

Tips on How to Create and Host a Successful Backyard Obstacle Course

Find a Location to Have Your Event

- Consider a flat backyard, driveway
- If outdoors, is there a rain date
- Check availability and time; will it conflict with other events in the community
- Will there be a guest speaker/small program
- Once location/date and time are confirmed, you can begin planning your event

Planning Your Event

- Bring in family and friends to help you with the planning process
- Consider a theme
- Can a silent auction be a part of this event
- Refreshments
 - Will they be included in the registration fee or additional
 - Can they be donated
 - Home-baked goods
 - Can you incorporate an ice cream sundae table
- Registration Fee
 - How many teams will there be
 - Will there be brackets
- Contact the foundation for awareness material, swag, stickers, etc.

Create Your Online Event/Fundraising Campaign (Using the CdLS Foundation's Donation Link That Will be Provided)

- Highlight the event details: date/time/location/any information you can provide about the event
- Create/provide a registration link, if needed
- Solicit volunteers (if needed)
- Make it personal; tell your story
- Use fun photos to engage your donors
- Send the link to family, friends, colleagues, social groups (create a hashtag for followers to tag and share on social media)
- People can register or make their online donations
- Reach out to local vendors and restaurants for sponsorship/donations

Identify Your Potential Donor Network

- Share your link to your event/fundraising campaign with family, friends, co-workers, neighbors, and those in your contact list, asking them to participate and support your event and the CdLS Foundation

Follow-Up – Keep Your Event Top of Mind

- Send an initial email to your contacts two months before your event, including the link to your fundraising page
- Send a reminder email, including the link, two weeks before the event.
- Confirm details with the venue, those who will be donating items for auction or food/refreshments
- One week before your event, confirm you have all the supplies you need
 - If you have sponsors - flyers with their logo, music, paper products, food, beverages, pens, paper, decorations, tables/chairs if needed)

Day of Your Event

- Gather your supplies
- Print out your registration
- Get to the event space an hour before for set-up
- Have fun and take plenty of photos

Say Thank You!

- Within a few days of the event, email all your participants, sponsors, and donors a thank-you email. You can keep track of who donated through your fundraising campaign page.
- Send an email with photos/videos of the event a week afterward and let them know they can still donate

Have fun with it, and know we are here to support you every step of the way.