



## Tips and Ideas for a Successful Event

When planning an event to benefit the EFEPA, take some time to research what types of events are currently being planned. Check the EFEPA website at [www.efepa.org](http://www.efepa.org) and other Philly based event listing sites ([phillyfunguide.com](http://phillyfunguide.com), [aroundphilly.com](http://aroundphilly.com), [aroundmainline.com](http://aroundmainline.com), [phillymag.com](http://phillymag.com), [phillystyle.com](http://phillystyle.com), etc). Try to steer away from events that are similar to existing ones. Be creative and focus on current trends to develop a unique and attractive event.

Some types of events you can consider include:

- Art Show: Hone in on your creative skills (or a loved one, maybe your kids or family!) and sell the items for a small donation price.
- Dress Down Day: Ask your school or office to have a dress down day. Anyone who would like to “Dress Down” should donate a certain amount (\$5.00, \$10.00) to participate!
- Bake Sale: Host a bake sale full of purple treats somewhere in your community, like a school, church, office or library!
- Bowling Party: Arrange a bowling party event and solicit corporate sponsors for each lane or charge a ticket price to serve as a donation.
- Birthday Party or Wedding Gifts: Instead of accepting gifts at your next birthday or special event, ask your friends and family to make a donation towards the EFEPA to help those affected by epilepsy.
- Car Wash: A true fundraising classic—reserve an area and host a car wash and donate the proceeds!
- Carnival/Festival: A bigger undertaking for sure, host a carnival or festival in your community with proceeds benefiting the EFEPA.
- Craft Sale: Like a bake sale, except crafts last longer!
- Cocktail Party: Host a cocktail party and ask that instead of a hostess gift your guests bring a small donation.
- Corks for a Cause: Host a wine tasting night for friends and ask that they donate to participate.

- Dog Wash: Like a car wash but for pooches!
- Game Night with a Purpose: Who doesn't love board games? Invite your loved ones over to play games and charge an "Entrance" fee.
- Ice Cream Social: Host an ice cream social and ask that your hungry guests donate in order to get their sweet treat!
- Movie Night: Have a movie night at your home and charge "Tickets" as the donation!
- Money Jars: A simple way to raise money is to place a money jar in your office, church or local store. People can give what they feel comfortable with.
- Pancake Breakfast: Put your cooking skills to use by hosting a pancake breakfast at a local community center (such as a school or church) Charge a donation per pancake or per plate!
- Poker Tournament: Host a poker tournament (or go-fish, whichever you prefer!) in your neighborhood or with friends. "Buy in" price can be the donation from each person!
- Raffle: You can host a raffle event with goodies from your area like coffee shops, clothing stores, sports items and more.
- Yard Sale: Clean out your garage and host a yard sale in your area! Proceeds from the sale can be donated for good!

To make your event as successful as possible, you will need to spend considerable time on promotion. Getting the word out about your event can include social networks, like Facebook and Twitter, flyers, posters, emails, hosting your own website and general public website postings (see above and also consider sites such as craigslist.org, eventsetter.com, eventguide.com, philadelphia.com, philadelphiaweekly.com, and citypaper.net). Write and send out a press release to promote your event in local press venues. Talk about your event as much as possible to take advantage of Word of Mouth advertising.