



1. Receive approval from the Bow Valley SPCA for your event.
2. Recruit friends, family and/or colleagues to help you plan your event.
3. Create a "To Do List" with a timeline to plan your event from start to finish.
4. Create your event budget – think about costs and revenue.
5. Book your event! Think about your needs for venue, audio/visual, catering, décor, photography, etc.
6. Determine if you need any permits or licenses (i.e for raffle, 50/50 draw, special event license, etc). Apply for all permits/licenses as needed – make sure you allow time for them to be approved.
7. Think of ways to promote your event – social networking, free listings, posters, public service announcements on the local radio station, etc. The web page we will help you create is a great starting point for all social media. You can give visitors a URL link to fully explain your event and why you are raising funds, and allow them to make a secure donation using their smartphone, tablet or computer.
8. Investigate sponsorship possibilities for your event. Compile a list of potential sponsors you plan to approach and submit them to the Bow Valley SPCA to check if these sponsors are already involved with us.
9. Put an invite/guest list together and send out invitations.