



Canadian Hard of Hearing Association
Association des malentendants canadiens



DIY Fundraising

(Do It Yourself)

www.chha.ca

Canadian Hard of Hearing Association DIY Fundraising

Have you thought about fundraising in support of the hard of hearing, but didn't know where to begin? Do you have a great idea for a fundraising event but aren't sure how to take it from concept to successful completion?

Canadian Hard of Hearing Association's (CHHA) fundraising event toolkit provides a step-by-step guide on how to organize an event that can make a valuable contribution to the vital work we're doing in Canada. Thanks to people like you, who share a vision of a world where people who are hard of hearing can communicate barrier free.

CHHA is about creating accessibility and inclusion with strategies that address attitudinal barriers, as well as the micro-invisible barriers that people with hearing loss face on many levels.

What is a volunteer "third party" DIY event?

An event organized by a volunteer, community group or company that is not an official Canadian Hard of Hearing Association activity is a "third-party" or "DIY" event. Acting independently and with CHHA's approval, third-party events are an important resource for raising funds to help us carry out our work.

When you organize a third-party event, you're not only raising money to support CHHA – you are also raising awareness about CHHA and the important work we do. We ask that all events being held to support Canadian Hard of Hearing Association be compatible with our mission, vision, and values.

For Canadian Hard of Hearing Association's Fundraising Guidelines, see the [Third Party EVENT AGREEMENT](#) located on our website.



About CHHA

Vision: To inspire and empower Canadians impacted by hearing loss

Mission: Connecting Canadians impacted by hearing loss through advocacy, education and community engagement.

Values: Cherish Diversity. We break down walls and build bridges. We drive change.

Who we are

CHHA is is respectful and fully accessible to people with hearing loss.

CHHA is the only national non-profit Canadian society run for and by hard of hearing individuals with a network from coast-to-coast-to coast and a young adult's network, that provides assistance and resources for people with hearing loss and their families.

We provide education and programs, like our Peer-to-Peer Mentorship program, to assist Canadians living with hearing loss, better communicate and overcome the many communication barriers they face. We also run a social enterprise eStore providing accessible communication & hearing solution products, services, and resources to help Canadians living with hearing loss use effective communications strategies.

We are a proud member of the Hearing Health Alliance of Canada and we facilitate the increased understanding of hearing and hearing loss issues in our greater societies and with government through our advocacy efforts.

With 24 network chapters, and more than 3,000 active supporters and members across Canada we are the voice in the public and private sectors for the hard of hearing. We provide the tools and resources for our network chapters to enlist in local partnerships with organizations to promote a better understanding about hearing loss within their communities.



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Your Event

Before you start:

- Get in the know. People are more likely to donate or volunteer to help if you can clearly articulate why a cause is important and why you need their support.
- A good idea can sell itself. Brainstorm, research and test out your fundraising idea on friends, family and colleagues. Would they be likely to attend and/or give?
- Know your audience. Who are you trying to attract to your event? Tailoring the size of your event to the size of your potential audience helps you narrow options for suitable events and venues, and will give you a better idea of how much advance planning and promotion will be required.
- Set realistic goals. Setting a realistic fundraising goal helps motivate your team members and gives your supporters something to work towards. This often encourages them to be more generous to ensure you achieve your goal.
- Keep expenses in check. CHHA strives to spend only 25% of funds it raises on administrative and other costs. Think about expenses and try to keep them in check to avoid any disappointment about the final proceeds you're able to generate for donation.
- Don't over-commit yourself. Give yourself enough time and enlist adequate help to ensure all the elements of your event can be completed successfully. You might consider starting with a small event and work your way up to organizing larger events as you gain more experience.
- Have a back-up plan. Make sure you have a contingency plan, especially if your event is dependent on unpredictable factors like the weather. Setting a rain date, or arranging an indoor venue as a backup, may take a bit of extra planning up front but it will help ensure that the results of your hard work aren't limited by factors you can't control.
- Timing is everything. The timing of your event often determines how successful it will be. Check out whether there are competing events on the day or time you have chosen. To give your event special relevance, schedule its theme to coincide with special days. For example, have a St. Valentine's Day bake sale, Christmas craft sale or walk-a-thon during April which is the CHHA adoption month. (Or on a public holiday when people are gone – i.e. Victoria Day weekend)
- Make sure you fill out and submit the [Third Party EVENT AGREEMENT](#) which can be found [here](#).

Event ideas

Use the following ideas to inspire, motivate and lead you on the way to your own extraordinary fundraising experience!



Online Fundraising

We strongly encourage you to utilize an online event fundraising platform, particularly if you are asking people to donate to you. People will give more online and in most instances a tax receipt can be issued immediately and automatically. CanadaHelps is a great platform, and you can link your donation page to ours in a few simple steps. Check it out at www.canadahelps.ca.

***Tax receipts cannot be issued without a full name and address.

Say Thank You

To acknowledge a job well done, don't forget to thank those most important in making your event a success. Showing appreciation isn't just the polite thing to do – it can also make it easier for you to get supporters for your next event.



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Promoting Your Event

Spreading the word about your event is critical to its success. Here are some tips on creating a buzz in advance of your fundraiser through posters, flyers, online and media activities.

Posters and flyers

Ensure you include all pertinent event details to promote your event. If you're designing your own poster, be sure to follow our policies and brand guidelines outlined in the "agreement" before you display or distribute it.

Online promotion

The internet, email and mobile text messaging are the quickest ways to let people know about your fundraising event. For example, email or text details of your event to everyone in your contact list, asking them to forward it to their friends as well.

Internet social networking sites like Facebook, Instagram, TikTok and Twitter are all great ways to spread the word about your event to all your friends. Also check out online event calendars serving your community such as municipal or community centre websites to see if they will accept a posting for your event.

Media

If you're planning a large event, you might consider sending a press release to local newspapers, radio and TV stations to try to get editors interested in doing an advance story, covering your event or taking photos. Local news outlets love human interest stories, but they receive so many requests to cover fundraising events you often need to have a unique angle, so don't be discouraged if they don't respond to your release.

If a reporter does contact you, tell them about your event, what you have planned, and why you're doing it, etc., but if a reporter has any questions about CHHA, please refer them to us directly at 613-526-1584. The reporter can also direct questions to us by email at info@chha.ca.

If the media doesn't cover your idea for a story, you can still get media promotion on their daily event calendars by submitting a media advisory a minimum of one week in advance. Be sure to follow up with all media outlets a couple of days in advance of your event to make sure they received your advisory and intend to list it on their event calendar.



Planning Checklists

Planning an event is easy if you're organized. Use these step-by-step checklists to ensure you don't forget anything that could help make your event a success!

Before your event

- Check into any possible safety or legal issues such as permits that may be required
- Be sure to obtain any insurance coverage you may need for your participants or venue
- Determine how many people you will need to help you execute your event
- Enlist volunteers – friends, family, colleagues or other people who share your mission
- Let CHHA know about your event and get the required approvals
- Plan your budget
- Find a suitable location
- Schedule your event
- Promote your event, ensuring all materials with the CHHA name/logo are approved prior to use

During your event

- Assign someone to be responsible for handling the donations
- Have a Canadian Hard of Hearing Association Pledge Form handy for donations of \$15 or more for tax receipt purposes or use an online donation platform like CanadaHelps.
- Display and/or distribute Canadian Hard of Hearing Association information so people know what you are fundraising for.

After your event

- Collect the funds
- Thank your donors
- Complete the provided Financial Summary Form
- Compile your donation forms and money collected. Submit to the Canadian Hard of Hearing Association within two weeks of the event.
- See [Canada Revenue](#) for detailed tax receipt information
- Evaluate your event and take note of what worked and what didn't. Keep notes of useful contacts and share your learning experiences with CHHA and other fundraisers by completing the [Event Feedback Form](#).



Contact Information

If you have questions or require clarification on fundraising for CHHA, please contact us at:



Canadian Hard of Hearing Association | CHHA

www.chha.ca | 613.526.1584 | info@chha.ca

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Thank You!

