During the event, take photos and post them on social media. Don't forget to use your hashtag when posting online. Use a release form to ensure your organization is protected.
- c) Videos: Take advantage of the opportunity when all your donors are in one place. Schedule short video interviews in advance with donors, board members, and those who may benefit from the fundraiser. Have them share a story about your non-profit's cause and why they support it. These videos do not need to be shared immediately but can be used later as marketing material. Use a release form to ensure your organization is protected.
- d) Media: Ask the local media if they would cover the live event or promote it afterwards.

Release  
Form

Media  
Advisory

## 6. Marketing After the Event:

- a) Follow-up emails: Send thank you emails to event guests, donors, sponsors, and volunteers. Consider sending handwritten thank-you notes to high-level donors.
- b) Update social media: Post photos, photo booth pictures, and videos taken during the event for up to a month following the fundraiser. Remember to tag guests and sponsors so they can share with their followers.

Thank-You  
Letters

## 7. Database:

- a) Make sure you keep track of attendees and donor information, such as donation amounts and who purchased auction items. This information will be useful for your next event.



# Promotional Material

## 9 Requirements

Create amazing content using [www.canva.com](https://www.canva.com). Canva is a free-to-use online graphic design tool. Use it to create social media posts, presentations, posters, videos, logos and more.

1. Your Non-Profit Name or Logo.

2. An Event Name That Stands Out.

3. A Great Image or Picture To Grab Peoples Attention.

4. A Reason For People to Attend.

5. Price.

6. Date and Time.

7. Location with Address.

8. Purpose of the Fundraiser.

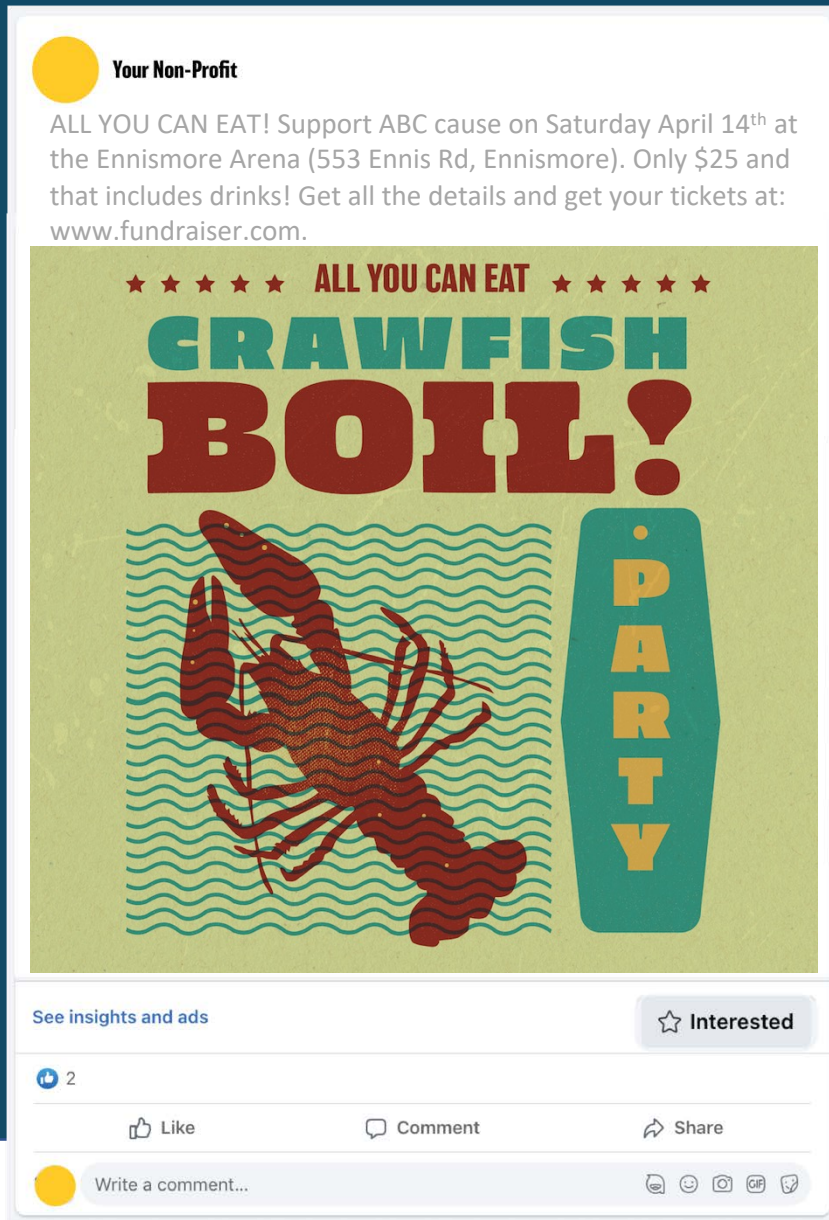
9. Contact Details – Where to Buy Tickets, Website, Phone, Email.



# Social Media Event Posts

A social media post or ad may not include all 9 promotional material requirements. In this case, make sure a link is provided to a place that does have all of the information. This could be a website or event listing.

1. Include basic event info. Specific location, date and time.
2. Ask other organizers to share the event.
3. Include a link to buy tickets.
4. On Facebook, create an ad for your event or boost the event post.



# Social Media Sample Posts

Below are some sample posts that you can use to promote your fundraisers and events.

| Example Event   | Sample Facebook and Instagram Posts  | Sample Tweets  |
|-----------------|--|--|
| Dinner          | Tickets are on sale now for our Annual Black-Tie Dinner! Join us Sept 9th at the Ennismore Arena for an awesome night of music and dancing. Win great door prizes too! Tickets here: [Insert URL] [Add photo to your post] | We're hosting our annual black-tie dinner in support of @ABC. Join us on Sept 9 <sup>th</sup> for dinner catered by XYZ. A night of music and dancing with tons of prizes! [Insert URL for fundraising page] |
| Auction         | What amazing items we're getting for our silent auction on March 15th! Thank you so much to our community for giving generously in support of ABC. [Insert URL] [Add photo to your post]                                   | One more week until our giant silent auction for @ABC! Join us on March 15 <sup>th</sup> . Bid on a chance to win a 3-night stay in Napa! [Insert URL]   |
| Golf Tournament | We're still registering teams for our Canada Day golf tournament! Celebrate the holiday with us and raise funds for ABC. [Insert URL] [Add photo to your post]   | Thank you to everyone who's volunteered to help at our Golf Tournament @ABC - it's going to be a lot of fun! [Insert URL] [Add photo to your post]   |
| Toy Drive       | Saturday, Dec. 1 <sup>st</sup> – Annual Toy Drive for ABC. Stop by 123 Street between 1 and 4 p.m. and help make this holiday a special one for a deserving child. Details here: [Insert URL] [Add photo to your post]     | Our annual toy drive for @ABC is underway! Donate a toy today and make someone's Christmas special. #ABC: [Insert URL]   |




# Donation Tools

You need a tool for accepting donations. If you do not have a donation tool that can be used online or accepts debit or credit cards, you are missing out on a lot of potential revenue.

| Platform     | Details  | FEES*   |
|--------------|--|---|
| Canada Helps | Add a link to your website:<br><a href="http://www.canadahelps.org">www.canadahelps.org</a>  | 2-4% per donation   |
| Zeffy        | Integrated tool on your website:<br><a href="http://www.zeffy.com">www.zeffy.com</a>   | 0%  |
| Facebook     | Add a Donate button to your non-profit Facebook page:<br><a href="http://www.facebook.com">www.facebook.com</a>  | 0%  |
| PayPal       | Add a Donate button to your website: <a href="http://www.paypal.com">www.paypal.com</a>  | 1.6 % plus \$0.30 per transaction                           |
| Tip Tap      | Counter terminal (small device which allows customers to pay or donate with one quick tap of their phone, credit or debit card):<br><a href="http://www.tiptappay.com">www.tiptappay.com</a> | 1.5% + applicable card fees (typically 3.5% for most cards) |

\*Fees may include additional processing and transaction fees.

NOTE: You must be a CRA registered charity to sign up with a donation platform.



*"We make a living by what we get, but we make a life by what we give."*

*Winston Churchill*

# Volunteers & Members

## Attract, Recruit And Keep Them

Organizations rely on volunteers and members to carry out their mission and objectives. Volunteers and members provide a non-profit with support and expertise and help spread the word about the organization. Your association or charity needs a solid plan for finding and holding onto dedicated volunteers and engaged members.

# Volunteer Attraction

## 1. Volunteer Job Description

- a) You want the right person with the right skills to do the job. This leads to higher volunteer satisfaction and longevity in the role.

## 2. Onboarding

- a) Develop a volunteer handbook or a formal in-person training program. This does not have to be extensive, but it should effectively support getting the recruits on board.

## 3. Recruitment

- a) Decide how you want to promote the volunteer opportunities: website, markets, social media, radio, through friends and family.
- b) Decide what is expected of the volunteer and how long you need them.
- c) Develop a motivating elevator pitch to communicate what your organization does and the need for volunteer services.
- d) Use your current volunteers, staff, friends, and family as a resource. It is easier to persuade people that know and trust you than those who do not.
- e) Send volunteer recruitment letters and emails to potential volunteers.
- f) A coffee meet and greet is an excellent opportunity to introduce yourself and your organization to potential volunteers.
- g) Make the application process easy.
  - i. Have an online form on your website.
- h) Additional resources:
  - i. Reach out to former volunteers.
  - ii. Schools - all high school students in Ontario require 40 hours of community service before graduating.
  - iii. Businesses - corporate volunteering is an increasingly popular practice. Some workplaces provide paid time off for employees to volunteer.
  - iv. Social and professional clubs and community groups.

Recruitment  
Letter

## 4. Offer Online/Remote Opportunities

- a) People are busy. Offer tasks and meetings to be done online or remotely. Remote work can entice more people, including volunteers still in the workforce.



# Volunteer Attraction

## 5. Think skills-based volunteering

- a) Whether it is data entry, graphic design or social media management, a volunteer might be more inclined to help out on a needs basis rather than a monthly or regular commitment.

## 6. Explore micro-volunteering

- a) Micro-volunteering is a form of volunteering done in short bursts of time, which makes it an ideal option for people who would like to lend a hand but who may not have consistent amounts of free time to dedicate to a project or task.

## 7. Communicate Expectations

- a) Keep your volunteers happy by clearly communicating the expectations at the start of your work together.
- b) Volunteers need to know their role, how your non-profit works, and who to contact within the organization.

## 8. Make It Fun!

- a) Creating an environment where volunteers will have fun and enjoy their work is essential.
- b) Create an environment where volunteers can develop personal, emotional, and professional connections.
- c) Ensure volunteers and staff get to know each other. Break the ice with games and social gatherings.
- d) Have new volunteers shadow experienced staff or volunteers for a period.

## 9. Recognize Your Volunteers

- a) Recognition is vital to effective volunteer management and engagement.
- b) Thank all volunteers and recognize the most active volunteers.
- c) Publicly recognizing volunteers will give them a sense of pride.
- d) Do something special for their birthday.

## 10. Understand Your Volunteers

- a) What experience do they have?
- b) What motivates them?
- c) How can you help them grow?
- d) Do they have enough autonomy in their role?
- e) Are they learning something new?
- f) Are they pursuing a higher purpose and contributing to something bigger than themselves?

# Member Attraction

1. **Make Sure Potential Members Know Who You Are**
  - a) Pay for an ad on social media, on a website or in a newspaper.
  - b) Sponsor events that potential members attend.
  - c) Present to community service groups or at AGMs.
  - d) Put up flyers or posters in physical areas.
  - e) Have current members tell family and friends.
2. **Share Member Benefits and Talk About What You Do**
  - a) The more clearly potential members can see how joining will help them, the more intrigued they'll be.
  - b) How are you different from other organizations?
3. **Be Creative When Recruiting**
  - a) Ask existing members to recruit, offer them a gift card or an entry into a draw.
  - b) Offer gift memberships that allow a current member to pay for a year of membership for their friend, colleague, or family member.
  - c) Promote a trial membership. Let them experience it without paying anything.
  - d) Create a free membership level or let people join by donation.
4. **Partner with Other Organizations**
  - a) Partner with other associations, businesses, or charities who do similar or complementary work to yours and identify ways to partner with them.
    - i. Joint events, sponsoring an event, cross promoting your events or programs, or providing discounts for your respective members.
5. **Host Member Recruitment Events**
  - a) Bring-a-friend meeting or event.
  - b) Free event open to non-members.
6. **Network**
  - a) Attend local activities or events to promote your association.
7. **Make It Fun!**
  - a) Creating an environment where members will have fun and enjoy themselves is essential.
  - b) Create an environment where members can develop personal, emotional, and professional connections.
  - c) Ensure members get to know each other. Break the ice with games and social gatherings.



# Volunteer Success Stories from Selwyn Organizations

## Partner with Similar Organizations

"We partnered with a similar organization and really reached an ideal audience and our sales improved due to this."

## Hire a Social Media Coordinator

"He updates our website and is very responsive to all requests. Before we hired him, I was totally responsible for social media, and I am not a techie, so this was a great decision by our Board."

## Have Specific Volunteer Jobs

"Volunteers can express an interest in 'behind the scenes' tasks or 'out in front' tasks. Some would prefer to volunteer from home (updating Facebook, stapling newsletters, making calls)."

## Let New Volunteers Organize Events

"Challenge event organizers to include 10% 'new' volunteers. It's easy to keep turning to familiar volunteers and not involve the ones we haven't met before (which then leads to disengagement on their part)."

## Volunteer Appreciation

"We host a volunteer appreciation event once a year. Last year it was a garden party with refreshments, games, and awards. We also had signup sheets for people to volunteer for upcoming events."

## Feed Them

"We feed our volunteers whenever it's a food-related or half/full day event. They appreciate it!"



# Grant Funding

Steps to take so you are ready to write a grant application.

- ✓ **Prepare a Strategic Plan**
- ✓ **Prepare an Operational Plan/Budget**
- ✓ **Get Formal Letters of Support** (you can ask the Township for a letter)
- ✓ **Complete the Grant Preparation Tool Kit**

Grant Prep  
Tool Kit



# Writing Your Application

## Template:

Use the **Grant Preparation Tool Kit** to help you write your next grant application.

### 1. How To Find Grants

- a) Use the 'Grant Connect' database at a Selwyn Library branch.
- b) Follow Selwyn Township's social media for grant postings.
- c) Sign up for the Selwyn business e-newsletter and direct funding emails. Email [info@selwyntownship.ca](mailto:info@selwyntownship.ca).
- d) Visit Community Foundation of Greater Peterborough. <https://cfgp.ca/>
- e) Set up Google Alerts, so you don't miss new funding news or new programs that are starting. Keywords you can set up are: Ontario Grants, Canadian Grants. [How to Set Up a Google Alert](#)

### 2. How To Write Your Grant Application

- a) Government Grant: Provide detailed information about what you will do with the money, project budgets, and the project's impact.
- b) Corporate grant: Focus on your organization and the community impact.
- c) Read the guidelines before proceeding to ensure you are eligible for the grant.
- d) Adhere to the application guidelines and follow them step-by-step.
- e) Include only relevant details related to your project.
- f) You do not want to confuse the person evaluating your application.
- g) Every detail should be related to your organization, the project you are requesting funds for, and the funder's guidelines.

### 3. Include Data

- a) Use statistics, case studies, impact reports, and annual reports.
- b) You need to show the funders that your organization has value and that you are capable of reporting.
- c) Reporting becomes essential after you receive the funds. You must show how you spent the money and the impact of the project.
- d) Funders want to see an organization that is organized.

### 4. Proofread With a Second Set of Eyes

- a) Ensure your message is easy to understand.
- b) Ensure your data is relevant.
- c) Ensure your organization's message is impactful.

**Set up a call with the funder to learn more about the fund.**

**Learn about the types of projects that have been previously funded. You can usually find this information online.**



# Additional Resources

## Grant Opportunities:

- Sign up for the Peterborough Area Fundraiser Network (PAFN) e-newsletter <https://www.peterboroughareafundraisersnetwork.com/>
- Search the Grant Connect database at a Selwyn Library branch
- Follow Selwyn Township social media
- Sign up with the Selwyn Township business e-newsletter [info@selwyntownship.ca](mailto:info@selwyntownship.ca)

## Advertising and Promotions:

- Download the Selwyn Fundraising Template Package ([download here](#))
- Facebook advertising guide <https://www.facebook.com/business/ads-guide/update>
- Submit your event on the Selwyn Calendar of Events <https://events.selwyntownship.ca/default/Month>
- Submit your event on Kawartha Now <https://kawarthanow.com/submit-an-event/>

## Events:

- Online raffles, <https://www.rafflebox.ca>
- Online auctions <https://www.onecause.com>



# Template Package

Download the Template Package with files you can edit and customize. [Click Here to Download](#)

- ✓ **Annual Fundraising Calendar** (Excel)
- ✓ **Event Planning Checklist** (Fillable PDF)
- ✓ **Event Marketing Plan** (Excel)
- ✓ **Sample Photo/Video Release Form** (Word)
- ✓ **Sample Media Advisory Letter** (Word)
- ✓ **Sample Media Release** (Word)
- ✓ **Sample Sponsor/Donation Request Letters** (Word)
- ✓ **Sample Volunteer Recruitment Letter** (Word)
- ✓ **Sample Thank-you Letters** (Word)
- ✓ **Grant Preparation Tool Kit** (Fillable PDF)
- ✓ **Sample Grant Application**



# kindness



# Annual Fundraising Calendar

Download the Template Package with files you can edit and customize. [Click Here to Download](#)

**Fundraising Goal:**

**Donor Retention Goal:**

**Donor Acquisition Goal:**

|              | Fundraising Activity | Grants | Costs<br>(recourses,<br>materials, prizes) | Marketing/<br>Communications | Staff Hours/<br>Vol Needed | Est.<br>Income | Est.<br>Costs | Net<br>Income |
|--------------|----------------------|--------|--|------------------------------|----------------------------|----------------|---------------|---------------|
| January      |                      |        |  |                              |                            | \$0.00         | \$0.00        | \$0.00        |
| February     |                      |        |  |                              |                            | \$0.00         | \$0.00        | \$0.00        |
| March        |                      |        |  |                              |                            | \$0.00         | \$0.00        | \$0.00        |
| Q1 Totals    |                      |        |  |                              |                            | \$0.00         | \$0.00        | \$0.00        |
| April        |                      |        |  |                              |                            | \$0.00         | \$0.00        | \$0.00        |
| May          |                      |        |  |                              |                            | \$0.00         | \$0.00        | \$0.00        |
| June         |                      |        |  |                              |                            | \$0.00         | \$0.00        | \$0.00        |
| Q2 Totals    |                      |        |  |                              |                            | \$0.00         | \$0.00        | \$0.00        |
| July         |                      |        |  |                              |                            | \$0.00         | \$0.00        | \$0.00        |
| August       |                      |        |  |                              |                            | \$0.00         | \$0.00        | \$0.00        |
| September    |                      |        |  |                              |                            | \$0.00         | \$0.00        | \$0.00        |
| Q3 Totals    |                      |        |  |                              |                            | \$0.00         | \$0.00        | \$0.00        |
| October      |                      |        |  |                              |                            | \$0.00         | \$0.00        | \$0.00        |
| November     |                      |        |  |                              |                            | \$0.00         | \$0.00        | \$0.00        |
| December     |                      |        |  |                              |                            | \$0.00         | \$0.00        | \$0.00        |
| Q4 Totals    |                      |        |  |                              |                            | \$0.00         | \$0.00        | \$0.00        |
| <b>Total</b> |                      |        |  |                              |                            | <b>\$0</b>     | <b>\$0</b>    | <b>\$0</b>    |

|    | Ten new people/organizations<br>to reach out to this year | Lead<br>(person in charge of<br>reaching out) |
|----|---|---|
| 1  |   |   |
| 2  |   |   |
| 3  |   |   |
| 4  |   |   |
| 5  |   |   |
| 6  |   |   |
| 7  |   |   |
| 8  |   |   |
| 9  |   |   |
| 10 |   |   |

# Event Planning Checklist

Download the Template Package with files you can edit and customize. [Click Here to Download](#)

## Before Event

- ☐ Brainstorm – refer to past examples of community fundraising events
- ☐ Create a Marketing Plan (see **Event Marketing Plan** Excel file template)
  - ☐ Determine a name, date, time, and a location for your fundraiser
  - ☐ Establish a team of volunteers to help with the planning and execution of your event. Make sure you assign specific roles
  - ☐ Plan a budget and make a list of the supplies needed for your event
  - ☐ Create a marketing and communications schedule
- ☐ Design promotional material
- ☐ Add the event details to your website and social media
- ☐ Approach vendors or businesses about donations or sponsorship (see **Sample Letters/Emails – Sponsorship\_Gifts** Word document template)
- ☐ Add the event to the Selwyn calendar of events (<https://events.selwynthownship.ca/default/Month>)
- ☐ Add the event to Kawartha Now (<https://kawarthanow.com/submit-an-event/>)
- ☐ Promote event, sell tickets, ask for donations, share updates
- ☐ Share event details with the media (see **Sample - Media Advisory Letter** Word document template)

## During The Event:

- ☐ Encourage attendees to continue to donate (raffles, silent auctions, games)
- ☐ Thank everyone for supporting you

## After The Event:

- ☐ Send thank you letters to your donors and volunteers (see **Sample Letter/Email – Thank you Donors\_Sponsors** and **Sample Letter/Email – Thank you Volunteers** Word document template)
- ☐ Share your photos from the event on your website and social media pages (see **Sample - Photo Video Release Form** Word document template)
- ☐ Send a media release to let everyone know how your fundraiser went (see **Sample - Media Release** Word document template)



# Event Marketing Plan

Download the Template Package with files you can edit and customize. [Click Here to Download](#)

Event Name: \_\_\_\_\_ Event Time/Date: \_\_\_\_\_ Event Location: \_\_\_\_\_ Target Audience: \_\_\_\_\_

|                                       | Date | Task                           | Recourses<br>(graphic design,<br>materials, prizes) | Marketing/<br>Communications | Lead<br>(person in charge of<br>task) | Est.<br>Costs |
|---------------------------------------|------|--------------------------------|---|------------------------------|---------------------------------------|---------------|
| Six Months<br>Before Event            |      | Name, Date                     |   |                              |                                       | \$0.00        |
|                                       |      | Location/Venue                 |   |                              |                                       | \$0.00        |
|                                       |      | Budget                         |   |                              |                                       | \$0.00        |
|                                       |      | Volunteer List                 |   |                              |                                       | \$0.00        |
|                                       |      | Calendar                       |   |                              |                                       | \$0.00        |
| Two - Three<br>Months Before<br>Event |      | Design Promotional<br>Material | Sign up for Canva                                   |                              |                                       | \$0.00        |
|                                       |      | Invitations/Ticket Sales       |   |                              |                                       | \$0.00        |
|                                       |      | Social Media Campaign          |   | Tickets on sale now          |                                       | \$0.00        |
|                                       |      | Newspaper Ad                   |   | Tickets on sale now          |                                       | \$0.00        |
|                                       |      | Email Donors                   |   | Tickets on sale now          |                                       | \$0.00        |
|                                       |      | Email Media                    |   |                              |                                       | \$0.00        |
|                                       |      |                                |   |                              |                                       | \$0.00        |
|                                       |      | Social Media Campaign          |   | Join us                      |                                       | \$0.00        |
|                                       |      | Other Promotions               |   |                              |                                       | \$0.00        |
|                                       |      | Email                          |   | Join us                      |                                       | \$0.00        |
| Week Before<br>Event                  |      | Newspaper Ad                   |   | Almost sold out              |                                       | \$0.00        |
|                                       |      | Social Media Campaign          |   | Almost sold out              |                                       | \$0.00        |
|                                       |      | Email                          |   | Almost sold out              |                                       | \$0.00        |
| Day of Event                          |      | Photos on Social Media         |   |                              |                                       | \$0.00        |
|                                       |      | Videos                         |   |                              |                                       | \$0.00        |
| After Event                           |      | Email                          |   | Thank you                    |                                       | \$0.00        |
|                                       |      | Social Media                   |   | Thank you                    |                                       | \$0.00        |

**Total \$0**

# Sample – Photo/Video Release Form

Download the Template Package with files you can edit and customize. [Click Here to Download](#)

## PHOTO/VIDEO RELEASE FORM

### PLEASE READ CAREFULLY

I hereby grant to the (YOUR ORGANIZATION NAME) the right to reproduce, use, exhibit, display, broadcast, distribute and create derivative works of the photographed images and/or video of me, taken on this date: \_\_\_\_\_, for use in connection with the activities of (YOUR ORGANIZATION NAME) or for promoting, publicizing or explaining the (YOUR ORGANIZATION NAME) or its activities.

This grant includes, without limitation, the right to publish such images/video on (YOUR ORGANIZATION NAME) websites, in our reports and publications and PR/promotional materials, such as marketing, advertisements, fundraising materials, and any other (YOUR ORGANIZATION NAME) -related publication.

These images/video may appear in any of the wide variety of formats including but not limited to print, digital/online, and social media.

Name (printed): \_\_\_\_\_

Signature: \_\_\_\_\_

Date of Agreement: \_\_\_\_\_

# Sample – Media Advisory Letter

Download the Template Package with files you can edit and customize. [Click Here to Download](#)

## MEDIA ADVISORY

[Catchy Title] ABC's Annual Black-Tie Dinner to Help Build a Playground

[One paragraph description of the event] ABC's annual black-tie dinner will take place at the Ennismore Arena on Saturday June 5, 2023. Over 300 people are expected to attend. This is the 20<sup>th</sup> annual Black-Tie event for ABC and it has been a sell-out event almost every year. The goal of this year's event is to raise \$10,000 to build a new playground in Selwyn.

The dinner will be catered by XYZ restaurant, which is serving their famous steak and lobster. There will be a scavenger hunt, a silent auction, live auction, and 50/50 raffle. The grand prize in the live auction, is a 3-night trip to Napa Valley which is donated by COMPANY X.

This year the sponsors include [major sponsor names].

[Insert date]

[Insert time]

[Insert location]

[Insert address]

[Insert why this event is important]

ABOUT ABC:

Add blurb about your non-profit. [URL]

For interviews or additional information, please contact:

Name and Title:

Phone:

Email:



# Sample – Media Release

Download the Template Package with files you can edit and customize. [Click Here to Download](#)

MEDIA RELEASE (Include a picture from the event)

SELWYN, ON, [DATE] – ABC’s Annual Black-Tie Dinner Raises \$6000

ABC’s annual black-tie dinner took place at the Ennismore Arena on Saturday evening. Over 300 people attended the sold out event that raised \$6000. The money raised will go towards [insert goal].

The dinner was catered by XYZ restaurant, which served their famous steak and lobster. The festivities commenced with a scavenger hunt and also included a silent auction, live auction, and 50/50 raffle. The grand prize in the live auction, a 3-night trip to Napa Valley was donated by COMPANY X.

ABC wishes to thank all sponsors and attendees. “This has been the most successful dinner we have ever had. Thank you for everyone’s support” said ABC General Director, [name].

For more information on ABC, visit [URL].

--END--

ABOUT ABC:

Add blurb about your non-profit. [URL]

For more information, please contact:

Name and Title:

Phone:

Email:

# Sample Letters/Emails – Requests

Download the Template Package with files you can edit and customize. [Click Here to Download](#)

## FOR SPONSORSHIPS/GIFTS:

Dear [name/organization/company],

We are organizing our annual black-tie dinner to support [enter details]. The dinner will take place on September 9th, 2023, at the Ennismore Arena. As a leader in the community, your involvement would be greatly appreciated. Community sponsors are the primary funding source for this event and will help ensure its success. You can provide support in the following ways:

- Be a Co-Sponsor or Event Supporter through a monetary donation. Your company logo will be placed on materials to promote the event.
- Donate [identify materials or in-kind donations needed].
- Participate on our planning committee.
- Volunteer at the event.

If you are interested, please call or email me before July 15<sup>th</sup>.

Thank you so much,

[nonprofit's name]  
[phone number]  
[email]

## FOR DONATIONS:

Dear [name],

ABC Organization can only achieve its goals with the assistance of generous donations from members of our community. Without these donations, serving those in our area would not be possible.

ABC provides [enter your mission], and our organization [enter your successes] each year. We rely on the generosity of individuals like you and ask you to consider a donation to our cause. You can click here to donate [URL to online donation].

We hope that you will help support our efforts. Thank you in advance for your generosity.

Sincerely,

[non-profit's name]  
[phone number]  
[email]

# Sample Letter/Email – Volunteer Recruitment

Download the Template Package with files you can edit and customize. [Click Here to Download](#)

FOR POTENTIAL VOLUNTEERS:

Dear [name],

I'm writing to you to ask you to consider joining ABC as a volunteer. At ABC, we [explain mission and objectives].

As a volunteer, you would [explain job description and expectations]. We think you would be a great fit because of [acknowledge skills, interests, and past involvement].

If you are interested, please call or email me. We look forward to working with you soon.

Thank you so much,

[name]  
[phone number]  
[email]



# Sample Letters/Emails – Thank You

Download the Template Package with files you can edit and customize. [Click Here to Download](#)

## TO DONORS/SPONSORS:

Dear [donor's/sponsors name],

Thank you so much for your donation/sponsorship supporting ABC. Your contribution helped us meet our goal of raising \$3,000, and we could not have done it without you. All funds will go directly to ABC, which provides [enter your mission]. Each year, our organization [enter your successes]. Thank you for helping to make this work possible. Thanks again for your generous support - it makes a difference.

Sincerely,  
[non-profit's name]  
[phone number]  
[email]

## TO VOLUNTEERS:

Dear [volunteer's name],

Thank you so much for helping us put together our annual black-tie dinner for ABC. We couldn't have done it without your support. In total, we raised more than \$6,000 for ABC. This money will help the organization provide [enter goal]. As a member of our event team, you have helped to make this work possible. We sincerely appreciate everything you did to ensure that our fundraiser ran smoothly. People who attended the dinner have been telling us how much they enjoyed it, and we're already thinking about how to make next year's event even better. We hope that you will join us again. If you have any questions or feedback you would like to share with us, we would be happy to hear from you. Thank you again for all of your help supporting this wonderful cause.

Sincerely,  
[non-profit's name]  
[phone number]  
[email]

# Grant Preparation Tool Kit

Download the Template Package with files you can edit and customize. [Click Here to Download](#)

## Mapping Your Needs

This framework is designed to help you understand and map out your needs and approach for your next grant application.



**Your Organization:**

**Your Cause Areas**

**Communities Impacted**

**Describe your need**

**How long do you need support for?**

**What is the total cost of your need?**

\$

**Type(s) of support** (i.e. project funding, capital expenses, in-kind, etc)

**Possible funder connections**  
(Well connected board members, volunteers, senior staff)

# Sample Grant Application

Download the Template Package with files you can edit and customize. [Click Here to Download](#)



## Grant Application: Township of Selwyn (CP90063)

Created On: 2016-04-01

Application Contact:

Application Email:

### Application Details

|               |                    |                    |            |
|---------------|--------------------|--------------------|------------|
| Stream:       | Capital            | Start Date:        | 2016-04-01 |
| Organization: | Township of Selwyn | End Date:          | 2016-12-31 |
|               |                    | Applicant/Grantee: |            |

The project will promote skateboarding as a legitimate recreational activity within the Township of Selwyn. Adding vibrancy while helping to build a strong and healthy community, the skatepark will provide a clean, positive environment for youth and a safe place to ride, away from traffic and pedestrians. The project will also have positive effects on the community as a whole; increasing tourism, creating a positive community image and will draw an influx of new, young families to the area.

Is your organization applying for more than one grant in this round?

No

Is this a collaborative initiative?

Yes

If yes, please provide details regarding the collaborators and planned nature of the collaboration (up to 125 words).

This project will be a collaborative initiative with the Township of Selwyn municipal government working with various community organizations and members through the formation of a Skatepark Project Team. This Project Team will collaborate with the Township in providing valuable feedback and ideas surrounding the fundraising campaign for the construction of the skatepark and community engagement workshops. The youth involved in the design process through the Youth "Can Do" project will also continue to work with the Township through the fundraising and community engagement campaigns, strengthening their skills as leaders within their community. Township staff are also planning to collaborate with interested donors, community organizations and local businesses, who have a mandate relating to youth sport and recreation initiatives, to help fund this project.

Will the project activities take place in Ontario?

Yes

Where will the primary impact of this project be?

Durham, Haliburton, Kawartha & Pine Ridge

How much money are you requesting from OTF?

\$55,000.00

Requested Term (Months)

8

This project was funded by:



An agency of the Government of Ontario  
Un organisme du gouvernement de l'Ontario

This report was prepared by:

