

41 Ramsey Lake Road
Sudbury, Ontario P3E 5J1

41, Chemin du lac Ramsey
Sudbury (Ontario) P3E 5J1



Northern
Cancer Research
Foundation

Fondation du Nord
pour la recherche
en cancérologie

☎ 705.523.4673
📠 705.523.7302

NCRF Guide to Hosting your own Event.

Thank you for your interest in hosting an event for the Northern Cancer Research Foundation. We appreciate your desire to help us fund vital patient care, new equipment purchases and cutting-edge research at the Regional Cancer Program in Sudbury. We are proud to state that 100% of dollars raised throughout the Northeast stay in the region to support patients and their loved ones on their journey.

When planning to host an event, there are many things to consider. To assist you in your efforts, we have put together a simple guide that will help make your event a success. The Staff at the NCRF are always willing to help should you have any questions or require guidance along the way. Please do not hesitate to contact our office at (705) 523-4673.

To begin, here are some things to consider:

Brainstorm

Chat with friends and colleagues to develop an idea for an event that excites you. Need a bit of inspiration? You can host:

| | | |
|-----------------------|----------------------|-----------------------|
| "A-thons" of any kind | Holiday Celebrations | Celebrity Appearances |
| Tournaments | Barbecues | Carnivals |
| Dinner-Dances | Parties | Sporting Events |
| Auctions | Rummage Sales | Fashion Shows |

Set Goals

What do you hope to achieve? Who will be most interested in supporting and participating in your event? How big do you want your event to be? How much can you handle? Knowing who your target audience is important for promotion and ticket sales. But remember: the lower your costs, the larger your contribution.

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Come and Meet Us

The Foundation wants to know more about you, your goals and ideas. We want to help make your event a success! Arrange to meet with us to discuss the details of your event and how we can best support you.

Set the Schedule

Schedule your event for a time of day and in a location convenient for those who will be attending. Also do your best to check that your event doesn't conflict with other major events in your area that target the same market you are hoping to reach.

Get your event in our Calendar

Once you have decided on an event concept and have set a date, provide us with the details so we can post it on our website for all to see! We can even make arrangements to have your fundraiser posted on free community event calendars.

Form an Event Committee

It takes a lot of time and energy to plan a major event. Recruit enthusiastic and dedicated volunteers with a variety of skills to divide the tasks and help organize your event. This is one of the most important elements to the success of your special event!

Event Logistics

Attention to detail is essential to the success of every event. The Foundation would be happy to review the logistics of your event with you.

Promotion

Eye-catching posters, tickets and other promotional materials can help to market your event and help increase attendance. We would be proud to have your event materials display our logo and name; we would also be more than happy to assist in the marketing, promotion and publicity of your event. It is important however, that we ensure that our visual identity is used correctly. Therefore, **we ask that all promotional and publicity material be approved by the Northern Cancer Research Foundation** (please allow sufficient lead time for approval process).

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Collection of Funds

Any funds collected during your event should be submitted to the NCRF within 30 days of your event. Charitable receipts will be issued for donations that meet CRA guidelines. For more information on eligibility for a charitable receipt, please visit www.cra-arc.gc.ca

Thank You

This is the most important step. Please let those who attended, helped and sponsored your event know how much you appreciate their support. Tell them how much money they helped to raise and what that means to advance excellence in healthcare in our region.