



# How Can HSC Help with your Event/Fundraiser

The Chapter Development team is here to support individuals and committees with the event planning process, promotion and marketing, support and advice, and with the post event wrap up. Here are all the ways we can support you and your event.

## Event Planning & Logistics

**Insurance** – We can provide proof of liability coverage (up to 2 million dollars) for Chapter and official HSC events. (2 months prior to event)

**Raffle/Gaming Licences** – Under government guidelines, all raffle/gaming activities must have a licence. We can make the application and handle the paperwork for your 50/50, raffle or lottery. (8 weeks prior to event)

**Resources** – HSC has many resources about the Society, fundraising and event planning. Please access the shared Events Dropbox for these resources, or contact the Chapter Development Team.

**Brainstorming & Sharing** – We are here to support your event, through the entire process. If you have ideas, questions or concerns we are here to help.

## Marketing & Promotion

**Print Materials** - We can design and print materials such as brochures, posters and save the dates for your event. (3 months prior to event)

**Media Advisory** - We can create and distribute a media advisory in your area, asking media to promote and attend your event. (5 weeks prior to event)

**Mailing Lists** - We can provide a list of emails of those registered for your event so you can contact them directly, or HSC can contact them on your behalf. If receiving the information, you must sign a confidentiality agreement, and access the information through an online system such as DropBox

**E-Blasts** - We can send e-blasts to the members/past participants/past donors in your area with information about your event, encouraging them to participate or donate. (6 weeks prior to event)

**Social Media** - We can promote your events through our TeamHD Facebook page. (1 month prior to event)

**Direct Mail** - We can mail a letter/brochure to the members/past participants/past donors in your area. (2 months prior to event)

## Event Wrap-up & Finances

**Event Expenses** – HSC can look after paying for event expenses such as venues, entertainment, etc. Invoices can be sent directly to HSC for payment. We can also provide you with a petty cash for smaller event expenses. With provision of your budget in advance we can also reimburse event organizers and volunteers for event expenses paid out of pocket, with proof of receipts.

**Wrap-up** – The Chapter Development team can assist you with reconciling the funds after your event. By sending us your revenue amounts, expenses and receipting information we can internally wrap-up the event.

**Final Financial Report** – We can provide you with a revenue and expense report post-event. This way you can see areas for growth and improvement for your event finances.

