

Fundraising Event Proposal for Breast Cancer Canada

Crafting for a Cure

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1. Fundraising Goal and Awareness Objectives

Fundraising Goal:

- **Primary:** Raise \$50,000 through pottery sales, silent auction items, and additional donations.
- **Secondary:** Build long-term donor engagement by collecting attendee contact information and following up with impact updates.

Awareness Objectives:

- Educate the public about Breast Cancer Canada's mission and research impact.
- Showcase survivor stories and milestones in breast cancer research via event materials and speeches.
- Strengthen the connection between the organization and the Hamilton community.

2. Key Audiences

Primary Audience:

- Women aged 25–60, particularly those in Hamilton who support breast cancer initiatives or enjoy creative activities.
- Families looking for meaningful community events.

Secondary Audience:

- Local businesses, particularly those in the arts and wellness sectors, for sponsorship and collaboration.
- Media outlets and influencers to amplify event awareness.

New Audiences:

- Art enthusiasts, local artists, and pottery hobbyists attracted by the creative nature of the event.
- Students from Hamilton-area schools and colleges, providing a younger demographic.

3. Activity Description

Overview:

- Attendees will purchase pottery items at different donation levels (e.g., \$100 for mugs, \$150 for bowls, \$200 for decorative items).
- After purchasing, participants will paint the items at event tables equipped with paints, brushes, and design guides.
- Light snacks and drinks will be provided during the activity.
- Painted items will be collected, baked in a kiln, and returned to donors with personalized thank-you cards.

Additional Features:

- Opening remarks by a breast cancer survivor or researcher.
- A silent auction of larger pottery pieces pre-painted by local artists.
- QR code donation stations at the venue for attendees to contribute additional amounts.
- Breast Cancer Canada branded photo booth with pottery-themed props for social media sharing.

4. Tactics to Reach Goals

Event Promotion:

- Digital advertising campaign on Instagram, Facebook, and LinkedIn featuring testimonials, event teasers, and survivor stories.
- Outreach to local newspapers and radio stations for pre-event coverage.
- Physical posters and flyers distributed at community centers, coffee shops, and art stores.
- Email marketing to Breast Cancer Canada's existing donor database.
- Partnerships with *Play with Clay* for cross-promotion and discounts.

Community Engagement:

- Collaborate with local artists to attract their networks and increase credibility.
- Create a hashtag (e.g., #CraftForACure) to encourage attendees to share their experiences online.
- Offer early registration discounts to ensure attendance and gauge interest.

5. Proposed Budget

Expense	Estimated Cost	Details
Venue rental	\$5,000	Large community hall or event space in Hamilton
Pottery items (bulk rate)	\$5,000	Includes mugs, bowls, and decorative pieces
Kiln services	\$1,000	Bulk rate for firing painted items
Paints, brushes, supplies	\$2,000	Non-toxic paints, brushes, and aprons
Snacks and drinks	\$3,000	Light refreshments sourced locally
Marketing and promotion	\$2,500	Digital ads, posters, flyers, and signage
Thank-you cards and postage	\$1,000	Personalized cards for donors
Miscellaneous expenses	\$500	Contingency fund for unforeseen expenses
Total	\$20, 000	

Cost-Saving Measures:

- **In-Kind Contributions:** Seek donations of snacks and beverages from local grocery stores or bakeries.
- **Volunteer Assistance:** Recruit volunteers to assist with setup, facilitation, and cleanup.
- **Sponsorship Opportunities:** Offer local businesses advertising and branding opportunities in exchange for sponsorships.
- **Discounts:** Negotiate reduced pricing for venue rental, pottery items, and kiln services with *Play with Clay*.
- **DIY Marketing:** Use free tools like Canva for digital promotional materials and leverage community boards for free advertising.

Task	Start Date	End Date	Details
Secure venue	12 weeks out	10 weeks out	Research and book community event space
Confirm <i>Play with Clay</i> partnership	12 weeks out	9 weeks out	Finalize item pricing and kiln services
Secure sponsorships and in-kind donations	12 weeks out	8 weeks out	Approach local businesses and partners
Launch digital and offline promotion	10 weeks out	1 week out	Social media ads, posters, emails
Finalize pottery items and supplies	9 weeks out	7 weeks out	Confirm order details and quantities
Recruit and train volunteers	8 weeks out	3 weeks out	Assign roles for setup, facilitation, and cleanup
Arrange food and beverage vendors	8 weeks out	3 weeks out	Negotiate donations or discounted rates
Finalize event program and materials	6 weeks out	2 weeks out	Speech drafts, signage, thank-you cards
Confirm auction items and setup	5 weeks out	1 week out	Collaborate with local artists for donations
Event setup	1 day prior	Event day	Arrange venue, set up tables and supplies
Host event	Event day	Event day	Facilitate activities and collect painted items
Send painted items and thank-you cards	Event day +2	2 weeks post	Ship baked pottery to donors

Client Signature:

(Client Name & Date)