



UNIVERSITY HOSPITALS
KINGSTON FOUNDATION
Our Hospitals. Our Health. Our Future.

Together we can

Whether your event is small or big, these ten steps will help you get you started and keep you motivated and well organized.

1. Form an Event Committee

Identify friends, family or colleagues who are enthusiastic, dedicated and with special skills that will help make your event a success. They can provide you with the support you need to organize and run your event.

2. Develop your Concept

Let your imagination run wild, brainstorm ideas that are fun, unique, will excite you about organizing this event.

3. Choose your event

From the list that you have developed decide on what event most excites you and will appeal to your target audience

4. Establish a Fundraising Goal

Establish an attainable objective; prepare a budget with expected revenue and expenses. As a general rule of thumb, expenses should not exceed 50 per cent of your expected gross revenue. Refer to "Sample Budget" in the Event Planning Manual for potential sources of revenue and expenses.

5. Submit your Event

Complete the Third Party Event Proposal Form and submit to the University Hospitals Kingston Foundation for approval.

6. Organize your Event Details

Organization is the key to any successful event planning, make a list of all the day to day details and who is responsible for each task.

7. Plan a timetable

Develop a timeline of important tasks and due dates, working backwards from the day of the event will help you to plan appropriate deadlines.

8. Promote your event

Think about how to spread the word about your event, you should design and create materials that will appeal to your target audience in order to generate excitement about your event.

9. Have Fun

Have fun planning and hosting your event. Remember if you need guidance along the way the staff at the University Hospitals Kingston Foundation is there for you.

10. Wrap Up

Congratulate yourself and your committee on a job well done and for giving back to your hospitals.

Collect any outstanding funds raised from your event

Contact the University Hospitals Kingston Foundation and arrange for a cheque presentation, this should be done within 60 Days of the event.

Most importantly thank everyone that has supported you in your event, this includes donors, participants and sponsors.