

The Co-operative Development Foundation of Canada (CDF)

Empowering Communities Worldwide *from Home*

So, you want to hold a CDF Fundraising Event...

Where do you start?

You can empower communities worldwide *from home* by holding an event. Your event can raise awareness about the Canadian Co-operative Association (CCA)'s international program and also raise funds for CDF.

Some successful examples of past events held for CDF are:

- Make a presentation on international development
- Silent Auction
- Run a race, accepting pledges on behalf of CDF
- Hold a tournament (Golf, Curling, soccer)
- CDF – *a thon*
- Riverboat cruise
- Bake Sale
- Brown Bag Lunch & Speaker
- Company Pot-luck
- Hockey pool
- Donate \$ to dress down at work
- Car Wash
- Hold a dinner party
- Costume Party
- ...*the only limit is your imagination!*

Contact CDF with your event idea.

We'll do everything that we can to help you to make your event a success. If you want to hold an event for CDF, but don't know where to start, contact CDF. We'll be able to help you come up with a great idea that will work for you.

Media & Publicity

General Information

- We encourage you to use CDF's name and logo to help promote your event. **Send your promotional item with CDF's logo to CDF's Fundraising Officer for approval.** CDF will turnaround your materials as soon as possible. Make sure you build in a few days for approval in case changes are required.
- [CDF's mission and vision statements are available on our website.](#)
- CDF also has a 50 word paragraph for communications purposes. This can be made available to you by contacting CDF's Fundraising Officer.
- CDF logos are available in black and white and color.
- CDF's slogan is *Empowering Communities Worldwide*

Promoting your event

To promote your event using the media, we suggest that you create a Public Service Announcement (PSA). A PSA is a short blurb about your event. It can easily be in community event listings, or read aloud on the radio. **Send your PSA CDF's Fundraising Officer for approval.** A sample PSA can be provided. Once you have created your PSA, the second step is to decide who to tell about your event. Almost all media have websites with contact information, so that's a great place to start. We suggest contacting local papers and media. Use your own network of friends, families, co-workers and volunteers to spread the word about your amazing event.

Ways CDF can help you

CDF staff is pleased to supply you with the following:

- CDF and CCA brochures
- Communication about CDF: mission and vision, and CDF's standard 50 word paragraph CDF logo
- Pledge forms
- Sample letters and sample press materials
- Acknowledgement in *Digest*, CCA's E-newsletter and advertisement of event on CDF's website www.cdfcanada.coop
- A written acknowledgement of the event for donor's tax purposes detailing the maximum tax deduction allowable.