



GUIDE TO CRANIOFACIAL ACCEPTANCE MONTH EVENTS & GATHERINGS

Set up an Educational Display Table at a Library, School, or Office

- Contact CCA and we'll provide you copies of our syndrome booklets and posters to display on your table.
- Make a tri-fold poster about your medical journey with photos to educate others about medical treatments and options for craniofacial reconstruction and surgery.
- Request a high visibility space! Great places to set up are in your school lobby, library, doctor's office, or the lobby of your local hospital. Make sure you *ask permission* 2-3 weeks in advance and check in the week and day before the event to make sure the space is yours.
- Get volunteers to staff the table in shifts during the day, to have extra hands-on attention and who can talk with visitors about craniofacial conditions and CCA.
- At your table, you can have "Get Well Soon" and "You're a Champ" cards for visitors to color and sign. If you collect the cards and mail them to CCA, we'll include them in the care packages we send out to CCA Kids when they have surgeries.

Give a Craniofacial Acceptance Month Presentation

- Ask your teacher or principal if you can give a short presentation on Craniofacial Syndromes. Make it personal! Create a PowerPoint to share your story with your peers. Let them know that while you have many different medical needs, our syndromes are only a part of our lives ... not the entirety of it.
- CCA will provide newsletters or brochures to hand out in the class, if you want.
- You can order wristbands from the CCA office to hand out to everyone who attends as a reminder that we are connected and represented where we go.
- Book a CCA Speaker from our Speaker's Bureau to add an exciting, interactive component to your presentation.
- **Lunch & Learn:** Parents, ask your supervisor or HR Department if you can reserve a room for a Lunch & Learn at your place of employment. During the Lunch & Learn, your coworkers either enjoy lunch you bring in or brown bag it to hear a special presentation about the rare disorder that you are familiar with. You can also ask your surgeon or physician to present a short talk during the Lunch & Learn.
- To request a speaker from CCA, click here: <https://ccakids.org/ccaspeakers/>

Host a Craniofacial Acceptance Month Fundraiser

- Ask permission and set up an Info & Donations table outside your favorite local business. Good ideas... salons, restaurants, baby boutiques, and coffee shops.
- Host a **Jeans/Dress down for CAM Day** at your workplace or school. For a small donation (\$2-\$5), employees and students can wear jeans or t-shirts (instead of business casual or uniforms). The money raised will help more CCA Kids travel to get specialist care for their rare syndrome.

- Get Crafty! If you're doing a Jeans for CAM day, award a prize for the most "bedazzled" pair of jeans.
- Sell CAM Ribbons that you make for \$1, so everyone can show their support for craniofacial syndromes.
- CCA is happy to provide you with any printed material you may need to assist with your fundraiser. Just let us know.
- For more Fundraising Ideas, check out our Fundraiser Toolkit:
 - <https://ccakids.org/wp-content/uploads/2022/07/FUNDRAISER-TOOLKIT-722-1.pdf>

Group Events & Outings

- Gather all your friends and go as a group to play a round of softball, visit the zoo, or head to the movies en masse.
- Wear your CCA t-shirts and raise awareness that individually we may be rare, but together we are strong!
- Celebrate the true reason for Craniofacial Acceptance Month ... all of our lives are special, important, and powerful. What better way to celebrate than with those who care most about you?

How to Host an Event

Choose the “right” event.

- The type of event you choose should fit the size, ages, interests, talents, goals and time availability of your planning committee and local demographics.
 - Traditionally, CCA hosted picnics at local parks and free spaces, with families bringing their own meals to enjoy together.
- Identify your target audience: local families / individuals with facial differences and their families.
- Consider who is most likely to attend and support the type of event you have selected.
 - If you have a lot of kids coming, consider a local playground. See if your city's parks and recreation department allows pavilion rentals in advance to secure a shaded spot with tables.
 - If you have a lot of adults in your area, maybe you want to do an outing like a ballgame, a cooking class, a barbeque, an escape room, or even a dinner party at your home!
 - If you are doing a more teen centered event, contact venues like skating rinks, bowling alleys, arcades, etc. to see if they do group ticket donations or discounts.
 - The important thing to remember is that connection is the point of these events! Your event doesn't have to be a full-scale activity or have all the “bells and whistles.” **Prioritize connection and time for people to interact in a comfortable and welcoming environment.**

Develop a budget.

- Try to identify all the expenses involved with your event (admission fees, rental space, signage, food and catering, promotional materials, advertising, etc.)
- Then think about possible sources of funds, and people and companies you know who may be able to donate products (food, equipment) or services (design, printing, photography) to reduce your expenses.
- This will help keep your costs down, which is something everyone will appreciate, especially if you are hosting a gathering that has an admission fee.

Develop an event timeline.

- A timeline is important in planning a publicity strategy for your event.
- Schedule the event.
- Select a time that is appropriate and convenient for those who will be attending.
- Be sure to check local community calendars for conflicting events.

Solicit Volunteers

- Seek out volunteers to help!
 - Face painters
 - Photographers
 - Magicians
 - Characters (Princesses, Superheroes, etc.)
 - Therapy Dogs
- CCA can help you locate and request these volunteers.

Create a ledger, if you are requesting CCA Sponsorship.

- You will need to establish a spreadsheet or accounting system to keep track of incoming revenue and expenses.

Market your event.

- Make sure you create a buzz, ask CCA to help you with invites, and create a Facebook event to invite supporters.

Check out our Fundraiser Toolkit, which has more great ideas and suggestions for running events – whether they are for fundraising or not!

<https://ccakids.org/wp-content/uploads/2022/07/FUNDRAISER-TOOLKIT-722-1.pdf>

If you plan to do any of these ideas - or have your own - please let us know! We'd love to feature you on our blog, social media, and in our newsletters.

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