



# COMMUNITY EVENT TOOLKIT

Thank you for hosting an event to benefit Urban Homeworks (UHW)! Community-hosted events help raise awareness and financial support to help further our mission to lead the fight for housing justice so that all people have a safe, stable, and dignified place to live. These events are crucial in bringing mission-aligned supporters into the work of building equitable housing solutions in the Twin Cities.

We are grateful for the volunteer hours, creativity, and dedication that goes into making these events happen. You are part of a community that shares our vision of housing justice for all.

We hope this toolkit will provide you with the foundation to host a successful event. Don't hesitate to get in touch with Paul Vliem, Urban Homeworks Development Director, at 612-758-0024 or PaulV@urbanhomeworks.org with any questions you have.

## STEPS TO GET **STARTED**

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### 1. **Decide your event theme or concept**

Before you start planning the details, decide what kind of event you would like to host. Will this be a bake sale, house party, concert, or something completely different? Be realistic about what you can take on and get creative! If you need ideas, there is a list of event ideas on page 3 of this toolkit.

### 2. **Identify your audience**

Think about who you hope to engage in this event. Will attendees be friends, neighbors, a faith congregation, or the general community? Remember to think about how many attendees you hope to attend, as this will impact your event location.

### 3. **Set a date, time, and location**

Now you can choose when and where you will host your event. Make sure you give yourself enough time to plan your festivities successfully. Once you have your date, time, and location, you can begin with a more detailed event planning timeline. See an example on page 3 of this toolkit.

## HOW UHW CAN **HELP** **WITH YOUR EVENT**

### **Large Events**

*(est. donations of \$10,000+)*

- Literature and information about UHW
- Executive Director to speak *(as schedule allows – advanced notice of 2 months or more is encouraged)*
- Assistance with promotion
- Limited assistance with staffing

### **Mid-Sized Events**

*(est. donations between \$5,000-\$9,999)*

- Literature and information about UHW
- An UHW Director to speak at the event
- Assistance with promotion

### **Small Events**

*(est. donations less than \$5,000)*

- Literature and information about UHW
- A staff or volunteer to table or speak at the event
- Assistance with promotion

## EVENT GUIDELINES

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**DATES & SPEAKERS:** Urban Homeworks would appreciate being notified of your event date before it's confirmed with at least one month's notice. This allows appropriate time to make sure there are no overlapping events.

**NAME & LOGO:** Urban Homeworks must approve the usage of the UHW logo or name and all promotional materials before distribution. Materials should not use language that states that Urban Homeworks is hosting or sponsoring the event; you should list Urban Homeworks as a beneficiary in these instances.

**PROMOTION:** Urban Homeworks can help with event promotion at their discretion by posting information on the Urban Homeworks website and social media, and by disseminating information within the current Urban Homeworks networks. Urban Homeworks **cannot** provide mailing lists to event organizers.

**EVENT EXPENSES & TAX-EXEMPT STATUS:** Urban Homeworks cannot advance for community-hosted events nor pay for event-related expenses. Community-hosted events cannot use Urban Homeworks sales tax exemption by law.

**TAX DEDUCTION:** Urban Homeworks will provide tax deduction receipts to individuals who make checks out to Urban Homeworks, or those who have used an Urban Homeworks remittance envelope to donate using cash, debit, or credit transactions securely. If an event ticket covers part of the cost of the event, event organizers must clearly state this on the invitation. For example, if an event costs \$10 per person, and the ticket for the event is \$30, only \$20 is tax-deductible. Urban Homeworks cannot provide a tax receipt to individuals or companies who donate to an auction or raffle.

**AUCTIONS & RAFFLES:** Community-hosted events may not use the Urban Homeworks raffle license number. Please visit the Minnesota Gambling Control Board at [mn.gov/gcb/exemptexcluded.html](http://mn.gov/gcb/exemptexcluded.html) for more information. All raffles held to benefit Urban Homeworks must apply for and receive a raffle license.

**REGISTRATION/RSVP:** The event organizer must collect registration/RSVPs. If you are not a business or organized club that can raise money, Urban Homeworks can provide the following assistance:

- Urban Homeworks can accept checks made out to Urban Homeworks for event registration. (Urban Homeworks cannot collect and track event RSVPs)
- Urban Homeworks can provide remittance envelopes to receive cash, check, or credit card payment securely.
- Urban Homeworks can receive donations online at [www.urbanhomeworks.org/donate](http://www.urbanhomeworks.org/donate)
- All event contributions must be collected by the event organizer and given to Urban Homeworks within two weeks following the event.
- Many online event registration websites may help collect registration information. Ask Urban Homeworks for more details.

**THANK YOU LETTERS:** Event organizers are responsible for thanking sponsors and in-kind donors. If applicable, Urban Homeworks will also send a tax-receipt so long as we obtain donor information with their financial gift.

## EVENT CHECKLIST

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Successful events rely heavily on advanced planning. The following checklist can help you make sure you're covering the bases. Not all items apply to your event. Take what's useful from this list and tailor those steps to fit your unique planning process.

TASK	DESCRIPTION	COMPLETED
<b>Organize a Core Planning Committee</b>	This includes people to help develop and implement ideas, promote the event, and recruit additional volunteers as needed	
<b>Create an Event Timeline</b>	Make a to-do list and include dates for when the tasks should be completed. Try starting backward from the event date.	
<b>Find an Event Space</b>	Once you have your date, time, and audience in mind, decide where you'd like to host the event and, if needed, reserve the space.	
<b>Apply for Necessary Licenses</b>	If you will be hosting a raffle and don't have a raffle license to make sure to give yourself plenty of time to apply for one as it takes a while to receive.	
<b>Determine Methods of Promotion</b>	Promotion can consist of a large scale media effort, flyers, postings on community calendars, and the use of social media. Provide UHW with all promotional materials so that we can assist with event promotion.	
<b>Sponsorship Solicitation</b>	If you plan to have sponsors, create and provide a potential list to UHW for approval. It's best to contact them as soon as you have the approval to ensure their ability to give.	
<b>Auction/Raffle</b>	If you plan to hold an auction or raffle, create and provide a potential list of companies to UHW. Make sure each donor fills out a form.	
<b>Send Invitations</b>	Send invitations around six weeks in advance as a general rule.	
<b>Registration/RSVPs</b>	Track RSVPs as they come in.	
<b>Thank Your Supporters</b>	Don't forget to send a thank you letter to all donors, including your sponsors and in-kind donors.	

## EVENT IDEAS

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Having trouble thinking of what type of event you would like to host? Find inspiration in the event ideas below.

50/50 Raffle	Christmas in July	Sports Tournament
Art Fair/Art Show	Food Cart Night	Wine Walk
Bake Sale	Golf Outing	Yoga for Good
Birthday/Graduation Fundraiser	Holiday Giving Party	Movie Showing/Educational Event
Car Wash	Beer or Wine Tasting	Church Offering Collection

*Thank you for supporting Urban Homeworks!*