



GREENPEACE

ACTION TOOLKIT

Organizing a Fundraising
Event for Greenpeace

WELCOME TO OUR TEAM!

Thank you for being part of our global network of passionate change makers!

We're grateful for your interest in organizing a third-party fundraising event to benefit Greenpeace Canada. In doing so, you will join Greenpeace in our work to protect our precious planet and help push for solutions to some of the most important environmental issues.

Any amount you raise is truly valued and appreciated!






WHAT IS A THIRD-PARTY FUNDRAISING EVENT?

A Third Party Fundraising Event is any fundraising initiative brought forward by an individual or community group external to Greenpeace Canada who wish(es) to raise money for Greenpeace, through a planned activity that is designed, managed and financially resourced by the external participants in entirety.



**WHY
FUNDRAISING IS
SO IMPORTANT
TO US**



In addition to raising much-needed money for our campaigns, community fundraising is a great way to promote community building, volunteering, and awareness of threats to our planet, as well as ways to tackle them. It can also be a great opportunity to socialize and have fun!

Support from people like you makes it possible for Greenpeace to investigate, campaign, document and lobby for a sustainable balance between humans and the environment worldwide.

With your help we will expose environmental abuses by carrying out peaceful and creative acts of protest to raise awareness of the need to protect our oceans, forests, water supplies and climate – the very life support systems of our planet.

To maintain a much-needed independent voice, Greenpeace accepts no corporate or government donations. This means we truly rely on individual supporters to fund our work.

That's why

**YOUR
FUNDRAISING**


event is so critical.

THANK YOU

for your support. It means the world.



**ABOUT
GREENPEACE**



**Greenpeace exists
because this fragile
earth deserves a voice.
It needs solutions.
It needs change.
It needs action.**

Some people look at a forest, and all they see is lumber. But there are millions more who see a home, a heritage, a future. Around the globe, we are standing up for our communities, and we are holding governments and corporations accountable. Whether on the streets or at the ballot box, we hold the real power when we work together.

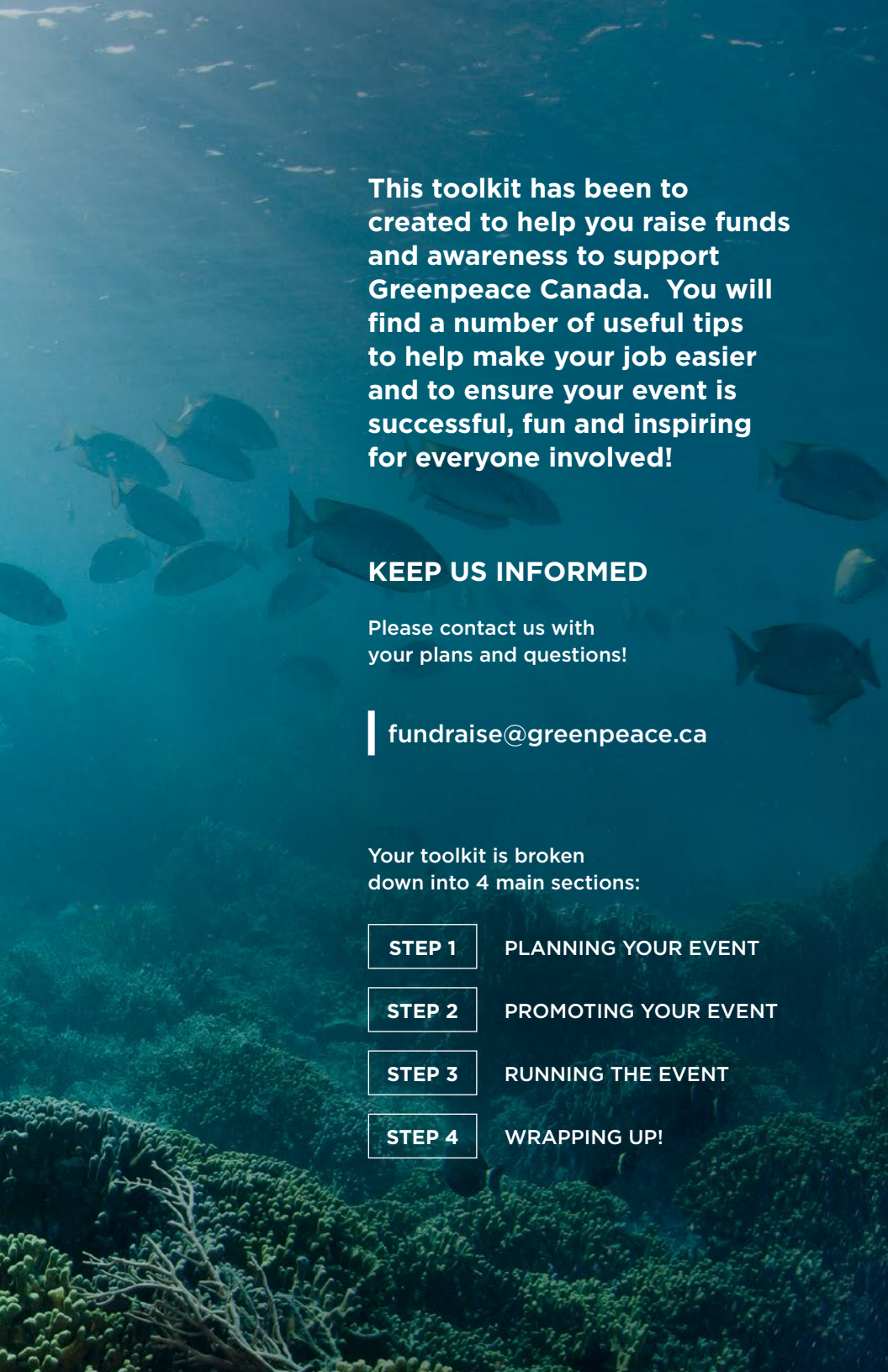
Greenpeace was founded in Vancouver in 1971, when a small boat of volunteers and journalists sailed into Amchitka, an area north of Alaska where the US Government was conducting underground nuclear tests.

Today, Greenpeace is a global organization operating in more than 40 countries. We have more than 50,000 individual financial supporters in Canada and more than 3 million donors worldwide.

Learn more at
GREENPEACE.CA



**WHAT'S IN
THIS TOOLKIT**

An underwater scene with a blue-green tint. In the upper half, several fish of various species are swimming. In the lower half, a coral reef is visible, with some coral appearing bleached and white. The background is a deep blue, suggesting the ocean's depth.

This toolkit has been to created to help you raise funds and awareness to support Greenpeace Canada. You will find a number of useful tips to help make your job easier and to ensure your event is successful, fun and inspiring for everyone involved!

KEEP US INFORMED

Please contact us with your plans and questions!

| fundraise@greenpeace.ca

Your toolkit is broken down into 4 main sections:

STEP 1

PLANNING YOUR EVENT

STEP 2

PROMOTING YOUR EVENT

STEP 3

RUNNING THE EVENT

STEP 4

WRAPPING UP!





STEP 1

PLANNING YOUR EVENT

Putting together an event in support of Greenpeace is a fulfilling challenge that can bring in big rewards! Being organized and planning ahead is so important to hosting a successful fundraiser. Keep Greenpeace in the loop about your plans so we can support you as much as possible. Please be sure to [register your event](#) for approval at least 14 days in advance of your event, and read all the [fundraising guidelines](#) before you start!



WHAT KIND OF EVENT ARE YOU DOING?

Choose something that excites you, and that you have the skills and network needed to succeed at. Are you planning on doing this solo, or are you getting the whole family or community involved? These are things you need to consider.

Some fundraising events ideas: film screenings, art shows, benefit dinners, clothing swaps, bake sales, concerts, quiz nights, comedy nights, community festivals, fun fairs, dance parties, speaking events, charity classes... the ideas are endless! We'd love to hear what you have in mind.



DON'T RUSH IT

Give yourself enough time to plan and prepare. We recommend timelines that are no more than three months before your actual fundraiser, and no less than two weeks. Make sure to consider what else is happening, so you don't choose a date which conflicts with competing events. Always consider the holidays which might impact your event either in a positive or negative way.



CHOOSE A THEME & NAME!

First things first! Picking a theme and a name means deciding what type of event you're planning, how large you want it to be, and if there is a particular campaign focus. Maybe it's a masquerade, or a themed costume event? Maybe it's connected to an important news story or Greenpeace action? Choose something catchy or inviting, and try to include the fact that it's a fundraiser for Greenpeace in the title if possible. For example, "Tunes for Trees: A benefit concert for Greenpeace". Please run the name of your event by us first for approval if you are using the Greenpeace name.



SET A GOAL!

Set something realistic yet ambitious! Goal setting is important for motivation and transparency and to track your progress. Don't forget to share your goal as you promote your event. In the end, no donation is too small, and every single contribution counts! Don't forget when you're making the case for giving to point out that Greenpeace is funded almost entirely by individuals.



FIND PEOPLE TO HELP

Many hands make light work! Don't feel like you have to do everything yourself. Greenpeace has supporters and volunteers all over the country who want to help out. Reach out to family and friends. More people involved will lead to more fun, more promotion and more success! Feel free to use [Greenpeace Greenwire](#) to recruit volunteer helpers in your region if you are having problems finding folks to help you. Make sure to keep everyone in the loop, and set clear roles and responsibilities before the big day. Good planning keeps the workload manageable for everyone, and during the event it cuts down on chaos if everyone knows what they're meant to be doing!



LOCATION LOCATION LOCATION!

Important considerations here include size (too small means people get turned away, too big means it looks half empty), accessibility, toilets, public transport and bikes. You may also want to consider whether the venue is licensed, if there is electricity and/or setup for music and microphones, a kitchen/food prep area if you're serving food. Think about neighbours if your event is going to include music or run late into the evening.



SPECIAL GUESTS

If you're inviting any speakers or special guests, confirm their attendance and clarify their role as early as possible, especially if you're going to use their name on promotional materials.



EXPENSES & BUDGETS

What can you do to keep event costs low? While Greenpeace can't accept cash donations from businesses - "in-kind" donations are totally fine. Don't be shy to ask for donations or discounted rates in order to run your fundraising event! Many venues, artists and other professionals will be honoured to support the cause by donating their time, or offering free services, goods and prizes!

Write out a detailed budget, and stick to it. Consider both the major and minor costs, and make sure you have money on hand at the event for a float and any last-minute expenses. Allocate someone to be responsible for tracking costs as well as counting and sending in the money raised. Please be mindful that Greenpeace Canada cannot reimburse you for any costs or losses, or provide charitable tax receipts for your expenses.

[Read complete fundraising guidelines here.](#)



KNOW YOUR STUFF

Take the time to learn about Greenpeace and our campaigns by reading [our website](#). If you are working with others, encourage them to do the same! You will be able to gain more support from people if you are knowledgeable about your cause!



GATHER MATERIALS

What will you need for your event? Think about decor, lighting, sound, signage, tables, chairs, food/drink you are providing and/or other materials which will be useful and helpful in creating a successful event. Make a list of everything you will need! Greenpeace has materials to share like magazines and general brochures that we can send your way, so be sure to let us know if you need anything.



BE GREEN & INCLUSIVE

As you know, Greenpeace's mission involves working towards a green and more peaceful future, so it goes without saying that all events should keep this in mind. Holding a fundraising event like a car wash or skydiving event not only goes against our values, but would not do us any favours in the press either!

SOURCING:

When sourcing materials and equipment for your event, think about choosing options that are ecologically and socially credible and support local eco-businesses if possible! The less paper used the better. Any printed materials we supply will be recycled, post-consumer paper products.

FOOD:

In general, we encourage the use of local, organic and sustainable food. Try only offering vegan food choices at your event and talk about why. It could make for some interesting conversations.

WASTE:

Try to minimize your waste by avoiding throwaway items plastic like cups, bottles, cutlery, plates, etc. Can your event be zero waste?! Think ahead to ensure proper disposal and recycling of any materials used on site. If possible, provide recycling bins and be sure to clean up any garbage left behind.

TRANSPORTATION:

When you choose a location for an event, try and pick a location that's easy for people to walk to or get to by public transportation.

ACCESSIBILITY:

Please also think about inclusivity. Make sure there is access for disabled persons at your event, and that washrooms are also accessible.



CHILDREN

At events where children are likely to be involved, take special steps to make sure the venue is kid-friendly, and have a plan for lost children. You could potentially assign volunteers on duty to pay extra attention to child safety and whereabouts, and even offer activities to keep kids occupied and happy. Keep in mind that to take any photographs of children at your event will need parental permission. Although it takes some extra steps, it's worth it. Kids are the future so let's not forget about them!



LICENSING & PERMITS

You may need licenses for a number of different things, including alcohol, live music, food or to sell things. Check with the venue and local by-laws if you're not sure. You'll also need to check that the venue has public liability insurance that will cover your event. Otherwise, you'll need to obtain this separately.



HAVE A BACK-UP PLAN

It's so important to have a contingency plan in case something falls through - especially if your event is dependent on factors beyond your control, like weather. Make sure everyone involved is aware of alternative plans and that you have a way of getting in touch with them if needed.



HEALTH & SAFETY

As you plan your event, please take the time to identify any potential risks and then take the steps to reduce each one. Above all, making sure you have enough people for the job means that risks can be better reduced, and volunteers aren't overworked. Remember that you are responsible for the outcome of your event, and Greenpeace will not accept responsibility for any accidents that may occur. Think safety first!

[Read complete fundraising guidelines here.](#)

FIRES, ELECTRICAL HAZARDS AND FALLS:

Identify potential fire and electrical hazards, and take steps to reduce them. Identify in advance the location of any fire exits and extinguishers. Check the venue in advance for things like trailing wires and remove hazards that could cause trips and falls.

FOOD & ALCOHOL:

If you're serving food, it must be in a safe and hygienic way, thoroughly cooked and stored at an appropriate temperature. A license may be needed if you have alcohol at your event - however, you can avoid this by holding your event on licensed premises.

MANUAL HANDLING:

Take extra care when you're loading and unloading for an event - make sure you have enough people for the job, so that no one person is stuck trying to lift more than is sensible. For any jobs requiring a great deal of lifting, pushing, pulling, etc., make sure that proper techniques are being followed to avoid injury.





STEP 2

PROMOTING YOUR EVENT

Spread the word, and tell people about your fundraiser by promoting it through your personal networks - tell your families, coworkers or classmates, friends and friends of friends...

Please ensure that your audience knows your intentions. Be clear that your event is a fundraiser in support of Greenpeace Canada, and that all proceeds will be donated!



WORD OF MOUTH

The recommendation of a friend is the best publicity you can get. Ask everyone involved to personally invite as many people as they can.



USE GREENWIRE

You can also use [Greenpeace Greenwire](#) to help promote your event. This is an online platform for Greenpeace volunteers and supporters across Canada who are keen to support Greenpeace-related events. You can use this platform to recruit people to help out as volunteers during your event, and even help with organization and promotion in advance.



MORE ABOUT SOCIAL MEDIA

Use social media to promote your event to your social networks. Create an event page on Facebook, and be sure to push it out and share content on Twitter and Instagram!

Don't forget to tag Greenpeace in your posts so we can help spread the word:

Twitter: @GreenpeaceCA
@GPCvolunteers

Instagram: @greenpeace_canada
@greenpeacelocalgroups

Facebook: @greenpeace.ca



BE SEEN & HEARD

You can publicize your event in many ways including:

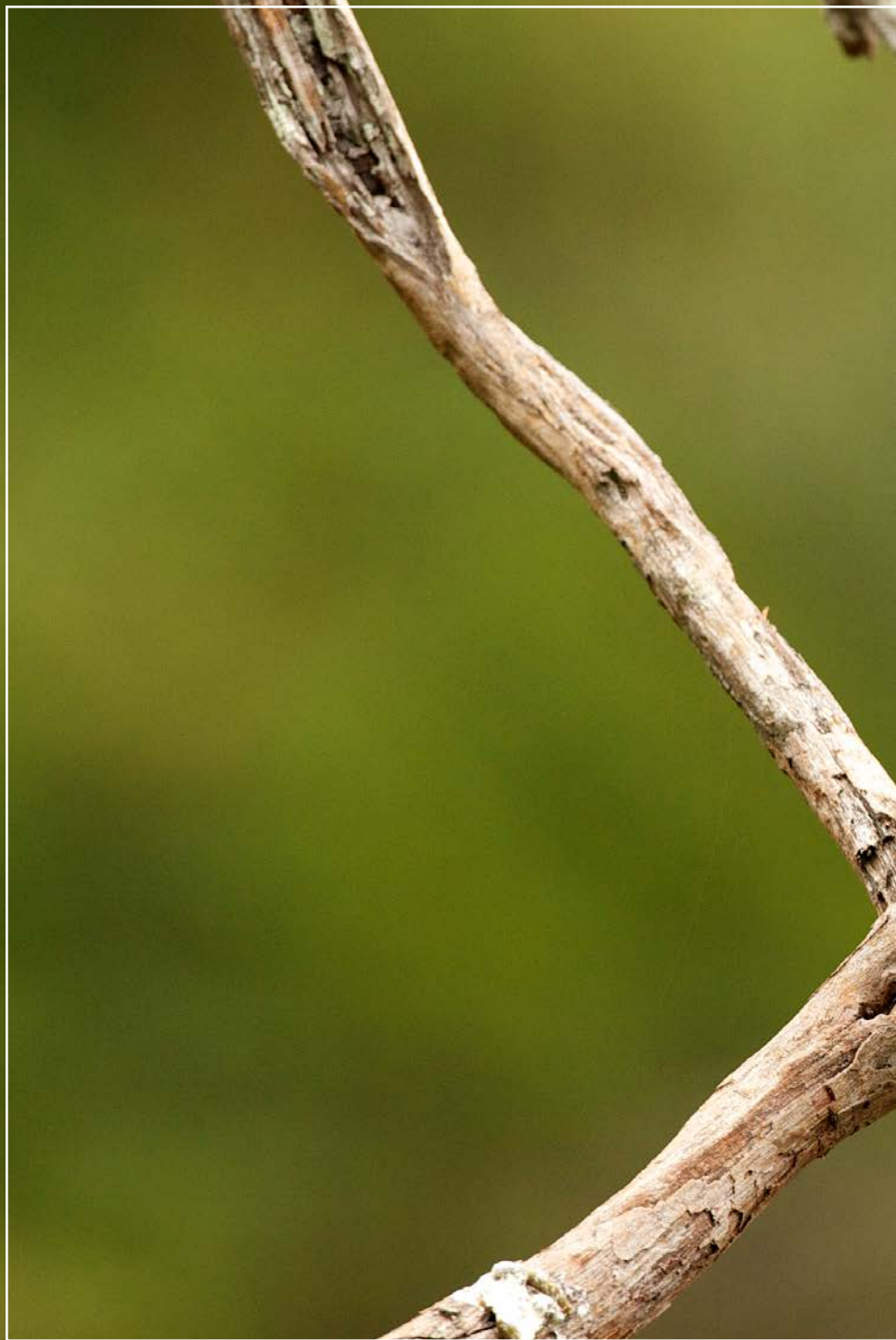
- Inviting people through personal emails, phone calls and social media
- Putting up posters
- Distributing flyers to community hubs, and in person when out networking or socializing
- Place free ads in community papers

Please remember that Greenpeace must approve of all promotional content featuring the Greenpeace name and logo so be sure to keep us in the loop.

[Read complete fundraising guidelines here.](#)

If your event is linked to a unique story you can tell:

- Go on community radio to talk about your event
- Write an op-ed in your local paper and pitch your event
- Try sending out a [Media Advisory](#) to local media and invite them to take part. (A Media Advisory alerts the media, in a concise manner, to upcoming events. Think of it like an invitation that answers only the important questions: Who, What, When, Where, and Why.)



Two vibrant green parrots with blue and yellow accents are perched on a branch. The parrot on the left is facing right, and the one on the right is facing left. They have bright green bodies, blue wings, and yellow-orange faces with blue markings around their eyes. The background is a soft, out-of-focus green.

STEP 3

RUNNING THE EVENT

After all that planning, your hard work comes together on the day of the event. Here are a few tips to keep in mind!



BE ORGANIZED

Take a moment to review roles and responsibilities with your team, and be clear on lines of communications and decision-making. Check lists and timelines are always useful to have on the day of the event to ensure everything runs smoothly. Be sure to bring the tools needed to help with administration and organization like clipboards, cash box, float, money belt, paper, markers, pens, tape, communication devices, name tags, signage, snacks for volunteers, etc.

How are you dealing with money at the event? Do you have change for people? How will you collect money and where will you store it to be safe both during and after the event? These are all important things to think through in advance.



SHOW APPRECIATION & EXCITEMENT

At the beginning, take a moment to get everyone involved motivated and excited! Share some words of encouragement and let folks know that their efforts are really making a difference! Be sure to thank everyone for their participation and show your gratitude and appreciation!



HAVE FUN!

Don't forget to take the time to enjoy the event! You deserve it!



CAPTURE THE MOMENT

Be sure to take photos at the event and share them on social media with interesting updates or quotes from participants. It's a great way to show the power of people in being part of the solution. You might even consider doing a live stream for part of the event, which could be engaging and inspiring for folks to watch. Don't forget to tag us so we can help share your story!



CLEAN UP

Clean up the space and make sure that any recycling and any waste is taken care of as required! When doing events outdoors in public spaces like parks or beaches, be sure to leave the space better than you found it!



A close-up, high-resolution photograph of a tiger's face. The focus is on the tiger's right eye, which is a striking greenish-yellow color with a black pupil. The surrounding fur is a mix of brown, black, and white stripes, with fine details of the hair texture visible. The lighting is dramatic, highlighting the contours of the tiger's face.

STEP 4

WRAPPING UP!

You did it! With the event behind you, it's time to take a moment to congratulate yourself and your team for a job well done! Don't forget these final details:



THANKING PEOPLE, FOLLOWING UP & TRANSPARENCY

No matter how big or small your event, it's always important to let the people who made it all happen know about your success. Send an email to all your volunteers, and anyone who donated goods or services with a thank you note acknowledging their role in the success of the event and informing people of the outcome of things, including the amount of money raised for Greenpeace. Be sure to post a wrap up message and thank people on the event pages as well! Consider including some inspiring personal anecdotes from volunteers or attendees and be proud of the funds raised!



TELL YOUR STORY

Send photos and videos of your fundraiser and show us your great work. When possible, we will share your success with other supporters. Do you have an exceptional story to share? Tell us about your event and share your story by writing a blog on Greenwire. If selected, you could even be featured on the official Greenpeace Canada Blog or in the Greenpeace Magazine.



DEBRIEF TIME

Start planning for next year! Debrief with any co-organisers and volunteers. Recap your event after all the hype has died down. Look back on what you did right, what you did that could use some correction, or things that you wouldn't do if you had to do it all over again. Learn from every perspective of your planning and execution. Save the contact information of anyone who could help at the next event.



SENDING FUNDS TO GREENPEACE

Please put your funds into action! After your event, and within 30 days of its conclusion, please send all net proceeds from your event in the form of a cheque or money order to:

**Supporter Services, Greenpeace Canada,
33 Cecil Street, Toronto, Ontario, M5T 1N1.**

For security reasons, please do not send cash. Let us know when you send in your donation so that we can keep an eye out for it in the mail.

[Read complete fundraising guidelines here.](#)



Together, We can



**THANK YOU
SO MUCH FOR
YOUR PASSION,
TIME AND
EFFORTS!**

**Thank you so much for
your passion, time, and
efforts - Greenpeace
is a people-powered
organization, and your
support is essential to
our success!**

**GOOD LUCK WITH
YOUR EVENT!**



GREENPEACE