



Carcinoid-NeuroEndocrine
TUMOUR SOCIETY CANADA

COMMUNITY EVENTS TOOLKIT

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ABOUT THE TOOLKIT



The CNETS Canada Community Events Toolkit is designed to support Canadian NET community volunteers who would like to establish a fundraising event. You are welcome to use all sections, guidelines and resources provided or only those that apply to you. We welcome questions, suggested additions and feedback at info@cnetscanada.org

COMMUNITY EVENTS TOOLKIT

You can help to make a difference!

THANK YOU for your interest in volunteering to organize an event in your community. CNETS Canada has developed the following toolkit with 3 key goals in mind:



Organizing a community awareness and information event can be fun, challenging and rewarding! The key to a successful event is promotion and organization. The following is a roadmap to help you coordinate a successful event. Each one will be different, and the following steps can and should be modified to fit your needs. You can lengthen or shorten the timeline presented, depending on the amount of time available for planning. Generally, 3-5 months will allow you plenty of time to organize a successful event, but success can be accomplished in a shorter time frame!

Throughout this toolkit, you can click on examples of activities and events that have been developed by volunteers in various locations. These practical examples are good ways to demonstrate what communities can do, whether on a small or large scale. Remember, these events represent what *can* be achieved with some pretty basic tools and supports. Having fun and inspiring people of all backgrounds to work together is pretty spectacular, at least our volunteers think so! Just look for the ⊕ symbol to connect to these activities.

HOW CNETS CANADA CAN HELP MAKE YOUR EVENT A SUCCESS!

Our web site www.cnetscanada.org, is the centre for online resources, information on patient support groups across Canada, calendar of events, reference guides, education sessions, research activities and networking via www.facebook.com/cnetscanada and www.twitter.com/cnetscanada. CNETS Canada is a registered charity (#85623 3986 RR0001). Our toll-free number is 1-844-628-6788 or you can e-mail us at info@cnetscanada.org

ONLINE EVENT REGISTRATION FORM

Before you start organizing your event, please complete the online registration form on the web site. CNETS Canada and its staff need to know what you are planning so that they can approve your activity or event. If there are any questions or clarification, you will be contacted for more details. Once approved, you will receive further assistance and the guidelines for use of the CNETS Canada logo in electronic and print formats. CNETS Canada will also want to know how your event happened, so that you can measure its results, and help us all learn from your experiences.

AWARENESS AND INFORMATION

Neuroendocrine tumours (NETs) are a broad group of complex tumours that arise from neuroendocrine cells. These remain difficult to diagnose for two reasons; NETs are often slow-growing, and many of the symptoms are also typical for hundreds of other diseases and conditions. You can find more information about NETs on our website, including a [One Page Factsheet](#), along with [Brochures](#), that you will want to share with your supporters/at your event.

Do you know someone who has been diagnosed with NETs?

If you, a family member, or a friend, has been diagnosed, each person will need to find a way to make sense of the changes and uncertainty that surround them. You may wish to learn everything you can about the disease and its treatment. Many patients find that having information empowers them and allows them to take a more active role in important treatment decisions. This can result in taking active steps to spread the word about their condition.

Grassroots networks are very powerful! They unite people in a common cause and purpose. Awareness and information about NETs go hand-in-hand. You may gather some ideas in the next section on fundraising. Also, take a look at the web site under "[Events Experiences](#)" to see how other activities have been developed.

PLANNING AN EVENT

An event can be big or small, depending on what you would like to do, your time and your resources, both personal, and in your community. **It's entirely up to you!** The following timelines and list of activities are designed to be adapted and flexible to your needs.

Select a Name

You will want to select a name for your event. Something catchy or something with meaning to your community or the cause. If you want, you might name the event in honour/memory of someone. You might also want to tie the name into a holiday that will coincide with the event.

Choose a Date

In selecting a date, consider the following:

- ☐ If it's an outdoor event, what are the weather conditions likely to be? Is there an indoor venue just in case?
- ☐ Other activities happening in the community on that day. You may want to select a date when not much else is happening. You may also want to consider selecting a date when a compatible event is happening and work with the coordinator of the other event for potentially marketing the events together.
- ☐ Contact your local city official, Chamber of Commerce and/or Tourist Commission, if appropriate.

Gain Approval

You may need to contact the local official wherever you have decided to hold your event. If it is within the city/town limits, this will usually be the local city hall. Permits may be required, and there may be a cost. If there a park in your area, there may be facilities or parking for attendees. You will most likely need to provide the official in charge with a letter containing a request for approval for the event. The letter should include the name of the event, the date, what the proceeds will be used for.

Event types and locations

Community activities can include such ideas as; walk-a-thons, farmers' markets, golf/sports tournaments, music nights, dragon boat races, birthdays or anniversaries, garage sales, etc. Your event could be located in a legion hall, community centre, library, private party room or other venues.

Most people will host community events, since they usually know more friends, neighbours and businesses than elsewhere. However, you can host an event nearby that offers other benefits such as beauty, an interesting site, an affiliation with another scheduled event, etc.

Social Media: Facebook/Twitter/Constant Contact

Do you or your friends like to connect via social media, or prefer more personal interactions, like your monthly book club or investment group? CNETS Canada can publicize your event through its website calendar, dedicated website news post, eNewsletter, Constant Contact mailing list, Facebook/Twitter pages. These communications channels continue to expand the reach of awareness and information to potential supporters in your community.

Facebook also offers a fundraising tool to solicit and collect donations. More information on utilizing Facebook for fundraising can be found under [“Fundraisers”](#) on Facebook.

When your activity has been approved, you can access further support from the national office. See Schedules and Timing for further information.

Brochures and Handouts

Brochures and double-sided handouts are available for free and can be viewed on our [website](#). Just order what you need, and they will be shipped for no charge. These can be used at your event or distributed within your community to schools, libraries, religious groups, medical offices/walk-in clinics, salons, restaurants, banks, pharmacies, and general businesses.

CNETS Canada Logo and Merchandise

Why have merchandise at your event? What is the zebra logo all about? In medical school, doctors are taught “when hearing hoofbeats, think horses, not zebras”. While NETs were once considered rare, they are now one of the fastest growing class of cancers world-wide. Our logo on a lapel pin, key chain or t-shirt is a conversation starter, and is an opportunity to increase awareness!

On our [website](#) there is a variety of [fundraising items](#) that you can order in advance. Take a look at what is available that might appeal to your participants and your community. You can put them out for sale but not make the purchase mandatory. **CNETS Canada typically needs 4-5 weeks to prepare and ship your order.** REMEMBER, you will need to track and record the sales of these items. Email info@cnetscanada.org for a **Sample Budget and Detailed Expense Tracker**.

FUNDRAISING IN YOUR COMMUNITY

Having family members, friends or other interested parties help you coordinate the event will make it easier and more fun. Ask for help. If you can find someone has hosted a fundraising event in the past, ask them to be your mentor. For anyone you approach, be specific in the type of help you need. Some people may want to help coordinate the event. Others may want to help with a quick and easy task.

VOLUNTEERING APPROACHES AND IDEAS

Attend or Volunteer at another event

A really good way to get a handle on what happens at a fundraising event is to become a volunteer yourself. Look in your newspaper or search online for an event in your area. Call the coordinator and ask if you can volunteer. Explain that you are planning a future event and want to do something that allows you to get a better sense of what works.

Recruiting and Job Descriptions

You are likely to be working with others and should organize a committee for your event. This usually means that identifying the work required leads to different job descriptions. You need to estimate the type of work to be done, the best person(s) to do the job, his or her time requirements and how you will report to each other. Some ideas of tasks that you might want help with include, but are not limited to:

- (1) good computer/graphics skills who can customize registration/sponsorship forms/web notices;
- (2) helping on the actual day of the event;
- (3) an emcee who is comfortable with public speaking and can welcome/thank participants/sponsors;
- (4) identifying and soliciting potential sponsors, etc.

MEDIA AND COMMUNITY NETWORKS

Place on Community Calendars

Each community uses different media for communicating community events. Contact as many as you can find and ask them to include information about your event. Media outlets to consider are local newspapers, religious groups, community signs, local TV/radio stations, "What's Happening?" type publications, etc. Don't fall into the trap of thinking that you need only notify one media outlet. The more you can contact, the more people who will hear about your event., ***This means more who will be interested, attend, learn and contribute!***

Key Community Contacts and Networks

The following venues are great sites for event promotion: including schools, gyms, libraries, religious groups, recreation/community centres, medical offices/walk-in clinics, salons, restaurants, banks, pharmacies, etc.

Approaching your local media

One approach is to develop some basic information about the event, based on the fact sheets available through CNETS Canada. Explain how any proceeds will be used, why the event is taking place and anything that might encourage people to participate. Contact all media sources you know about and ask for articles to be published and/or potential staff who might visit your event. The idea is to make as many people aware of it as possible.

Community Organizations/Students

Communities across Canada are composed of diverse groups and languages. Raising awareness about NETs should involve everyone, and the more contacts you make, the more impact your activity will have. High school students may be eligible for time credits for volunteering, retirement groups or service organizations may be looking to sponsor your activities. Use your networks to identify people or organizations who can be included, and can help to make your event a success. Perhaps your information can be translated into another language! If translation is desired add this to your list of items to discuss with CNETS Canada.

Potential Sponsors/In-kind Donations

If you think about it, you probably know a lot of people who want to help sponsor your awareness, information or fundraising activity. Your club, school or community is often looking for good causes to support. A local business, restaurant or store can donate a gift certificate or draw for a prize. It will post your event on a bulletin board, and who knows how many of your neighbours might see it? Keep track of potential sponsors, make a list of them and display it prominently on the day of your event. Everyone benefits from supporting each other and this helps to spread the word about NETs.

Don't Forget!

Your schedule! When will you have time to do the things you will need to do before the event? Remember that unexpected situations will arise, so keep things in perspective and use your problem-solving skills! Keep your focus on what matters most, that this may be a learning experience, and that you and your volunteers enjoy what you have accomplished.

What is a Canada Helps Page?

Canada Helps offer an easy online way in which donations can be made to your event. The link can be emailed to your friends and families and each participant in your event can set up his or her own page to collect donations. All donations of \$10 or more receive a tax receipt. Please go to [CANADA HELPS](https://www.canadahelps.org) for more details. **Also remember that cash for merchandise purchases may be a part of the event. Security is essential!**

SCHEDULES AND TIMING

Contact Volunteers - You will want to touch base with your volunteers to verify their availability to help and explain their tasks. You might want to meet with them to review how the event will function. Be sure to let them know where they need to be at what time on the day of the event. Check that parking is available and/ identify key organization vehicles.

3-5Months in Advance

- ☐ Select a Name ☐ Select a Date ☐ Select a Location ☐ Find volunteers!
- ☐ Decide on the event type
- ☐ **Register your event with CNETS Canada**
- ☐ Place your event on local community calendars or community bulletin boards etc. Don't forget about social media and available networks for your event.
- ☐ Set a budget & begin tracking costs/donations/registrants

2-3Months in Advance

- ☐ Solicit event day volunteers
- ☐ Place free articles in print/radio/websites, etc. Check to see what the submission deadlines are - first!
- ☐ Distribute registration forms if applicable

Day Before

- ☐ If necessary, check weather conditions and dress accordingly! If it's hot, make sure water is available.
- ☐ Have boxes/envelopes clearly marked with supplies, food, nametags, direction signs, etc.
- ☐ *Don't forget to have someone take pictures, and obtain written permission from participants*

Day of Event

- ☐ Ensure all materials, tables, chairs, information are delivered/unloaded to the site/venue ahead of time
- ☐ Ensure volunteers arrive for their shift, understand the site layout, where the washrooms are!
- ☐ Ensure emcee/key contacts have scripts/timing for event and communications
- ☐ *Ensure site security for any merchandise and cash that may be collected. Do not leave booth unattended!*

After Event: Assess your Results

Are you, your friends and volunteers, pleased with your efforts? What do you want the public to know? Let them know how much their support meant and how any funds raised will be used. Please send your sponsors and/or volunteers thank you notes. You may want to provide Certificates of Appreciation to businesses. Include statistics about the event's success, e.g. # of people attending, information distributed, merchandise sold. Don't forget those who donated their time or materials (i.e., grocery stores, etc.). This is a good time to assess your accomplishments, as well as the process/time/energy that everyone contributed. Did something not go according to your plan? Don't look for perfection, but let this knowledge be your guide. Share it with CNETS Canada, so that we can add it to our store of activities for future events, and you can inspire others across Canada!

EXPENSES AND BUDGETING

As with any event, it is important to look at your activity in a financially responsible manner. You need to determine what you believe you will raise through sponsorships and donations and deduct the costs of hosting the event. Email info@cnetscanada.org for a **Sample Budget and Detailed Expense Tracker** you can use as a guide to estimate the revenue your event will generate and to track actual costs incurred and donations received. You must keep receipts and careful records of all cash, cheques and merchandise sold. Merchandise ordered and sold can be documented using the Merchandise Tracker. **CNETS Canada strongly recommends that two volunteers be responsible for this.**

If CNETS Canada is required to issue tax receipts, a complete list of donors, along with their physical mailing address and email address is mandatory. Tax receipts can be issued for donations in excess of \$10, **however there are specific Canada Revenue Agency rules surrounding tax receipts for things such as ticket sales, so it is best to discuss all tax receipt expectations with CNETS Canada prior to proceeding to be sure it is within federal guidelines.** Email info@cnetscanada.org for a **Donor Tracker/Pledge Sheet** that can be used to track cash and cheque donor details for submission to CNETS Canada. Please note that when using a fundraising tool such as Canada Helps; tax receipts are handled directly via Canada Helps, CNETS Canada does not need to be involved nor is a list of donors required. Donor information collected at your event can be added to CNETS Canada's master contact list and then used by the organization to keep interested parties up-to-date on the state of NET cancer research and organizational activities however you have to ask individuals to provide their permission to be added to our distribution list and track these details on the Donor Tracker to share with CNETS Canada. If permission is not clearly granted CNETS Canada will not communicate with the individual.

Submitting Funds Raised to CNETS Canada

There are several options available to submit funds raised to CNETS Canada. They include:

- Submitting cash and cheques to a CNETS Canada board member if you are located close to one
- Sending cheques made payable to CNETS Canada by registered mail or courier
- Submitting cash donations via Paypal
- Depositing cash and cheques directly into CNETS Canada's Scotiabank account via a local branch

Regardless of the option chosen for fund submission you must first discuss with CNETS Canada prior to submitting so that we may coordinate with our [Treasurer](#) and guide you accordingly.

Returning Unsold Merchandise

Any unsold merchandise will need to be returned to CNETS Canada, preferably via a local support group leader. If there is not a local support group leader in your area, we will discuss the best options with you after the event. If you are local to Toronto, we can make arrangements to coordinate the return of the merchandise in person.

EVALUATION HOW DID WE DO?

Congratulations! Your event/activity is finished. Your hard work during the past months and weeks has kept you and your volunteers busy. Here is the final step to share your results with your family, friends, community sponsors and CNETS Canada. Thank you!

At the start

You had a goal and objective relating to awareness/information/fundraising, like the three interconnecting circles in this Community Toolkit. Please answer or indicate your answers to the following questions.

- Have you or your group had previous event experience? Yes ☐ No ☐
- Did your event require any permits? Yes ☐ No ☐
- Did your activity/event meet your goals/objectives? Yes ☐ No ☐ Partially ☐

Please explain and highlight all boxes that apply: If yes,

- ☐ The event was well focused and manageable size
- ☐ There were enough volunteers to manage the tasks needed
- ☐ There was positive support from the community, participants and sponsors

Please explain and highlight all boxes that apply: If no,

- ☐ We thought the event would attract more people or more sponsors
- ☐ The activity became more complicated over time
- ☐ There were not enough volunteers for the activities we planned

Please explain and highlight all boxes that apply: If partially,

- ☐ Other community events were happening at the same time
- ☐ The community was unaware about CNETS, so event was difficult to promote
- ☐ The event attracted new volunteers and sponsors

CNETS Information and Merchandise

- Did you order any CNETS merchandise? Yes ☐ No ☐
- Were the handouts/brochures useful for your event? Yes ☐ No ☐

Assessing the Community Toolkit

- Did you use the toolkit? Yes ☐ No ☐ Partially ☐
- It provided a good framework for our event Yes ☐ No ☐ Partially ☐
- The examples of other activities were easy to follow Yes ☐ No ☐ Partially ☐
- We modified the examples to suit our event Yes ☐ No ☐ Partially ☐
- The planning timetable was specific and useful Yes ☐ No ☐ Partially ☐

Volunteer/Community Feedback

Were you/your volunteers/participants pleased with how your event/activity turned out? Please explain