

## **We are pleased to offer the following tips to set you on the path to a successful event!**

### **Develop your Concept**

If your event is a new one, take the time to get your ideas down on paper. A general plan is a great starting point and will help you identify what is realistic to achieve. We have created a listing of [event types](#) to get you started.

### **Come and Meet Us**

We want to help make your event a success! Our team will be happy to meet with you to discuss the details of your proposed event and how we can support you. Please [contact us](#).

### **Set Goals**

Map out your expected income as well as expenses, keeping in mind that the lower your costs, the larger your contribution.

### **Form an Event Committee**

Successful events take a lot of time and energy! Recruit volunteers who are enthusiastic and dedicated, with varied skills, to take on the tasks necessary to organize and implement your event.

### **Identify your Audience**

Understanding who will support and attend your event is crucial to its success.

### **Schedule with your Audience in Mind**

When determining the time of day and location for your event, consider what will be attractive and convenient for your attendees.

### **Attention to Detail**

Logistics are the key to every successful event. Our team will be happy to review your plan and make suggestions on details, please complete an [event application form](#) and [contact us](#).

### **Media and Promotion**

Professional and eye-catching promotional materials will help make your event a success. We would be proud to have your event materials display our logo and name, but must ensure that you are using our identity correctly. Please [contact us](#).

### **Offering Tax Receipts**

If you intend on offering tax receipts, this must be PRE-APPROVED by Elizabeth Fry Toronto. Tax receipts are issued according to the [Canadian Revenue Agency \(CRA\) rules & regulations](#).

### **Contact Us**

For more information, please contact the Resource Development Department at 416-924-3708 ext. 234 or email: [fundraising@efrytoronto.org](mailto:fundraising@efrytoronto.org)