



Third-Party Fundraising Resources

Event Ideas

When selecting a Third-Party Fundraiser, you should always consider cost and how much time it will take to organize. Also think about who would realistically participate. For example, do you have a group of friends that enjoy running? Great! A charity-fun run would be a great way to raise funds since your friends would be likely supporters.

Birthdays, weddings, graduations and other special occasions

In lieu of accepting gifts, ask your friends and chosen family to donate to Pride Toronto. It's a great way to show that you are grateful for what you have on your special day and would like to share your blessings with others.

Challenge events such as runs, walks or sporting games

Host your own challenge event and ask participants to join or create a team and fundraise a minimum amount. You'll be doing something good for yourself and your cause.

Bake sales, craft sales, car washes and other community events

Turn your passion into a fundraising tool with the proceeds from your event being donated. Who doesn't love to eat a cupcake for a good cause?

School or corporate events

Engage your students, co-workers or employees. You can host a fun event like a bake sale, sporting game or silent auction.

Planning Your Event

A well-planned event will help things run smooth and will increase the success of your fundraising. Here are some steps to follow:

Build a Team

Recruit friends, chosen family, and coworkers to help plan and execute your event. Delegating tasks to a group of people, instead of trying to do everything yourself, will make things easier.



Pick an Event

Brainstorm ideas with your team and run them by your potential audience. Do they seem enthusiastic about participating? If not, you may want to choose something else!

Resources

Make the most of the information that's already out there. The internet is full of fundraising resources from people and organizations who have extensive experience running successful fundraising campaigns. See below for some of those resources.

Cost

Keeping costs low will increase the amount of funds that go to donation while also reducing financial burden on your end.

Set a Goal

Set a realistic financial goal to reach. It will help motivate your team and encourage donors to give more in order to reach it.

Promoting Your Event

It's important to get the word out early and often about your event. Below are some valuable mediums to utilize. Word-of-Mouth Friends, chosen family, co-workers—the more people know about your event, the better! Encourage them to share info about your event to their family and friends as well.

Social Media

Using social media, such as Instagram, Facebook and Twitter, is an effective and free way to advertise your event. Encourage friends and family to share your event posts for maximum exposure. We will be happy to share your event on our social media channels and website.

Posters

Put up posters wherever you think your potential audience would see it: libraries, community centres, schools, coffee shops, bulletin boards, work, etc.



Online Event Promotion Sites

If you're planning a larger event, consider posting on applicable event promotion sites such as: [BlogTO](#), [ToDoCanada](#), [Narcity](#), [Eventbrite](#), and [City of Toronto](#). Remember that all of these sites will have different size dimensions for banners, and all promotional materials for Pride Toronto endorsed fundraising events and initiatives have to be approved by our Branding and Marketing team.

Traditional Media

If you're planning a larger event, consider contacting your local newspapers, radio stations, and TV stations. Ask if they might be interested in doing a story in advance or sending someone to cover your event. If the reporter has a question about Pride Toronto, please connect them with us at office@pridetoronto.com.

Online Resources

The internet is a great place for fundraising resources from people and organizations with plenty of experience. Here are a few useful resources to help your start planning your Third-Party Fundraiser today:

[200 Fundraising Ideas for Nonprofits: The Ultimate List for 2023](#)

[The Event Planning Checklist Used By Top Event Planners](#)

[10 Steps to a Successful Fundraising](#)

[Fundraising Event Budget](#)