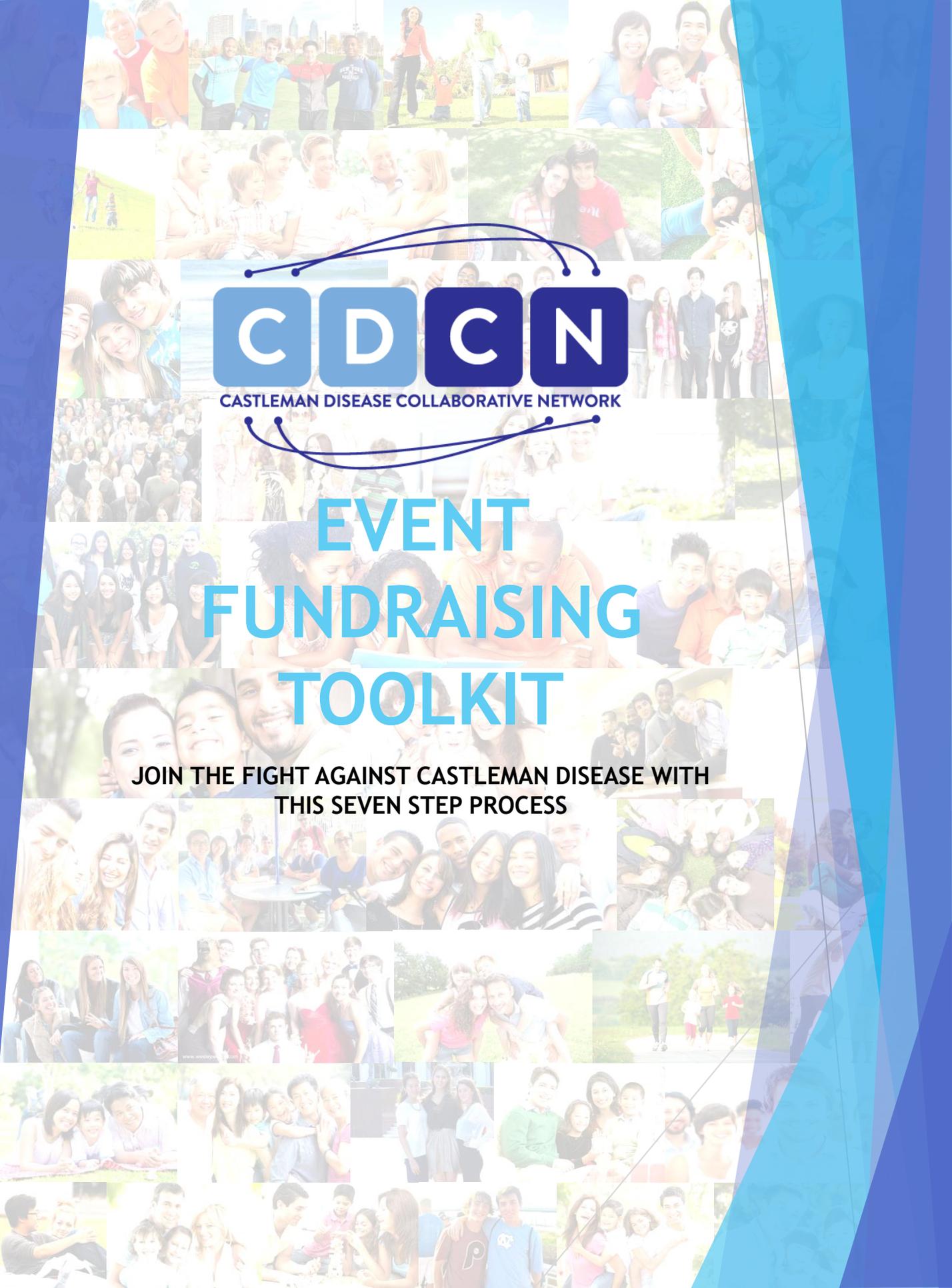




CASTLEMAN DISEASE COLLABORATIVE NETWORK

EVENT FUNDRAISING TOOLKIT

JOIN THE FIGHT AGAINST CASTLEMAN DISEASE WITH
THIS SEVEN STEP PROCESS



STEP 1: CHOOSE YOUR EVENT

- ▶ Plan to throw something that you feel passionate about and that your community will enjoy:

- ▶ Some generally popular events are:

- ▶ **Golf tournament:** People play golf with family and friends, business associates, or other participants. You would need to find a local club that would be willing to host.



- ▶ **Running or Biking event:** These are relatively simple to organize and are always a good option because there are many potential participants. Permits from local governments are required.



- ▶ **Scavenger Hunt/Amazing Race event:** Participants sign up as teams and look for clues; the first team to finish all the tasks wins.



▶ All events should:

- ▶ Have a low cost of entry
- ▶ Have an auction and/or a donation booth to raise more funds
- ▶ Have a staff/task force/team to help you run the event smoothly

STEP 2: BUILD YOUR TEAM

GET VOLUNTEERS

- ▶ Start with your friends and family, coworkers, and community members
- ▶ Use Facebook to get volunteers
 - ▶ High school students are great volunteers because they are always looking for community service opportunities.

CREATE TASK FORCES

- ▶ Once you have a team of volunteers, divide them into task forces or specific roles such as
 - ▶ Marketing team
 - ▶ Sponsor contacts
 - ▶ Event setup
 - ▶ Cleanup committee
 - ▶ Logistics
 - ▶ Administrative lead



TRAIN YOUR TEAM

- ▶ Setting individual goals
 - ▶ Two goals: one that is reachable and one that is a stretch
 - ▶ Publicize goals so there is accountability within the network
- ▶ Help create milestones
 - ▶ Specific time frames and quantitative goals
- ▶ Make sure everyone has a compelling background story or explanation for getting involved

STEP 3: PLAN YOUR EVENT

- ▶ Time Management
 - ▶ Make a plan and a budget for your event.
 - ▶ Divide each task into specific time frames so that the work is spread evenly and is effectively managed.
- ▶ Task Delegation at the Event
 - ▶ By delegating specific roles to your volunteers you can be sure that each component of the event is running smoothly.
 - ▶ This will allow you to concern yourself with the entirety of the event instead of the small components.
 - ▶ Ex: For a food tasting event, have a volunteer organize the furniture and table rentals while another sets up the food tasting locations.

QUESTIONS TO ASK

- ▶ Where will your event be?
- ▶ What do you want fundraisers to learn?
- ▶ What is the budget?
- ▶ What materials do you need?
- ▶ How will you spread awareness about your event?
- ▶ Who will be willing to volunteer?
- ▶ What activities will you plan?

STEP 4: GET A SPONSOR

- ▶ Sponsors can help finance the costs of your event as they advertise their companies.
- ▶ Research potential sponsors
 - ▶ Outline the goals of your event and the role you want any potential sponsors to play.
 - ▶ Research local businesses that align with these goals.
- ▶ Contact companies
 - ▶ Get the correct contact details (see if you can get a direct contact to the person in charge of sponsorship).
 - ▶ Introduce yourself, CDCN and the event you are running.
 - ▶ Explain the goals of your event and how they align with the organization

STEP 5: SPREAD THE WORD

- ▶ Successful marketing will attract more people to your event!
- ▶ Social media: Social media is a big part of community life and it is expense-free!
 - ▶ Create a Facebook event: Invite all your friends and tell your friends to spread the word
 - ▶ Share your event through Facebook or Twitter
- ▶ Emails: Emails are a professional way of communication. Sending emails to important people/companies in your town can be an effective way of marketing.
- ▶ Make your own flyers at home and post them around town! (See *Appendix A*)

STEP 6: RUNNING THE EVENT

- ▶ When running the event, stick to your predetermined task delegation and budgeting rules. There are always some unexpected difficulties along the way, but with careful planning you will have no problem hosting a successful event.
- ▶ Consider creating volunteer t-shirts to identify fundraisers and helpers (See *Appendix B*)

STEP 7: AFTER THE EVENT

- ▶ Make sure you have a team of volunteers to clean the venue and tidy up
- ▶ Send emails to attendees to ask for feedback
- ▶ Sit down and count the money and weigh the revenues to the costs
- ▶ Send profits to the CDCN to make your impact
- ▶ Send a thank you notes to fundraisers and donors
 - ▶ Reward tiers
 - ▶ Personal thank you letters, videos, calls
- ▶ Follow up on donors
 - ▶ People who won't donate at an event might be willing to later
- ▶ Reflect on your campaign (see *Appendix C*)

APPENDIX A: SAMPLE FLYER



CASTLEMAN'S BENEFIT GALA

**XYZ College Hall, 113131
North Ridge, Wellington**

**Your presence is requested at the Castleman's
Benefit Gala on Saturday, November the Fifteenth
from the hours of seven to twelve pm.**

**RSVP by Thursday the Thirteenth through
xyz@cdcn.org**

Tickets can be purchased for twenty-five dollars.

**All proceeds will go towards the Castleman
Disease Collaborative Network and rare disease
research.**

**More information is available at Jane Doe's
Castleman Page at xyzdonationpay.com**



Online at: <http://www.castlemannetwork.org/>

APPENDIX B: VOLUNTEER SHIRT



APPENDIX C: REFLECTING ON YOUR EVENT

- ▶ Now that your successful event is over and the excitement is dying down, you and your team should take the time to assess the process, think about lessons learned, and brainstorm ideas for your next initiative.
- ▶ What metrics have you been tracking throughout your event? Is it dollars donated? Is it number of people who signed up for a newsletter?

What do you think went well with the event?

What could be improved about it?

What do you wish you had known ahead of time?

Finally, what five things have you learned from planning this event that you would want to remember for future events?

1.

2.

3.

4.

5.
