



RAVEN

TIPS TO HOST A SUCCESSFUL EVENT

Together, we're fundraising for legal defence funds for Indigenous Nations.

A STRATEGIC WAY TO WIN: We are using the same strategy that we used to successfully defeat pipelines, stop open pit mines, and create better laws. Every event brings in an average of \$800: even a small online gathering is worth hosting to bring people together at a time when social isolation is common. We ALL need solidarity!

JUSTICE POWERED BY THE CROWD: RAVEN will help you every step of the way, from setting up your Event Ticketing page to making graphics for sharing on social media. All you need to do is dream up your event and reach out to your community.

A COMPELLING STORY: Even people who know little about Indigenous rights or environmental justice can participate in events that YOU invite them to. Tell your story of why you are inspired to support RAVEN's work: you can be a bridge to bring diverse groups of people together to learn, donate, and have fun.



1

ONLINE OR REAL WORLD?

LIVE EVENTS include fun runs, silent reading parties, skating parties, paddles, concerts, speaker/movie nights, and more! While COVID-19 limits the number of people who can safely gather in-person, holding a tournament, outdoor activity or live event with a live-streaming component is a great way to bring people together while observing social distancing.



- Donations are tax deductible in Canada and the U.S.
- People can purchase tickets by credit card online: set up a donation option for people who can't participate but still want to support you
- During the event, pass a hat or post the donation link in the Zoom chat/on social media + boost earnings

ONLINE EVENTS

Can be hosted on Zoom; requiring registration through an event page will boost attendance

Consider a sliding scale, from FREE (for people who are financially struggling) to \$25 (for people who are financially flourishing).

People who can't attend the actual Zoom event will still want to donate, so be sure to share the link with your invitations and your 'thank you' emails that you send out afterwards.

2

SET UP A TICKETED EVENT PAGE

ONLINE FUNDRAISING is our secret weapon!

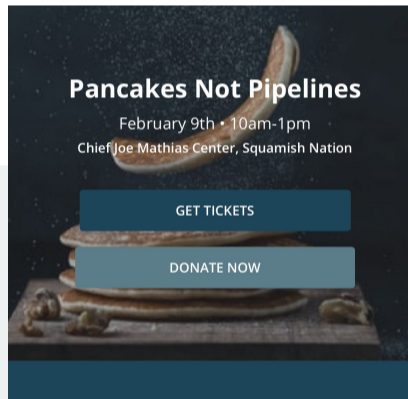
1. **Set up your ticketed event page** with the help of RAVEN staff. We'll set it up during a Zoom or phone call and give you the event URL. Choose a date, set a fundraising goal, and choose a price for your event (we suggest a sliding scale from \$0-\$50)

2. **Tell your story.** Tell people why you are fundraising. Whether you want to save orca whales, stand up for the rights of Indigenous Peoples, or protect the climate: share your passion! Let your family and friends know why this matters to you.

3. **Spread the word.** It's always best to start by emailing your close contacts because they are the most likely to attend. Try sending some quick personal messages to your inner circle to build up some momentum. Then send a more general email to reach all of your other contacts. Be sure to let people know they can also donate if they can't actually attend your event.

4. **Share on social media.**

One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already bought tickets or donated while you are promoting. This spreads your message further and lets the people you are asking know that people are already getting behind you.



HOST YOUR EVENT

3

Whether it's in your living room, workplace, community hall, or the great outdoors, make sure to have a helper or two on hand to keep everything going smoothly so you can be a warm host (:



VIRTUAL EVENT TIPS:

- Record your Zoom session : you can also livestream on RAVEN's Facebook
- Post the donation link on social media throughout the event - also, post it in the Zoom chat
- Nervous? have a friend present with you so you can banter and pass the microphone if one of you gets tongue tied!

LIVE EVENT TIPS:

- Collect donations at the door and pass the hat during the event. You can also sell popcorn, drinks, and desserts to raise funds.
- Invite someone to take photos and post them online during and after the event together with the donation link.
- Consider having someone livestream the event on their phone so people can join by Facebook or Instagram.

4

FOLLOW UP

SEND OUT A FOLLOW UP EMAIL.

- Let people know how your event went.
- Share the total you raised.
- Invite people to help you meet your goal by donating to your online fundraiser : be sure to include the link!

SHARE LINK TO ZOOM RECORDING.

- Send out a link to the Zoom recording and invite people who missed it to donate.
- Invite your friends to organize their own event, sharing their talents or teachings online!
- Everyone can join in at <https://raventrust.com>



Did you meet your goal? You can raise it, or start a new fundraiser.

OUR STRATEGIC APPROACH IS WORKING.

By engaging passionate people (that's you) to tap into networks of friends and family, we amplify our message and offer people we are connected to a simple, real way to make a difference.

RAVEN is the only non-profit charitable organization in Canada that uses the power of the crowd to fund access to justice for Indigenous Peoples. We are unique, and we are having a direct impact through our strategic + focussed campaigns.

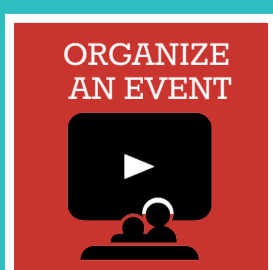
Defeating the odds and winning time and again in court, we've proven that the game-changing legal challenges that RAVEN funds can secure Indigenous rights and protect the environment.



GENEROSITY IS REWARDING



NETWORKED CHANGE WINS



ORGANIZING TOGETHER IS FUN