



Fundraising 101

In support of:



Hosted by:



Welcome!

On behalf of the BC Lions Society for Children with Disabilities and Easter Seals BC/Yukon, thank you for taking the first step towards hosting a Snowarama event to raise money for families and kids with disabilities in your community.

By hosting a Snowarama event you are helping raise much needed funds for Easter Seals services in BC and Yukon including Vancouver Easter Seals House and Easter Seals Camp for children and young adults with disabilities.

This guide book includes lots of great ideas and help with fundraising for your Snowarama Event.

- ❄ **Step by Step Event Instructions**
- ❄ **Choose an Activity / event ideas**
- ❄ **Engage the Community**
- ❄ **Set a Fundraising Goal**
- ❄ **Pledge Collecting Tips**
- ❄ **Sample Donation Request Letter**
- ❄ **What to do after your Snowarama event**
- ❄ **FAQs**
- ❄ **Contact Information**



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Step by Step...

Here are some easy steps you need to know to make your event happen.

- 1. Pick a date, location and activities.**
- 2. Set a fundraising goal.**
- 3. Promote your event, recruit participants and collect pledges.**
- 4. Host your event.**
- 5. Submit pledges, wrap-up form and photos to Easter Seals BC/Yukon.**
- 6. Celebrate your success and share it with your supporters.**

Please visit

<http://bcsf.silkstart.com/cpages/snowarama>

to obtain all the print materials you need for your event.

Choose an Activity

It is up to each club to determine what activities would work best for you. You can make it as simple as doing on-site fundraising at a community event or a club event that you already do. Or you can make a weekend out of it and do a long ride with activities along the way.

Here are just a few ideas of events that your club can organize as fundraising events.

- ❄️ Poker runs
- ❄️ Ice fishing derby
- ❄️ Broomball game on snowmobiles
- ❄️ Short course races
- ❄️ Obstacle/Relay races
- ❄️ Barbecues
- ❄️ Silent auction
- ❄️ Trivia night
- ❄️ Campfire cookout
- ❄️ Christmas light tour
- ❄️ Skills competition
- ❄️ 50/50 draws
- ❄️ Season Opener celebration
- ❄️ St. Patrick's Day run and celebration

Engage the Community

Snowmobiling is not for everyone, but that doesn't mean you can't ask non-snowmobilers in your community to support your event!

Brainstorm ideas on how you and your club can involve people who may not be able to make the ride. For example, if you are planning a poker run, you can sell "ghost hands" to people who are not able to do the ride. They can pay to have a "hand" in the poker run and still qualify for prizes, but don't have to ride to get the cards.

You could also organize a raffle and sell tickets before your event and then draw the winner at your Snowarama event. If the winner is not there, you can contact them after the event.

If you are doing a ride that has multiple stops you can ask local businesses or people in your community to sponsor a stop or activity, much like someone sponsoring a hole in a golf tournament. Put up signage at the stop to recognize the sponsor and take photos to show them later. Have fun with it and be creative.

Make it Family Friendly

Snowarama events are a family affair so enthusiasts of all ages can enjoy all that snowmobiling has to offer. Here are some ideas you can incorporate into your event to make it extra fun for kids and families:

- Groom a small circuit track near the meeting place for all Snowarama participants so the children can ride their kiddie karts around.
- Time obstacle races for the kids on either a hill or flat surface. Time is deducted if obstacles are missed or knocked over.
- Incorporate a fishing derby into Snowarama. Participants stop for an hour while on the trail to ice fish. A prize is awarded for biggest fish caught.
- Organize kiddie drag races.
- Include as one of the stops an "Angel" or "Snowman" stop where both adults and kids are required to make angels or a snowman in the snow. The children get a good laugh in seeing their parents perform this one.
- Organize a male versus female or child versus adult broomball game on snowmobiles.
- Passenger carries egg on spoon. Fastest time back with egg intact is the winner.

Set a Fundraising Goal

Whether it is your first or tenth time fundraising for Snowarama, it can be a daunting task. By breaking it down you will find that what appears to be overwhelming is actually quite simple when you look at each small piece. Instead of seeing one big number you need to reach, look at it this way:

- 1. Set a Club goal** - Decide how much you wish to raise as a club.
- 2. Set personal goals** - Encourage each participant to set a personal fundraising goal.
- 3. Set a goal for fundraising activities/events** - If individual participant goals won't bring you to your club goal, determine how much more you need to raise through fundraising activities.

Easter Seals BC/Yukon provides a variety of campaign supplies to help participating clubs reach their fundraising goals. For more information contact Shannon Bernays at Easter Seals BC/Yukon at 1-888-868-2822 or sbernays@eastersealsbcy.ca

FUNDRAISING GOAL WORKSHEET

Estimated number of Participants: _____

Individual Fundraising: How much can each team member raise in pledges? \$ _____

_____ Participants X \$ _____ in pledges = \$ _____

Events: Raffles, 50/50 draws, BBQ's, Sales, etc.

_____ Estimate: \$ _____

_____ Estimate: \$ _____

_____ Estimate: \$ _____

_____ Estimate: \$ _____

Total: \$ _____

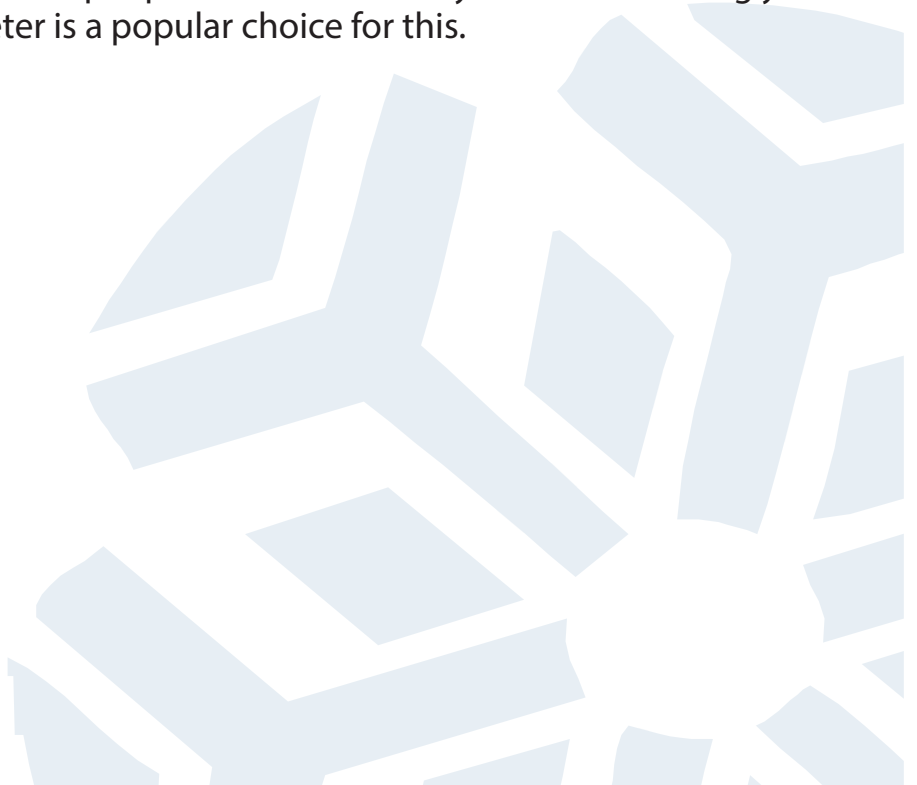
You'll find that members may exceed their individual pledge goal. If you are able to offer incentives to the top fundraisers (a prize, gift certificate, etc.), this will help increase your total!

TIP Visit your favourite local coffee shop or restaurant to see if they will donate some gift certificates as fundraising incentives for your members!

Pledge Collecting Tips

Having members and participants collect pledges is a very effective way to fundraise for your Snowarama event. Below are some tips you can share with your members as they start to raise money for your event

- ❄ Set a goal for yourself and encourage others to help you reach it.
- ❄ Make an initial pledge to yourself for an amount that will set the standard of giving.
- ❄ Don't be afraid to ask - the worst anyone can say is "no".
- ❄ Let people know why you are raising the money and what it means to you - inspire them!
- ❄ Ask family, friends, neighbors, coworkers, people at your church, clubs and associations - don't just ask them for a pledge, but ask them to help you by using their contacts.
- ❄ Talk to your employer about giving a pledge on behalf of the company or about matching the total amount you raise.
- ❄ Know the cause and what you are fundraising for in case people ask questions.
- ❄ Keep pledge forms or copies of the pledge forms at home, in your car and at work - you never know when you might need one.
- ❄ Create a "goal chart" to visually show people how close or far you are to reaching your goal. The image of a thermometer is a popular choice for this.



Sample Donation Request Letter

Dear [XXXXX](#),

On [\(insert date here\)](#) the [\(insert Snowmobile Club name here\)](#) is hosting a Snowarama event at [\(insert location here\)](#). Funds raised at this event will go towards supporting children and young adults with disabilities and Easter Seals families in our community by providing much needed funds for the Easter Seals BC/Yukon services.

Easter Seals BC/Yukon operates programs and services for children and young adults with disabilities across British Columbia and the Yukon. These services include Easter Seals House in Vancouver. Easter Seals House provides a low cost, caring place to stay for families when they have to travel to get medical treatment or hospital emergencies. The house has professional staff, large rooms, activity-filled playrooms and it provides a supportive atmosphere to help both families and individual patients through trying times. For hundreds of families every year, Easter Seals House provides a home away from home during stressful times.

They also operate the BC Easter Seals Camping program. Each year children and young adults with disabilities attend a week long residential summer camp session at our Easter Seals Camp. The focus of this camp is to give campers abilities by helping them learn independence, confidence and skills they need to live happy fulfilling lives. The cost to send one person to camp is \$3,700, but thanks to generous donors and fundraising events like Snowarama, the camp is offered at a highly reduced rate to many families in BC.

This year our goal is to raise \$[\(Insert fundraising goal here\)](#). You can help us achieve this goal by donating an item to use as an auction item (or raffle item) at our fundraising event.

Through community support, we can make a difference in the lives of children and young adults with disabilities in BC! If you require additional information please feel free to contact me at [\(insert phone number here\)](#) or by email at [\(insert email here\)](#). To make a donation simply complete and return the enclosed donation form to me.

Thank you for taking the time to consider our request. I look forward to hearing from you soon.

Sincerely,

[\(name\)](#)
Snowarama Chairperson
[\(snowmobile club name\)](#)

After your Event - Handing in Funds

Once you have completed your Snowarama event and collected all the donations, you need to return funds back to Easter Seals BC/Yukon before April 28, 2019.

Bellow are step by step instructions on how to wrap up your Snowarama event.

1. Determine how much money you have raised by adding up the sum of all the pledges and fundraising dollars collected at the event. Don't forget to tell participants and donors how much they helped raise!

2. Complete the pledge summary form and the post event report found on the website, <http://bcsf.silkstart.com/cpages/snowarama> and send it to the Easter Seals BC/ Yukon office with the funds raised from your Event.

3. Thank your participants, donors, sponsors and any media who supported the event. Send out thank you certificates and personalized thank you messages.



FAQS

Snowarama is a very easy and flexible way of supporting a great cause that any club can fit into their season. What kind of event each club hosts is entirely up to them including the size, location, timing and who to invite. Following are answers to common questions that help explain how easy and fun it can be to host a Snowarama event.

How can I pitch a Snowarama event to my club members?

Add Snowarama to your next meeting agenda and pitch it to all of your members. Here are some great reasons to take part this year:

- ❄ Your event makes a difference! You'll be supporting families and kids with disabilities in your community by helping raise money for Easter Seals services.
- ❄ It's a fun team building experience. Working together towards a common goal and helping kids and young adults with disabilities fosters teamwork and helps build relationships among club members.
- ❄ Organizing a Snowarama event can help raise the community profile of snowmobiling.
- ❄ Snowarama is an ideal way to promote your club, recruit new club members and educate new snowmobile enthusiasts.

Still not sure how to pitch it to your club members? Contact the BC Snowmobile Association or Easter Seals BC/Yukon for more ideas.

If your club is interested in hosting a Snowarama, but is unsure if they have the resources, there is a solution to this dilemma. Join another Snowarama in a neighboring town! The easiest way for your club to become involved in a regional Snowarama event is to phone snowmobile clubs in neighboring areas. The current club contact list can be found on the BC Snowmobile Association website (www.bcsf.org).

When should we host a Snowarama Event?

Most clubs choose to hold their Snowarama event between December and March. It is up to you and your club when you think it will work best. You can organize it around a holiday or special occasion like Valentine's day or St. Patrick's day or raise money at a season opener celebration or another community event.

Funds are due at the Easter Seals BC/Yukon office by April 28, 2019.

FAQS

What kind of Snowarama event should we host?

The great thing about Snowarama is that you can do whatever you like. You can turn a regular get-together like a dinner or barbecue into a Snowarama Event or choose to make it something special.

If you are looking for a little more inspiration or ideas check out the “Choose an activity” section in this kit, contact the BC Snowmobile Association or Shannon Bernays at Easter Seals BC/Yukon, sbernays@eastersealsbcy.ca

How can I motivate my club members to get involved or increase their fundraising efforts?

Here are some tips to help motivate your members and participants.

- ❄ Recognize your top fundraisers and those who are going above and beyond at meetings, e-mails and newsletters. People like it when their work is acknowledged.
- ❄ Incentives work. Ask local businesses or suppliers to donate a prize for your top fundraiser or create a fun and creative trophy that you can award on event days or at your next meeting.
- ❄ Consider inviting a family who has used Easter Seals Services in your community. Putting a face to the cause can help motivate people to fundraise and get involved. Contact Shannon at Easter Seals BC/Yukon for more information on how to get in touch with a local family.
- ❄ Empower members - asking people to be in charge of part of the event gives them a sense of ownership on the project and more invested in the success of the event.
- ❄ Lead by example - if your club members see that you are committed to the event's success it will rub off on them.
- ❄ Encourage participants to form teams to see which team can fundraise the most money. Working together to reach a fundraising goal can be less intimidating than going at it alone. Ask local businesses to provide prizes for your top fundraising team as incentives. It can also be fun to have homemade awards as prizes. The spirit of competition can help motivate people to go the extra mile to fundraise.

FAQS

How do I promote our event in the community?

Once you have a location, activity and date planned it's time to start finding participants and supporters. After you register you will be provided with posters and other promotional materials. Here are some ideas on how to recruit people to join your event.

- ✳ Personally ask people to get involved. A phone call or a face to face ask can help.
- ✳ E-mail invitations - send out an e-mail to everyone you know and invite them to get involved. Be sure to include the date, location, time and what activities will be happening. If people are busy that day ask if they will support you by making a donation to the event.
- ✳ Put up posters in libraries, local businesses, community centres and anywhere there is a public bulletin board. Make sure you ask for permission before posting it on any public bulletin board.
- ✳ Contact your local papers, radio station or television station for help promoting your event. Check out the Media Kit for details on how to approach media outlets.
- ✳ Are there any popular bloggers or community websites that people in your community go to frequently? Check to see someone will blog about the event or if there is a way to post information about your event on a popular website.



Contact Us

<p>BC Snowmobile Federation</p> <p>Website: www.BCSF.org</p>		<p>PO Box 277, Keremeos, BC V0X 1N0 Office Hours: Mon thru Fri 8:30am - 4:30pm Toll-free: 1-877-537-8716 Phone: 250-499-5117 Fax: 250-499-2103 Email: office@bcspf.org</p>
<p>Easter Seals BC/Yukon Snowarama Coordinator</p> <p>Website: www.eastersealsbcy.ca</p>	<p>Shannon Bernays</p>	<p>Easter Seals BC/Yukon #132 - 328 Wale Road, Victoria, BC V9B 0J8 Phone: 1-250-370-0518 or 1-888-868-2822 Fax: 1-778-265-3398 Email: sbernays@eastersealsbcy.ca</p>



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