

### **Hosting a Social Fundraising Event**

Hosting a social gathering to earn some fundraising dollars is one of the oldest tricks in the book! A successful event doesn't need to be elaborate, just well-planned. A little bit of creativity, some easy promotion on social media, and an email account are all you really need to get started. Below are a few examples of a social fundraising event, but feel free to call us for more ideas.

### **What kind of social event do you want to host?**

- Host a Food Event
  - Pancake Breakfast
  - Ice Cream Social
  - BBQ
- Host a Holiday Event
  - Memorial Day cookout
  - Father's Day Brunch
- Host a Sale
  - Bake Sale
  - Yard Sale

### **Promote your event:**

- Use free services like Facebook or Evite to create an event page and send invites
- Encourage your friends and family to invite their friends to the event – this will increase your donor pool!
- Make sure your personal fundraising page URL is posted on the Facebook or Evite page if you are requesting a donation to come to the event – this allows people to “pay” by credit card
- If people can't come, remember to ask them to make a donation through your personal URL

### **Start planning as soon as possible:**

- If you're hosting a food event, try to get some of the food donated – ask your local grocer, restaurant, or other vendor if they would be willing to donate the food to offset your cost
- Use Pinterest to get some fun decorating ideas

### **Get the Most Bang for Your Buck:**

- Add on some additional fundraising to your event:
  - Small Silent Auction - get some local shops, spas, or restaurants to donate services and ask attendees to bid on those items
  - Lucky Ticket drawing – get a role of raffle tickets, place a few buckets in front of some donated prizes (think movie tickets or gift cards), and ask attendees to purchase tickets to place in the bucket of the item they want to win
  - 50/50 Raffle – have attendees purchase raffle tickets and at the end of the evening, the winning ticket wins half of the money earned from the raffle sales

**Remember:  
Keep it simple  
Keep it fun**

**Always put the mission first: you're fundraising for a cause dear to your heart and your passion will shine through your event to your attendees!**