

The ABCs

of
fundraising

**SP
CM**

Suicide Prevention
Centre of Montreal

Why fundraising matters ?



Your commitment makes it possible to raise awareness among a greater number of people. Thanks to you, many will be aware of the services offered by the Suicide Prevention Centre of Montreal (SPCM).

Also, by financially supporting our mission and actions, you will enable the SPCM to maintain these essential basic services, respond adequately to the growing demand and ensure the development of suicide prevention services in the Montreal region.

STEP 1

Coming up with a feasible fundraising idea

Coming up with a fundraising idea can be complex. The best way to raise funds is to use the resources you have. Whether that's materials, contacts or even talent!

Here are a few ideas that might inspire you:

- Organize an evening: a comedy or improv show.
- Organize a golf tournament: invite your colleagues, their partners and members of your community to participate for an entry fee.
- Organize a garage sale: get rid of stuff that's been lying around for ages!
- Sell flowers or plants
- Hold a coffee or lemonade sale
- Offer your hairdressing services: cut or shave hair or beards
- Organize a sporting event: charge a participation fee for a race, walk or marathon.
- Collect recyclable cans and bottles: exchange them at the grocery store for cash.
- Organize a charity evening: hold a ball or a community spaghetti dinner. Charge admission.
- Host a training session: ask for payment for registration.
- Invite a speaker and charge admission.
- Hold a movie night: Organize a film screening where admission is based on donations.
- Organize a community barbecue
- Organize a theme evening
- Organize a board game tournament or marathon: players must pay to enter.
- Organize a fashion show or talent contest: participants must pay an entry fee.
- Offer Christmas wrapping services
- Organize a karaoke night: charge admission or sell tickets in exchange for a performance.
- Get cooking! Cook a gourmet dinner and charge admission.

STEP 2

Determine your goal



Setting a goal is very important. This goal should be achievable and realistic in terms of your available resources. To choose your goal, you need to select a date and a realistic amount to be reached within the timeframe you have set.

STEP 3

Submit your fundraising (online form)

Organizers wishing to organize a fundraising event for the benefit of the SPCM must ensure that they complete the "Request to organize a civic initiative for the benefit of the SPCM" form. This form must be completed at least four (4) weeks prior to the event. The SPCM will notify organizers of the status of their request within 14 days of receipt.

Fill out the form

STEP 4

Mobilize your friends and family

Make your fundraising easier by mobilizing your friends and family! You can post messages on social networks, informing your friends and family of your objectives and information about your activity (location, date, objective, needs, etc.). Send out invitations, promote your event and spread the word! Any way you can!

STEP 5

Promote your event

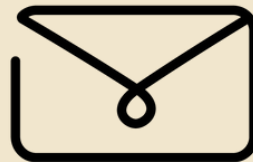
To attract participants to your fundraising activity, it's essential to promote your event or activity. You can use posters, postings on social networks, paid advertising, a recruitment campaign, media coverage, banners, flyers and more. Please note, however, that promotional material containing the SPCM logo must be approved.



STEP 6

Thank your donors and supporters

Whether it's \$2 or \$500, it's important to show our appreciation to our donors. Show them that their gestures and actions have a concrete impact for the cause. Don't forget to keep them informed. Let them know the final amount raised, so they can feel proud of their contribution. To thank them, you can send them personalized letters, a general e-mail or even mention them in a publication to give them visibility.



Accompaniment offered

Once your activity form has been e-mailed to the SPCM, here's how you'll be supported:

- A person available to answer your questions by e-mail at info@cpsmontreal.ca
- The SPCM team will provide you with promotional material as available: donation boxes, cards, brochures explaining the services offered, banner, logo, etc.
- Fundraising tools: online donation forms, donor receipts, thank-you letters, donation registers, etc.
- Under no circumstances may organizers issue tax receipts to donors. Only the SPCM is entitled to issue tax receipts under certain specific conditions.

What you need to know

- The SPCM will not assume any costs or responsibilities associated with citizen initiatives. Organizers must plan to assume any possible costs associated with the citizen initiative.
- Organizers agree to apply for and obtain all necessary permits, licenses and insurance for their event.
- Organizers agree to complete the Expenses-Revenues form (if applicable, depending on the type of event) provided by the SPCM and return it no later than 20 days before the event.
- All event employees and volunteers must be recruited by the event organizers.
- Event organizers, employees and volunteers must be clearly identified as volunteers and may under no circumstances identify themselves as employees or members of the SPCM team. Volunteers and employees are therefore the responsibility of the event organizers.

**Good organization and
thank you on behalf of the whole team!**