

# EVENT TOOLKIT

STARS®



Thank you for thinking of STARS	2
Who we are	3
It's all about the patient	5
How you can help	7
Where to start	9
Get the word out	11
After your event	14



# THANK YOU FOR THINKING OF STARS

We would like to sincerely thank you for thinking of STARS and supporting us by hosting a fundraising event. Your support will help us be there for the next patient who needs us.



THE CARE

THE PEOPLE

THE RESPONSE

THE TECHNOLOGY

Once you decide what type of event you'd like to host – let us know! That way, you'll have a contact here at STARS who can help walk you through the process and answer any questions you may have along the way.

Before a helicopter can lift off, before a crew member can don a flight suit, before a ventilator can be turned on, we rely on the support of individuals like you. Only together can we ensure that each person who needs emergency medical care receives it.

Thank you for being an ally in our fight for life.

We want to hear from you! Please reach out to us at [events@stars.ca](mailto:events@stars.ca).

# EVERY LIFE IS WORTH FIGHTING FOR

**It all began when a pregnant woman from a rural community died from blood loss, leaving a father alone with their newborn. For STARS' founder, Dr. Powell, her death was one too many. Something had to be done.**

Motivated to change emergency care across rural Alberta, Dr. Powell and his colleagues created a helicopter air ambulance service, which was built and supported by the community.

While the faces have changed, STARS team members continue to be motivated by our passion for saving more lives and our desire to be the disruptive innovator who contributes to transformation in the healthcare system.

As we've grown and evolved, STARS has never wavered from our mission. Fundamentally we all believe that where you live – or work, play, and travel – shouldn't impact your chance of survival.



# IT'S ALL ABOUT THE PATIENT

**One foggy August morning, Charlotte McHugh left the family farm for her nursing job when a truck barreled through a stop sign and into the driver's side of her car.**

The collision left her in critical condition, but your support saved her life.

A helicopter carrying Pat Jeffery, a nurse with three decades of medical experience, and Chad Hegge, a 13-year paramedic and staff educator, was dispatched to the crash site.

"I knew about STARS before my accident," said McHugh. "But I had no idea of the depth of STARS' experience."

When the air medical crew met McHugh at the scene, her blood pressure was so low it was tough to tell if she had a pulse. Immediately, the crew went to work saving her life. First, they took control of her breathing. Next, they checked her chest in case there was a build-up of air. Rather, her chest was full of blood.

"A broken rib had cut into my heart," said McHugh, who also fractured her pelvis.

Hegge and Jeffery knew time was not on her side. They provided medication for her low blood pressure and administered sedation, which required placing a tube in her throat, using a video laryngoscope.

As she was loaded into the helicopter, McHugh's blood pressure remained low. Once the aircraft lifted off, the crew administered two units of blood and McHugh was placed on a ventilator.

Because STARS had contacted the hospital, a trauma team was waiting when the helicopter landed. Three years later, she visited STARS to say thanks to her crew and allies like you who saved her life.



**"I had no idea  
of the depth of  
STARS' experience."**



# HOW YOU CAN HELP

Here are some event ideas to get you started! Your STARS event representative will be able to provide you with the resources you need.

## Sales, Fairs, Raffles & Auctions

- Silent auction
- Bake sale
- Yard sale
- Dog/car wash
- Basket raffle
- Lemonade/hot chocolate stand
- Craft fair

## Tournament/Sporting Event

- Golf/mini-golf tournament
- Baseball tournament
- Hockey pool
- Run/walk or marathon
- Bike/motorcycle/trail ride
- Darts/pool/table tennis tournament
- Community Event

**School Event**

Wear pajamas to school day  
Lunch hour competitions  
Spelling bee  
School dance  
Artwork auction

**Corporate Event**

Check with your employer to see if they offer an employee gift matching program  
Loose change jar  
Potluck lunch – bring a dish and donation  
Swear jar  
Brown bag lunch day – bring your lunch and donate the cost of a lunch out  
Candy guess jar  
Workplace corner store  
Auction off a prime parking spot, a paid day off, etc.

**Block party**

BBQ  
Pancake breakfast  
Community cookbook  
Bottle drive

**Entertainment**

Dance-a-thon  
Talent show  
Movie night – watch a movie at home, donate the cost of a ticket and concession  
Spa night – do mani/pedis at home. Donate what you would have spent at a spa  
Clothing swap – clothing exchange where you donate for every item you take  
Video game marathon  
Galas

# WHERE TO START

Register your event with STARS. Fill in and submit the STARS event application found on [stars.ca](http://stars.ca). A STARS event representative will get in touch with you to discuss the details of your event and the involvement you would like STARS to have with your upcoming event. To promote the event in an interactive way that engages followers, we encourage you to share photos on your social media channels and tag us





## Organizing a committee will ensure you have the help you need.

**Considerations can include:** commitment, skill sets and relationship contacts. We recommend the following roles:

**Event chairperson** – Typically this role is responsible for the overall leadership of the event and planning process. Tasks may include production, guidance to volunteers and decisions regarding the direction of the event. They are considered the main spokesperson for the group – setting goals, updating the team on the process as well as being the contact with the STARS event representative.

**Marketing and promotions lead** – This person oversees the promotional needs for the event. This may include print and online materials. He or she should have excellent written communication skills, be organized, pay attention to detail and be fluent in social media.

**Sponsorship lead** – This person oversees all areas pertaining to sponsorship including solicitation, implementation and recognition. He or she should have excellent written and verbal communication skills and be comfortable pitching the event for support from community members and businesses.

**Volunteer lead** – Typically this person is responsible for identifying volunteer needs and ensuring they are filled and that volunteers are trained and managed on site.

# GET THE WORD OUT

**Posters** – Clear, printed posters displayed in shops and other high traffic areas are effective. Generic posters are available from your STARS event representative. Posters can also be used electronically as attachments in e-blasts on social media and websites.

**Community newspapers** – Many rural newspapers are willing to promote local events with free listings or ads. You can sometimes propose a future story that could also be used to create awareness for events. As many community newspapers/newsletters are strapped for time, if you write a short submission – including the what, when, where, who and why of the event and highlights – it will have a better chance of being published.

**Local radio and TV** – Many local stations have programs (ie: morning shows) that are suited for promoting fundraising events. What's your favourite station? Often, it might be a good match for your target audience.

**E-vite/E-blast** – This is one of the most effective ways to get the word out about your event. E-vites can be sent out to your own network, and then forwarded on by those who received the first blast. People are more likely to attend an event if they are invited by their friends and colleagues. Asking people to RSVP will help you get a better idea of how many attendees to plan for.

Timing is key. Be sure to send out a “save the date” e-vite at least six weeks before the event. You should also send reminders a few weeks before.

For low-number emails, this can be done from your personal account using the BCC field, so others cannot see who is included in your email list.

If you are emailing more than 50 people, the use of an online mail program is recommended: <http://mailchimp.com/> and <http://www.constantcontact.com/>

Social media can be used if there is a creative way to promote the event in an interactive way that engages followers. Send photos to [events@stars.ca](mailto:events@stars.ca).

**STARS external website:** Your event can be posted to STARS' external website events page.

#### To submit an event:

- Click the “submit” tab at the top of the page.
- Enter information into the required fields. For content, please enter important information such as location, times, cost, theme, and contact information.
- Add a photo and link to your events homepage.

*STARS endeavours to ensure our events are inclusive and accessible to all. We are committed to helping our external event partners identify, remove, and prevent barriers for persons with disabilities to participate and support community fundraising initiatives. Please consider the accessible features of your external fundraising initiative. Any accessible features of your event will be highlighted on stars.ca within your external event listing. We encourage our external event partners, donors, and community supporters to contact us directly with any accessibility or accommodation requests. Please reach out to [events@stars.ca](mailto:events@stars.ca) or phone 1-888-797-8277 and ask to speak to a community engagement team member.*



STARS is able to provide a selection of promotional materials for use at your event, such as photos and videos, logos, poster templates, banners and signage. Your STARS event representative will also be able to help you arrange for volunteers depending on the type and capacity of your event.

Please note that the STARS Marketing and Communications department must approve any material with the STARS name and logo on it, including graphics and printed materials.

# AFTER THE EVENT

## **Thanking your donors and guests:**

Stewardship for event attendees is important because it ensures your donors feel recognized for their generous contributions.

A post-event email or card is recommended as a personal touch to say thank you. You could include some highlights such as the amount raised, a story, or photos from the event.

## **Accounting and submitting donations:**

Your STARS event representative is happy to provide guidance on how to submit your donations, and to answer any questions you might have on tax receipting. They can also help arrange cheque presentations and base tours for your event team and donors.

# THANK YOU FOR SUPPORTING STARS

**EMAIL US AT: [EVENTS@STARS.CA](mailto:EVENTS@STARS.CA)**

Or call us at: 1-888-797-8277

**STARS.CA**