

# EVENT CHECKLIST



## STEP ONE

Choose and decide on your personal or team activity or event. Plan for your event day/night on or leading up to June 18<sup>th</sup> and don't forget to use the LongestDayofSMILES hashtag.



## STEP TWO

Choose your team's name and make it catchy – be creative!



## STEP THREE

Visit [longestdayofsmiles.ca](http://longestdayofsmiles.ca) – access your Participant Centre to create and customize your team page and to plan your LongestDayofSMILES.



## STEP FOUR

Ask your company or family if they will match funds raised by you and your teammates. (Many companies have a matching program – it's a great way to double your impact!).



## STEP FIVE

Create a list and send out your invitations. Grow your teammates and fundraising network and ask your team to do the same.



## STEP SIX

Create a poster or flyer and place it around your office, school, community centre – anywhere you visit.



## STEP SEVEN

Post the event on your social media channels and ask your team to do the same. Challenge others to join you by donating or joining your team – don't forget to tell them how their gift can change a child's life.



**STEP EIGHT**  
Follow-up on your #LongestDayofSMILES invitation list.

**STEP NINE**  
Let your team know what goals have been achieved – keep them motivated!

**STEP TEN**  
Thank everyone who participated and donated to your fundraiser and event.

Collect cash or cheque donations and keep track of them using the donation tracking form found at the end of the toolkit. Submit your list of offline gifts with corresponding donations to:

**Operation Smile Canada**  
**Attn: Longest Day of SMILES**  
375 University Ave, Suite 204  
Toronto, ON M5G 2J5

Note: We prefer and encourage you not to send cash via mail. Consider taking the cash to the bank and getting a money order or writing a cheque from your personal account.