



# COMMUNITY FUNDRAISING TOOLKIT

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2024



# HI THERE!

Are you interested in fundraising for Airdrie Public Library? Do you want to host a fundraising event, but you're not sure where to start? Your initiative, ingenuity, and creativity can make a big difference to your community. Here are some ideas for you to consider:



Auction  
Arts and Crafts Sale  
Lemonade Stand  
Bowling Tournament  
Loonie/Toonie Drive  
Cocktails for a Cause  
Car Wash  
Casino Night  
BBQ  
Donations in Lieu of Gifts  
Bottle Drive  
Tailgate Party  
Benefit Dinner  
Business Events



# SET UP FOR SUCCESS

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Good plans make successful events.

Follow these guidelines to help you get there:

**Set a goal:** What would you like to accomplish with your event/initiative? Setting goals is helpful: it gives people something to work toward and get excited about.

**Consider your audience:** Who is the audience for this event/initiative? Who would you like to participate in your event? How are you going to get them excited?

**Build your team:** Many hands make work light.

Collaborate with friends, family, and colleagues. Assign roles and responsibilities. Let them run with it!

**Set a Budget:** Think about what you need to make your event/initiative successful. When you keep your costs to a minimum, your fundraising impact is greater.

**Promote your event:** To promote your event, use the media that will reach the audience you have identified. Get the word out with social media, emails, flyers, etc.

## Why not double it up?

**Why not double your fundraising efforts? Check if your employer has a “matching gift” program.**

# BOOKWORMS AND BUTTERFLIES

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You may have spotted these adorable knit bookworms and butterflies at the customer service desk in the library. This fundraiser is in cooperation with APL Advocates and Where Memories are Made. These small critters have had a big impact by raising funds for the Airdrie.



# YOGA IN THE PARK

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Sol-auna Wellness Hub hosted an outdoor yoga event. They offered a yoga class, movement, reiki and more. The class was by donation with all proceeds going to Airdrie Public Library.



# THANK YOU

Airdrie Public Library is thankful for the generous support of the people in our community. As you plan your events please reach out to [info@airdriepubliclibrary.ca](mailto:info@airdriepubliclibrary.ca) with any questions.

Included below are donation forms. You can print the forms. Some donations \$10 and above are eligible for tax receipts. Participants who want to receive a tax receipt can fill out the forms and attach it to the donation. These donations can be brought in to customer service.





## Donation

DONOR NAME:

DONATION RECEIVED BY:

CHECK ALL THAT APPLY:  member  staff  board member  volunteer **PHONE NUMBER:**

ADDRESS:

CITY:

POSTAL CODE:

E-MAIL ADDRESS:

AMOUNT OF DONATION:

DATE:

I WOULD LIKE MY DONATION TO BE PUT TOWARDS:

greatest need  programs  collection development  in memory of \_\_\_\_\_

Do we have permission to post your name as a donor on the APL website or in an APL publication?  yes  no

In what form do you want your tax receipt?  paper  electronic

The information on this form is collected under the authority of the Libraries Act and the Freedom of Information and Protection of Privacy Act. The information will be used to provide library services, for promotional information and to maintain statistics.

**FOR INTERNAL USE ONLY**

DONATION TYPE:

CAMPAIGN:

APPEAL:

ACCOUNTING CODE:

NOTES:



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