children's craniofacial association

FUNDRAISER TOOLKIT

THE FUNDRAISING BASICS

First, what is a "family fundraiser?"
A family fundraiser is a third-party fundraising event conducted by an individual, group or organization in the community with proceeds to benefit Children's Craniofacial Association.
It can be a physical or virtual event.

Why do families host fundraisers?
They believe in our mission of empowering and giving hope to individuals and families affected by facial differences.

Sometimes families feel very alone and even powerless on their craniofacial journey. But many CCA families have found hosting or participating in a fundraising event can bring comfort and healing as well as a sense of community.

Hosting an event or joining an event committee is a commitment to hard work, but the reward is the community and the platform you develop. The connections you make with other families and volunteers in the craniofacial community will be your support, even as you are supporting them.

Who can host a fundraiser on behalf of CCA?
Individuals and organizations can host an independent fundraising event to support CCA. These can be grateful patients and families, civic organizations, churches, schools, businesses, government agencies … anyone in the community can hold an event to support the areas of greatest need or a specific program of your choice.
You do not need to establish your own 501c3 to host a fundraiser for CCA.

SO, YOU WANT TO DO THIS?

Let's Go!

The first thing you need to think about when you plan to fundraise is:

WHO WILL I ASK TO SUPPORT THE CAUSE?

In the fundraising world, we ask does my target invite list have the following:

- **PROPENSITY**: Does your audience have a desire to give? Are they philanthropic by nature? Do they give to other causes? Do they participate in other fundraising events?
- **AFFINITY**: Is this audience group passionate about your cause and nonprofit organization? Do they know your child or family member personally? Will they attend your event because of their friendship with you?
- **CAPACITY**: How much can this audience afford to donate? Do they prefer to get an experience along with their donation? Would they prefer to donate online versus spend time and energy at an event?

Once you've determined your audience, then you need to: **FORM A PLANNING COMMITTEE.** Bringing together a group of enthusiastic and dedicated people who share an interest in raising money for a great cause will increase the probability of a successful event. This group can be comprised of just you and your partner, it can be a book club, your extended family, or neighbors! The possibilities are endless.

NEXT STEPS...

Choose the "right" event.
The type of event you choose should fit the size, interests, talents, goals and time availability of your planning committee.
Identify your target audience. Consider who is most likely to attend and support the type of event you have selected.

Develop a budget.
Try to identify all the expenses involved with your event (invitations, postage, rental space, signage, food and catering, promotional materials, website, 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.
We encourage you to maintain fundraising costs at 20% or less of your overall expected revenue.

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.

Create a ledger.
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.

BASIC EVENT TIMELINE

3-4 months before the event:

- Identify your target audience based on demographics, interests and location, and develop a targeted media list.
- Send a save-the-date if it is a large event.
- Begin soliciting sponsors.

4-6 weeks before the event:

- Distribute media materials (i.e. media alert, Facebook posts, Facebook events, etc.).
- Continue looking for sponsors and ask for payment.

2 weeks before the event:

- Make follow-up calls and send e-mails to media who received the information.
- Remind invitees via email, social media, and personal phone calls. Remind them to purchase tickets and RSVP.

1-2 days before the event:

- CONFIRM, CONFIRM, CONFIRM! Make sure everyone who is providing a service is still coming and give them day-of instructions and venue directions.
- Email a media alert with the basic information about your event (who, what, when, where and why) to the TV news' assignment desks and photo desks at the daily newspapers.
- Send reminder emails to RSVP list (CCA can help with this)

Day of the event:

- **Start your day with a reminder of who you're helping and why you're doing this amazing thing! Be grateful to yourself!**
- Email / text Good Morning, Event Location and Directions, and your Point of Contact information to all your vendors, volunteers, etc.
- Make sure your photographer is on site and has all their equipment, supplies, and a shot list.
- Smile and roll with the punches! Try not to let day of anxiety get to you! You're doing great work!

HOW DO I HANDLE DONATIONS?

COLLECTING THE FUNDS

You have choices here!

You can ask people to donate online.

CCA can create a donation portal for you. We can set up an online portal for registrations/donations that is a dedicated, secure webpage.
If you go this route, donors will get automatically emailed receipts and CCA can give you reports on what has been donated.
If you are solely fundraising on Facebook, all you have to do is setup a fundraiser via Facebook's simple steps.

You can accept cash and checks before and during your event, but remember to keep a detailed ledger.

Please note CCA cannot issue charitable tax receipts for donors or sponsors who make payments directly to you or your third-party event.

We ask that all event proceeds designated for CCA be forwarded to the CCA office within 30 days following the conclusion of your event.
DO NOT MAIL CASH!

If you or your donors want a receipt, please be sure the check is made payable to the CCA and leave the check in its original form before sending it to the office.

Please note that there are complex regulations around the distribution of charitable tax receipts. This includes donations of money, in-kind items and services. Issuing an inappropriate receipt can put our charitable tax status in jeopardy so please do not promise any kind of receipt.

For more information about charitable tax receipts please contact the Christine Andler, candler@ccakids.com.

WHERE DOES MY DONATION GO?

- There are many services, programs and general funding at CCA that your donation can support. If you have a passion for a specific area, we will work with you to ensure your donation goes directly to that area.
- You cannot earmark funds for a specific individual, because that is not allowed due to IRS guidelines.
- You can earmark funds for specific uses / programs.
- We will always endeavor to fulfill your philanthropic goals with the dollars you raise; as long as those goals align with CCA's overall mission.

A PHOTO IS WORTH 1,000 WORDS

- Make sure you have photography secured for your event!
- Post on VolunteerMatch.org or email photographers in your area and respectfully ask them to volunteer at your event (CCA can help with this)
- Also encourage amateur or hobby photographers to come in addition to professional volunteers
- Consider setting up a photo booth with a backdrop and props for people to take their own photos at the event
- Email all photographers a shot list (CCA can provide suggestions)
- Make sure photographers capture the names of people in the photos and/or captions
- Ask attendees to sign Waiver / Release of photos (CCA can provide a template); Make sure you note anyone who does not want their photo taken and/or shared.
- Please send the best shots to CCA in a Dropbox or Google Drive!

FAQS

DO I NEED TO CREATE A 501C(3) to HOST A FUNDRAISER FOR CCA? No, anyone can host a fundraiser for CCA with our approval. Staff can provide an authorization letter confirming the organizer's intent to raise funds for CCA.

CAN SOMEONE FROM CCA HELP ME PLAN MY EVENT, AND ATTEND AND/OR SPEAK AT MY EVENT?
We are happy to provide guidance for your event, but we do not have the staff to handle all the organizational and administrative tasks associated with third-party events. We do our best to attend events supporting CCA, but we cannot guarantee attendance of staff, CCA families, board members, volunteers, etc., at your event.

CAN I USE CCA'S NAME AND LOGO?
Once your fundraiser is approved, we will provide you with CCA's logo for your marketing materials. We must review everything with our name and logo before it's printed or distributed. This includes the use of the CCA logo on your website or your company's website.

CAN YOU CREATE GRAPHICS FOR ME AND ADVERTISE ON CCA'S SOCIAL MEDIA?
Most likely this is something we can help you with. Talk to us and we'll make a plan.

CAN WE HAVE A CHECK PRESENTATION AT CCA?
Yes, we can arrange for a check presentation to be held at the CCA office. Please contact the Christine Andler to schedule a time.

SHOULD I SEND A PERSONAL THANK YOU LETTER OR CARD TO MY DONORS?
Definitely! It is important to thank everyone who was involved with your fundraiser!

CCA's Fundraising Incentive: Retreat Room Reward

Children's Craniofacial Association has a special way to reward families who raise funds for CCA, whose efforts support CCA's programs and services for everyone.

Any family netting at least $7,500 in net funds for CCA within a calendar year (from 1/1 –12/31 of each year), will have one hotel room stay awarded at the following year's Annual Family Retreat & Educational Symposium at no charge to them for the 4-day duration of the event (which includes the night before the Educational Symposium).

This Retreat Room Reward invitation is extended to any family member and/or craniofacial patient, even those who already hold events throughout the year and includes any type of fundraising effort for CCA. Contact CCA for ideas, more information and to ask questions.

All those who wish to participate will be asked to sign the following AGREEMENT stating they understand and accept the provisions of this program.

Thanks for considering helping all CCA kids in your family's name!

Please sign and return the following page by December 31 of the preceding year to be eligible for the award.

CCA's Retreat Room Reward Fundraising Agreement

The _____ Family (Child's/Family's Name) wishes to participate in the program to raise funds for CCA. This form is a confirmation of understanding about the provisions of the reward program.

The undersigned person and their family understand this program provides for ONE standard hotel room in the CCA Room Block at the specified Retreat Hotel for 4 nights (1 night before the Educational Symposium [Wednesday] – plus the Retreat nights – [Thursday, Friday, and Saturday nights] - 4 nights total), at the *immediately* following year's Retreat.

- Registration Fee Applies and must be paid by each family.
- December 31st is the deadline for all funds raised to be submitted.
- The total fundraising in one calendar year must garner NET funds of at least $7,500 for CCA in order to receive this award.
- It is further understood that if you agree and accept the reward for the Symposium, you must attend at least 2 sessions at the Educational Symposium or you will not be awarded the night prior to the Symposium (Wednesday).
- If you do not wish to attend Symposium, you can still accept the 3 Retreat Nights (Thursday, Friday, and Saturday evenings).
- Retreat Room Rewards do not carry over to subsequent years or "build up," if you are unable to use them. We budget on a calendar year basis, so you agree that if you receive a room reward, you know that it must be used in the immediate following year. There are no transfers of award rooms to other families or persons.
- It is also understood there are no monies given to families for their effort and if the goal is not met there will be no "reward" or compensation, nor carryover funds to future years or transfers to other families.
- All funds raised must go directly to Children's Craniofacial Association and the reward is only for the Retreat hotel stay. This provision may not go toward any other purpose or be used under any other circumstances.
- This invitation is extended to all CCA families and includes any type of effort to raise funds for CCA. Friends and/or relatives may help and/or may donate and ask the amount be credited toward your goal. Corporate matching funds are also eligible.
- Please fill out a new form each year to signify intent and enable staff to track your progress.

_____ _____

Name of Fundraiser | Intended / Designated Family for Reward

_____ _____

Signature of Fundraiser | Date

children's craniofacial association

Ready to begin?

Please contact Christine Andler to register your fundraiser!

CAndler@ccakids.com

214-570-9099