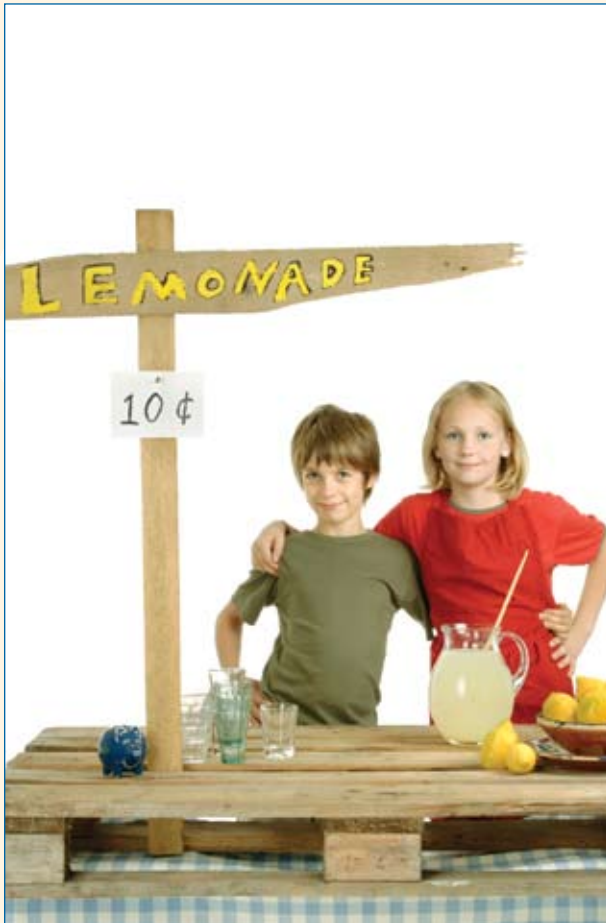


What you need to know about Organizing a Successful Event



All of us in the West Island share the desire to have an outstanding hospital with state-of-the-art medical equipment and dedicated professional staff.

With the help of our community, The Lakeshore General Hospital is growing in size, services and leading edge health care.

What you need to know about organizing your special event

The most important thing to know about organizing your special event is that we appreciate you.



Size of event

No project is too small or too big. From school children organizing a loonie line down the school corridor to a community group or a company holding a golf tournament – whatever the project is, it is the right size. All you have to do is follow a few simple steps!

Step no. 1 : Planning your event

Use the 5 “Ws” to help you plan.

What are your attainable goals?

Where can you stage your event?

When is the best season, day of week or time of day?

Who is going to be on your planning team? And...

Why? Because you care!

Step no. 2 : Financial realities

You need to consider all your costs and to estimate what you expect in revenue. It is safer to overestimate the costs and underestimate the revenue to ensure your success.

Step no. 3 : Publicity

From posters to email, from local newsletters to local newspapers, the important thing is to get the word out about your event. The Foundation office will gladly provide a letter authorizing your event on our behalf after we have had a chance to discuss the plan with you. Please remember that all uses of our name and logo require prior approval.

Step no. 4 : Satisfaction

After your event is over and the good memories are still fresh, the final step is completing the paperwork. We need you to provide the names and addresses of the donors who supported you, so we can send them a thank you letter and a tax receipt.



LAKESHORE GENERAL HOSPITAL
FOUNDATION

Working together for health care excellence

For more information on organizing a successful event, please contact us at:

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Together, we can make a difference

