

THIRD PARTY EVENTS

A GUIDE TO PLANNING YOUR JGI EVENT



the Jane Goodall Institute of Canada



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Third Party Event Application Form

Thank you so much for your interest in supporting the Jane Goodall Institute of Canada (JGI) by organizing a third party event! Please complete this form and submit to JGI for consideration at least 3 weeks before the event. You will receive a response from our team within 5 business days.

Call: 416.978.7876

Email: thalia@janegoodall.ca

CONTACT INFORMATION

School/Organization:

Contact Name:

Email Address:

Phone Number:

Mailing Address:

EVENT INFORMATION

Event Name:

Location (city & venue):

Type of event (community event, performance, awareness building):

If this is a fundraising event, what is the event goal? :

Where would donations be directed— Tchimpounga Sanctuary, Community Centered Conservation Projects, Youth Programs, or where most needed? :

Number of participants:

Event sponsors:

List any additional event supporters (cash or in-kind):

EVENT PROMOTION

Who is the target audience? :

How will the event be promoted? (mail, email, website, social media, advertising, media):

For more information, please visit JaneGoodall.ca or call 416.978.3711

Please Note:

- All donations must be paid directly to the Jane Goodall Institute of Canada
- Donations of \$25 or more will be eligible for a tax receipt (must be documented on a donation form)
- In-kind donations for non-JGI Canada run events are not eligible for a tax receipt
- JGI will need to approve any use of the Jane Goodall Institute and Roots & Shoots logos for promotion and publicity, as well as print and web materials that refer to the Institute.



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How to Plan Your Own Fundraising Event for JGI:

BRAINSTORM: Get creative with your fundraising. Come up with a new idea, or borrow from an old one.

CHOOSE AN EVENT: Plan a concert, host a bake sale, run a campaign! The possibilities are endless.

GET IN TOUCH WITH JGI: Fill out the [Third Party Event Application Form](#) (see page 2)

PUT TOGETHER A COMMITTEE: Planning an event can be hard work and is much easier with help. Gather together a few of your friends and family to help you make it a success.

SET A DATE & BOOK A VENUE: Carefully choosing the date and location will increase the success of your event. Be sure to keep holidays and competing events in mind as well as transportation and parking issues. Be sure to book as soon as you can in order to get the date and the venue you want.

SET A BUDGET: Take a moment and list all potential costs BEFORE you spend the money. This will help give you a more accurate gauge of what you can and cannot do. You will need to subtract your expenses before submitting the net proceeds of your event to JGI. REMEMBER: the lower your expenses, the more funds will go towards critical conservation programs.

NARROW DOWN YOUR TARGET AUDIENCE: Invite people who have a connection to you or to JGI directly. Then keep them in mind when creating all promotional materials and the general feel of the event.

PLAN AHEAD! The earlier you begin, the more time you will have to trouble shoot. Create a "critical path" or "to-do" list leading up to and on the event day. And make sure that your name isn't the only one in the "to-do" section!

SECURE VOLUNTEERS: Be sure that you have enough support from friends, family and community members for the big day.

FIND CORPORATE SPONSORS (if applicable): Securing a corporate sponsor is a fantastic way to offset costs for your event. Ask your local grocer to donate a few platters of food, for example. Be sure to run all prospects by JGI before you approach them, just to make sure there are no conflicts.

SELL TICKETS EARLY: Ease event headaches by selling tickets well in advance.

SPREAD THE WORD: Media, promotional materials and word of mouth are great ways to get people interested in your event and create awareness for JGI. Keep track of the exposure you receive and share it with JGI after your event.

THANK EVERYONE! Once your event is complete, make sure to thank everyone involved from the volunteers, to the guests, to the sponsors. You may want to invite them to support you again in the future!



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Frequently Asked Questions

WHAT AM I RESPONSIBLE FOR?

- Recruiting volunteers to help organize and attend your event
- Securing sponsors for your event (if required). **NOTE: all in-kind and monetary sponsors must be vetted through JGI before approaching**
- Designing your own promotional materials
- Inviting guests/selling tickets
- Funding or reimbursing of event expenses
- Planning and executing your overall event
- Submitting the net proceeds to JGI

WHAT KIND OF SUPPORT CAN JGI PROVIDE?

JGI can offer guidance and support leading up to and possibly on your event date including answering questions and website promotion. JGI may be able to help provide (but cannot guarantee) promotional materials & design support, volunteer support and/or provide a speaker. **JGI cannot be held responsible for selling tickets for third party events**

TAX RECEIPTS?

JGI issues tax receipts in accordance with the Canada Revenue Agency guidelines. Only monetary gifts of at least \$25 and made directly to JGI will be issued a charitable tax receipt. For more information, please call **416.978.3711**.

MAY I USE THE JGI LOGO?

Yes. Please contact us for an official JGI and Roots & Shoots logos in the format required. All promotional materials with these logos must be approved by JGI before going to print.

WILL SOMEONE FROM JGI ATTEND MY EVENT?

We will make every effort to attend your event if you would like us there. Depending on the size, scale and timing of your event, a representative from JGI may attend as a speaker, volunteer or guest. Please note that JGI does not purchase tickets to events. If you would like to have a JGI representative at your event, please budget for their ticket within the events expenses.

IS THERE A DEADLINE FOR SUBMITTING FUNDS TO JGI?

Your event guests and volunteers will likely want to know how successful the event was. JGI strives to recognize its supporters in a timely manner and therefore, we ask that net proceeds be submitted within 30 days of the event.

MAY I CHOOSE TO DIRECT MY FUNDS TO A SPECIFIC PROGRAM?

Yes, although our preference is to put it towards the area of greatest need (i.e. no designation).

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