**Creating Your Event Committee!**

Decided that you want to join SickKids in the fight to transform child health? Determined to run an event in support of SickKids? Eager to be a SickKids Activator? Yet, you are stumped on where to start? We are here to help!

The best place to start is creating your event committee. It is as easy as, 1, 2, 3… and 4!

**Step 1 | Establish a Purpose and Create Goals**

Regardless of where you are at in the event ideation phase, it is important to establish the purpose of forming a committee and running a fundraising event. Think of the main mission, and develop a list of goals you hope to achieve. Recognizing these goals may be updated once the committee is formed.

**Step 2 | Committee Chair**

This person is responsible for ensuring the committee is properly managed and functioning effectively. You may consider taking on this role yourself, and/or consider electing another individual as co-chair, or having a fellow co-chair accompany you.

**Step 3 | Dedicated Members**

Depending on the scope of the event you wish to run, think of a committee group between 5-10 people to get you started. The best place to start looking is right in your own network – workplace, LinkedIn or Facebook connections, family, or neighbourhood community. As you recruit, look for true industry experts. Some questions to consider as you recruit volunteers; does the person have a passion for the association, the time to commit, and the professional skills needed?

**Step 4 | Establish the Commitment & Create Structure**

Setting structure around your committee helps to stay on task and keep volunteers from getting discouraged. Set up a monthly (or quarterly) recurring meeting and send out an agenda in
advance of the meeting. During the meeting, discuss strategy and delegate tasks to committee members.

**How to make the Ask?**

**Phone Call**

Consider generating a list of individuals you can call, as a personalized approach is always a great way to engage individuals.

**Coffee Meet-Up**

Enjoy the start to your morning by meeting up with an old friend over coffee, and discuss the concept of running an event together.

**E-mail**

E-mail can be an effective way to personally share one-on-one information about what you are doing, and/or send mass e-mails to a group of people. It can also be a great tool to emphasize the mission and impact you are trying to achieve with your initiative. We are here to help provide information about SickKids that you may find useful when making the ask.

**Social Media**

Whether it be Twitter, Facebook, or Instagram, consider using your voice and/or photos, to share your idea and solicit the support of your networks. We are here to help provide information about SickKids that you may find useful when posting.