



Kit for Hosting Your Own Campaign Event

Thank you for considering hosting your own event to support the May Be Me Campaign! No event is too big or too small. You can do a:

- bake sale at work or school
- discussion night on a book related to violence against women and youth
- dinner or dessert party at your home (maybe serving purple food!)
- video or board game tournament in your home, building, place of worship, etc.
- movie screening at your home or building
- craft party with friends and kids (maybe focused on the colour purple!)
- karaoke jam with friends at your home or a karaoke bar
- another event featuring your on skills, interests, hobbies or talents

Anyone can host an event – choose something that fits you. You can include anyone in your life to participate. This includes fellow employees, groups and committees you're a part of, friends, family members, neighbours, faith groups, sports teams and clubs.

We've created this kit to help you figure out what event you'd like to host, give you tips on how to do it and let you know how we can help. Once you've decided, please register your event by filling out the proposal form.

Note: applications must be approved by METRAC prior to publicizing or holding events to ensure the campaign's goals and objectives are upheld. We respect the privacy of donors. Information we collect is used to process donations, keep donors informed our activities and ask for their support. Event organizers will be required to sign a privacy agreement before approval of their event.

Before we begin ... a bit about May Be Me and METRAC

May Be Me is a growing annual campaign to raise awareness and funds to prevent violence against diverse women and youth. It's for everyone who wants to join the movement to stop violence before it starts. Proceeds of the campaign go toward METRAC, a non-profit organization based in Toronto, Canada that prevents violence against all women and youth and promotes safety, equity and justice (www.metrac.org).

There are lots of ways to contribute to May Be Me. You can:

1. register online at www.maybemecampaign.ca and choose how you'll "express yourself in purple" on May Be Me Day (May 31). Register as an individual or part

of a team, then use the easy online tools to raise awareness with friends and family and gather pledges. You don't have to wait till May – it's never too late or too early to join.

2. read this kit further and registering your own event to support the campaign.
3. donate directly to May Be Me. You'll receive a tax deductible receipt.
4. attend our May Be Me Day celebration event, held annually on May 31 (visit www.maybemecampaign.ca for details).

Other May Be Me awareness-raising and learning events are held year-round to raise awareness and build support for the cause. Visit www.maybemecampaign.ca for upcoming events.

The cause

In Canada, one in two women will experience sexual or physical violence in their lifetimes. Youth, especially girls, are most at risk. Sexual harassment at school is a daily reality, and so is bullying based on sexual orientation and gender identity. Studies show that women and youth who face violence experience negative emotional, physical and mental impacts. They experience isolation, blame, fear and silencing. Indeed, violence can take away the freedom to express and truly be yourself.

May Be Me seeks to do the opposite of what violence does. It encourages people to express themselves in purple to break the silence that violence creates. It builds the movement of people who want to stop violence against women and youth before it starts.

Get started

Here are the main steps to think about getting started. (They may not all apply to your event.)

- Form a planning committee or bring your existing committee together, if you're doing it with them. Have group discussion: what's our connection to the cause? Why do we care? How can we inspire others to care? Pick a coordinator from the group.
- Choose an event. Will it be simple or more complex?
- Set your goals (e.g. how much money you want to raise, how many people you want to attend).
- Choose a date and time for the event. You may want to do it in the month of May, but you can do it any time of the year that has relevance for you and the people you want to participate.
- Send in a proposal form to the May Be Me coordinator at METRAC, who will contact you shortly to review any issues or concerns and let you know the approval process.
- Decide on roles and tasks for those helping you plan the event (e.g. someone to coordinate volunteers, do publicity and promotion, get prizes or auction items collect donations, find a venue and decorate, get food and drinks, find entertainment, sell tickets).

- Determine any legal, insurance, liability, permit and safety issues you need to address.
- Determine a plan for tax receipts and decide how money will be collected and handled.
- Recruit volunteers and develop a publicity/promotion plan.
- Solicit sponsors and invite participants.
- Create supply checklists for the event and “day of the event” agenda.
- Determine set up/clean up details and timing.
- Figure out how you’re going to thank everyone and recognize their contribution.
- Wrap up and evaluate the event. Did you achieve the goals you set at the beginning?

Choose an event

Whether you are repeating a successful yearly fundraising event or coming up with a new one, you’ll have to answer the following questions for yourself.

- What’s your goal? Raise funds for the campaign or raise awareness about violence? Encourage people to join the campaign themselves? All of the above?
- What resources do you already have and can use (e.g. space, skills, connections, participants)?
- How much work/hours are you and/or your committee prepared to take on and how much time do you have to prepare? Do something manageable.
- Do you have people on your committee who have experience planning events? Special talents? Great connections to VIP, celebrities or performers? Build on what you have.
- How many volunteers can you bring in?
- How many people can you realistically get to participate?

More simple event ideas

- Swaps: ask participants to give something (e.g. CD, books, jewelry) and take something in return. Collect donations, perhaps in the form of a cheap swap entry fee.
- Sales: bake, garage, crafts.
- Loonie/Twoonie drives: ask people to donate pocket change.
- Car wash or pet wash.
- Donate your coffee/lunch day: ask participants to donate what they’d normally spend on food and drink over a period of time.
- Barbecues.
- Discussions and talks: lead a discussion or invite speakers to talk about the cause and raise awareness.
- Movie screenings.

More complex event ideas

- Dinners, galas, holiday celebrations, theme parties, carnivals.
- “A-thons”: walk, skip, read, bike, dance, knit, swim, bowl, skate, aerobics.
- Auctions: donated goods, furniture, quilts, services, catered meals.
- Tours: shopping trip, garden tours, sightseeing tours.
- Shows: concerts, battle of the bands, theatre, fashion, talent.
- Sports: games, tournaments, derbies.

How we can help

We can provide the following assistance once your event has been approved.

- Advice on event planning and ideas for events.
- Endorsement Logo
- If appropriate, a May Be Me/METRAC representative may be available to accept a cheque or do a short presentation about the campaign or cause (subject to availability).
- May Be Me supplies: posters, buttons, postcards, awareness brochures (subject to availability).
- Event listing on our websites and social media accounts.
- Support letter to validate the authenticity of the event for one year.
- A thank you letter for all the people involved in organizing the event.

Unfortunately, we cannot provide the following.

- Funding or reimbursement for event expenses.
- Mail/e-mail lists such as donor lists.
- Guaranteed attendance of staff or volunteers at your event.
- Application for licenses (e.g. gaming, liquor).
- Access to celebrities or other VIPs.
- Prizes, auction items, awards.

Rules and Regulations

We truly appreciate your interest in supporting May Be Me and ask that the following rules be respected.

- Names and logos are registered trademarks; you’ll need permission to use them.
- Any funds raised must be received within 90 days of the event.
- Tax receipts for participants: it is difficult to process funds received from an external event. To ensure our compliance with Canada Revenue Agency legislation, only financial donations made directly from donors to the campaign/organization will be provided with tax receipts. Participants at your event can be encouraged to provide a

donation to the campaign online via credit card or by mailing a cheque payable to METRAC. Otherwise, it's best to make it clear that tax receipts will not be provided for participants who support the campaign through your event, whether via ticket sales, purchasing goods, donating a prize, entry fees and other costs. Please contact us for further details.

- Tax receipts for in-kind donations: similarly, it is difficult to process in-kind donations of goods and services from an external event. To ensure our compliance with Canada Revenue Agency legislation, it's best to make it clear that tax receipts will not be provided to those who donate in-kind services or goods to your event. If someone wants to enquire about providing an in-kind service or good to support the campaign in general, they can contact us directly.
- You are responsible for obtaining all necessary permits, licenses and insurance.
- We reserve the right to withdraw the use of our name at any time and will not assume any costs that may be involved in doing so.
- If the event is cancelled, organizers agree to contact us at least a week prior to the event.
- METRAC will not assume any legal or financial liability and is not responsible for any damage, accidents to persons or property.

May Be Me event proposal form

We require event organizers to register their events with us to ensure we provide appropriate support and ensure the community is made aware of them. Send completed form to METRAC by email (info@metrac.org) or fax (416-392-3136). (Note: when a business or individual wishes to donate a portion of proceeds from the sale of products or services, this is a cause-related marketing venture and will not be treated as a community event. Contact us for more information.) We will be in touch with you shortly.

Organizer name:

Title:

Company/group (if applicable):

E-mail:

Phone:

Mailing Address:

Event Information

Name of Event:

Start Date:

End Date:

Event Location/Address:

Briefly describe the event and how the funds will be raised:

How much do you expect to raise? _____

What inspired you to host this event?

Would you like your event listed on our web site? ___ No ___ Yes

We would be happy to provide a limited number of promotional materials for your event. They will be sent to you following the approval of your event, subject to availability. Please indicate the ideal number of promotional materials you will require:

Posters _____ Cards _____ Buttons _____ Campaign one-pager _____

Other material: _____