



# *Fundraiser Toolkit*

## *Getting Started*

- ✦ Choose your event(s) or initiative
- ✦ Submit Fundraiser Application Form to Laing House (info@lainghouse.org or fax to 902-422-6943)
- ✦ Gather a few co-workers, family and/or friends together to form a committee. Many hands make light work!

## *Spreading the Word*

- ✦ Send an email to your network of fellow employees, friends and/or family
- ✦ Create a fundraising page through the Laing House website where others can contribute to your fundraising efforts
- ✦ Tell your clients, neighbors, etc. about your fundraising initiative and ask them to contribute
- ✦ Share on your company's website and/or social media accounts (don't forget to tag Laing House in your posts!)
- ✦ If hosting a public event, send information to Laing House to have it promoted on our social media pages.

## *Support You Will Receive*

- ✦ Permission to use "Proud Supporter" Laing House logo
- ✦ Materials about Laing House including video that can be played at the event
- ✦ Laing House buttons (recommend a minimum donation of \$15 per 30 buttons)
- ✦ Technical support in setting up fundraising page online
- ✦ Promotion of your event/activity through the Laing House social media pages
- ✦ Support and answer questions as you plan your fundraiser



# *Fundraiser Application*

*Please return complete forms to:  
info@lainghouse.org  
FAX: (902) 422-6943 or  
Laing House, 1225 Barrington Street, Halifax, NS B3J 1Y2*

## *Contact Information*

Organization/Group:

Primary Contact Person:

Secondary Contact Person:

Relationship to Organization/Group:

Address:

City:

Province:

Postal Code:

Phone:

Email:

## *Event Information*

Briefly Describe the Event:

Proposed Date of Event:

How will the funds be raised? (click all that apply)

Ticket Sales

Pledges/Donations

Portion of Retail Sales

Auction

Other

What portion of the proceeds will be donated to Laing House?

All proceeds (no expenses deducted from the amount raised)

Net proceeds (all proceeds less expenses)

Partial proceeds (predetermined amount or percentage e.g. \$1 for every sandwich sold)

Partial proceeds with more than one beneficiary

What is the fundraising goal for the event/initiative?

What Laing House materials do you need?

Laing House “Proud Supporter” banner (borrowed only)

Laing House “Proud Supporter” logo

Laing House buttons (recommended donation of \$15 per 30 buttons)

Amount of buttons requested

Laing House Pledge Forms

Newsletters

Brochures

Would you like Laing House to promote your fundraising initiative via our social media platforms such as Facebook and Twitter?

Yes

No

If yes, please provide your usernames/handles, if applicable:

## *Receipting Agreement*

By checking this box, I understand that pledge sheets contain time sensitive and confidential donor information and all pledge sheets and pledged funds must be turned in to the Laing House office at 1225 Barrington Street, Halifax, Nova Scotia, within 30 days, to allow for timely tax receipting.

## *Fundraiser Agreement*

By checking this box, I hereby agree to the Terms and Conditions outlined in Laing House’s Third Party Event Guidelines (available at [www.lainghouse.org](http://www.lainghouse.org)) and that no materials bearing the Laing House logo, Laing House “Proud Supporter” logo or online banner will be printed or displayed without Laing House’s prior review and approval of draft artwork and content. I agree to abide by the rules and regulations outlined by the Canada Revenue Agency and the Ethical Fundraising and Financial Accountability Code.

*Signature*

*Date*

# *Fundraising Ideas*

*Casual/Jeans Day*

*Company Picnic*

*Holiday Party*

*Sports/Games Tournament*  
*(Golf, Softball, Hockey, Darts, etc.)*

*“A-Thons” (Walk, Bowl, Dance, etc.)*

*Bake Sale*

*Scavenger Hunt*

*Scotiabank Blue Nose Marathon team*  
*(Scotiabank Charity Challenge)*

*Coffee Can Donations*

*Employee Match Program*

*Recycle Drive*

*Host a Networking Cocktail Reception*

*Lunch-time Barbeque*

*Car Wash*

*Book Drive*

*Chili Cook-Off*

*Used Book Sale*

*Pumkin Carving Contest*

*Special Occasions in Lieu of Gifts*  
*(Birthdays, Weddings, Anniversaries, etc.)*

*Cardboard Regatta*

*Craft Sale*

*Plant Sale*

*Nickel Drive*

*Payroll Deductions*

*Karaoke Night*

*Donate at Check-out Option for Customers*

*Head Shave*

*Snack Desk*

*Corporate Gifting to honour clients*

*Baby Photo Contest*

*Good Karma Jar*

*Raffle for Extra Vacation Day*

*Trivia Night*

*Hat Day*

*Movie Night*

*Battle of the Bands competition*

*Brown Bag Lunch Day*

*Dunk Tank*

*Ice Cream Social*

*Pet Show*

*Cake Walk*

*Girls/Guys Night In*

*Beard and/or Mustache Contest*

*Concession Stand*