

# Fundraising Event Manual

Dear 4p- Support Group family, friend and supporter:

On behalf of everyone at the 4p- Support Group, we would like to extend our sincere thanks for your interest in helping us boost our awareness and fundraising efforts. Whether you have been a 4p- Support Group member for ages or are new to the 4p/Wolf-Hirschhorn Syndrome (WHS) community, your active participation means the world to us.

## **Are you planning an “Event” or a “gathering of friends”?**

Your fundraiser is an “event” if you can answer yes to any of these questions:

- Are you going to be advertising the event?
- Is the event going to be open to the public or will you be asking the public for donations?
- Are there going to be people attending that you don't know?
- Does it involve any high risk activity like sports, or activities requiring a license like gambling, raffles?
- Will you be asking local businesses to donate merchandise?
- Are you expecting to be reimbursed for any expenses?

If you plan to organize a small fundraiser involving your friends and family such as donating \$1 to wear jeans at work, we don't consider this an “event” and you don't need to do the whole application. Just follow these simple rules:

- Make sure your event is tasteful and safe.
- Donations should be made directly to 4p- Support Group and never be deposited into any bank account other than the 4p- Support Group's account. (It's illegal.) If you collect cash, purchase a money order and put the name and address of the donor on the money order before you mail it to the 4p- Support Group.
- Send the money soon. Banks often won't take checks older than 60 days.
- Consider sending 4p- Support Group a short news item about your get-together for the newsletter. Photos are good too!
- Write Thank You Notes – the 4p- Support Group has designed some.
- You can still notify the press – AFTER your event.
- Have fun.

## **So you decided to host an Event**

Wonderful! Together we can generate awareness and understanding of 4p- syndrome. You can make a difference!

We ask that you carefully review this booklet and keep it handy. It contains important legal procedures that are necessary to follow when hosting an event on behalf of the 4p- Support Group.

## **Sorry about all the rules**

The 4p- Support Group is a tax-exempt 501(c)(3) organization. This nonprofit status is crucial to our ability to work toward our mission and violating fundraising rules can cause us to lose our tax exempt status. You can help by following the rules in this booklet.

## **Brainstorming your event**

The first step in hosting an event is to come up with an idea that excites you. If have trouble deciding what type of event to host, contact your Regional Director. We will do our best to offer suggestions.

Choose the type of event that best reflects your personality, is rewarding for you and one that you have the time and the resources to manage. What about a dinner for friends? A "house party" where you invite a band? Your bookstore or library may have books with descriptions of fun events. You might find some interesting ideas on the internet. Try typing in the name of your favorite hobby or sport and the word "fundraiser" or "charity." What about a non-serious sport like whiffle ball or kick ball?

## **Form a Team**

Events can be overwhelming. Form a committee or team to help you plan, coordinate and execute your event. 4p- Support Group can help families who try to organize their event alone. It can be done, but it certainly adds a lot of pressure on that one family, to do everything. If a family member has an emergency, the event falls apart.

We suggest gathering a group of family and friends that you can trust and depend on (for deadlines, assistance, honesty, etc.). Sharing responsibilities also makes everyone more invested in the success — and fun — of the event!

Once you have determined who will be on your event committee, organize a kickoff meeting to review the timeline and delegate tasks. By making these decisions early, you help give everyone involved an idea of what you expect from their participation.

Ideally, you should try to organize your committee with real "go getters." It takes a certain type of fearless person who is committed to the cause to solicit auction items, sponsorships and donations. This is also a great opportunity to involve those family members and friends who always ask, "What can I do to help?" By inviting them to be on your event committee and by assigning them tasks, you empower them to create change in the 4p-/WHS community.

## **Before you do a lot of planning, CONTACT us**

The next step is to inform the 4p- Support Group about any event you want to carry out in its name or under its logo before you get started. You do this by completing an application that describes the event you want to host. By providing the 4p- Support Group with this information in advance, we will be able to better assist you as you begin planning your event.

Within four weeks, the 4p- Support Group will check the rules in your state and see if we need to pay registration fees or purchase licenses before you can hold your event. Many states allow small events without requiring registration fees. Some states require significant fees that make public events costly. The 4p- Support Group staff will also check with our insurance company to see if they are willing to insure the event and if there will be any cost for the coverage.

## **Request 4p- Support Group Materials**

After you've called us to discuss your event idea and have an organized plan, please contact us to discuss what materials might help you promote, publicize, or support your fundraising efforts. We offer materials free of charge to help you promote our mission and to help raise awareness of 4p-. Our only request is that you return any unused items. This helps us maintain a healthy supply of materials and reduce the cost to produce them.

We offer documents that you customize by filling in the blanks. We are developing templates for press releases, donation letters, thank you notes, flyers, etc. We can help you design anything else you need.

Before you print any materials, please send a draft copy of invitations, tickets, programs, press releases etc., to the 4p- Support Group office. We need to approve these materials and will offer suggestions. Always use the entire name of our organization: "4p- Support

Group" PLUS our web site "[www.4p-supportgroup.org](http://www.4p-supportgroup.org)" at least once in all of the printed materials and publicity. If you use Wolf-Hirschhorn Syndrome it also needs to be fully spelled out at least once. After the first time, you can use the abbreviation (WHS).

### **ACCEPTING DONATIONS**

The 4p- Support Group has a legal responsibility to accurately report its income using generally accepted accounting practices (GAAP) for nonprofits. Please follow the guidelines listed below to help us keep track of proceeds from your event.

Please ensure that all checks and donations are made out to: "4p- Support Group".

Clearly note your event name somewhere on each check. You can also note the name of the fundraiser or "In honor of..."

The 4p- Support Group can also provide you with Credit Card Information forms that will allow you to take credit card donations at your event. We do not send actual credit card processing machines. Please fill the forms in completely. The correct name, address, zip code and 3-digit CVC on the back of the card are ALL needed or the charge might be rejected.

If you receive cash donations, please go to your local bank or grocery store and get a bank check or a money order issued to "4p- Support Group" for the total cash amount. Turn this in with all the other checks. You must record the full name and address of the donor on the money order or bank check.

Please bundle your donations together and mail them to the 4p- Support Group all at the same time if possible. Make photocopies of all checks and event-related correspondence. For safety reasons, you should not keep copies of credit card charge slips – make a list of the charges without the credit card information. When you collect donations and in-kind items for your event, please use the carbonless copy forms and mail one set to the 4p- Support Group home office. Keeping copies for yourself will provide a cross-reference, if there are any problems, and will also provide you with a list from which to write personal thank-you notes.

If you deposit a check made out to 4p- Support Group into your bank account, this is considered "co-mingling" funds which is not allowed. If donors make checks payable to you, then they haven't actually made a "donation" to the 4p- Support Group and won't get the tax deduction. Opening an account for the 4p- Support Group at your bank is not legal.

### **SUBMIT**

Please mail donations, donor information and any additional event correspondence to the 4p- Support Group's office within 30 days after your event. Our address is 131 Green Cook Road, Sunbury, Ohio 43074.

If your donors wish to mail their contribution directly to the 4p- Support Group office, please ask them to write your family's name (or event name) in the memo line on the check.

The donor's information is entered into the 4p- Support Group's database with a note that they made a contribution via your fundraiser. The donor's information is not shared with any other individuals, organizations, or corporations.

The 4p- Support Group recognizes that hosting an event often means spending some money. If you don't need to be reimbursed, please tell us what you spent and we can give you a "donation" letter for your taxes. You may also be able to deduct mileage for event related travel. Ask your tax professional.

Reimbursement for event expenses is SUBJECT TO PRIOR BOARD APPROVAL ONLY. Any expenses which exceed 30% of the donations can't be reimbursed. Foundation and corporations look at our fundraising expenses when they are considering making a grant or donation. For more information on expense reimbursement, please contact Amanda Lortz, [amanda@4p-supportgroup.org](mailto:amanda@4p-supportgroup.org).

### **Sending Thank You Notes & Receipts**

All tax receipts must be issued from the 4p- Support Group's office in order to comply with Federal Law. However, we also encourage you, the fundraising host, send a personal "thank you." In your note, you may want to include a sentence that states, "Keep an eye out for your official tax receipt in the mail from the 4p- Support Group." Once donations are received in the 4p- Support Group's office, we input each check and issue "thank you" letters and tax receipts. This process usually takes anywhere from 1-3 weeks.

### **Getting Event Announcements in the Media**

Hosting a 4p- Support Group fundraising event in your community is a terrific opportunity to get media attention. Announcements give you the chance to invite more people AND raise awareness about 4p-/WHS in your community. Articles can appear before or after your event and raise awareness of the disease.

You don't have to be a seasoned public relations professional or publicist to capture the attention of editors and reporters. However, you have a better chance of getting your event "covered" if you know more about how the process works.

Editors and reporters receive LOTS of event announcements. It often takes lots of friendly follow-up and persistence to break through the clutter in a newsroom. Your biggest strength is your passion and enthusiasm for — and accurate knowledge of — 4p-/WHS.

As with any form of communications, know your audience. Before you even start contacting the media, compile an accurate media list. Find the names of editors and reporters who report on related topics, such as community-, health- or science-related topics. In other words, find out their "beat." You can often find their contact information (phone, fax, email) and instructions for submitting a story idea online or in a hard copy of the publication.

Here are some reporters most likely to cover your story:

Newspapers – Features Editor, Calendar Editor, Health Reporter, Metro Desk

Television stations – Assignment Desk, News Desk or Health Reporter

Radio news stations – News Desk

Newsletters – Editors of newsletters that focus on a hobby/sport related to your event

### **Create a Pitch**

A "pitch" is used to make an editor or a reporter sit up and take interest in your story. It is usually an extremely short version of your story. One way to think of a pitch is to imagine that a reporter asks you about your event and they only let you have the microphone for 30-45 seconds. How can you make it sound interesting in that short time? Some organizations call this your "elevator speech" – short enough to tell a stranger in an elevator.

Focus on the event and the syndrome rather than the time and place of the event. For instance, why would your event or your personal story be of interest to their readers? Why are you hosting a fundraising event? The two most important things to remember: keep it brief and give them a compelling reason why they should cover your story.

### **Tips for talking to reporters**

Start a notebook with a clean page for every media outlet. Leave lots of room for scribbling names of alternate reporters, e-mail addresses and fax numbers as well as deadlines.

When you have an actual conversation with a reporter, here are few things to keep in mind:

- If a reporter calls you, try hard to talk without having to call back. If you really can't talk at that moment, ask the reporter if they are on deadline. Try to arrange a time to talk later that day if possible – before they move on to another story and you lose their attention.
- Know the five "Ws" of your event: who, what, when, where, why (and how).
- Have list handy with the things you hope the reporter will mention in addition to the 5 Ws. Make your key points as simply and as possible.
- It is not very common. Example or fact here.
- It is VERY hard. Example or fact here.
- It really impacted our family. Example or fact here.
- Treatment/therapies helps. Example or fact here.

What else do you want the reporter to know? Example or fact here.

- Have engaging examples or anecdotes to tell your personal story. Can you tell your favorite "how stressful was it" story in 60 seconds? Would you rather walk on broken glass than hear your baby cry? What is a typical day like? Can you tell it so the reporter really "gets it"?

- Make your event sound fun. Invite the reporter and their family. Offer free tickets and FOLLOW UP.

Do you want to set up an escort or interviews during the event? Key people can wear "interview me!" badges during the event.

- Be familiar with the publication and its audience. Kids? Adults? Local? Regional?
- Be truthful and direct. If you are simplifying an answer, mention this so you don't sound like you are lying when you are really just editing out confusing details.
- When you've made your point, stop speaking. Don't feel like you have to keep talking. People often speak nervously to fill the silence, which may dilute their original, well-articulated point. Give the reporter a chance to make notes on what you just said!!
- If you can't answer a question, admit it and offer to get the information for the reporter as soon as possible. (Be sure to follow up!)
- Be confident and relaxed. Your experiences really do make you an expert on the syndrome.
- A successful interview is often a conversation, not an inquisition.
- Be sure you understand the question before you answer. If you're not sure what the reporter is asking, say so. It's OK to ask a reporter to back up or rephrase a question.
- Be aware of saying things "off the record" There is no such thing - what you say can be quoted.
- Never say ANYTHING bad about any doctor or hospital. If somebody missed the diagnosis, don't give their name or facility. It is better to avoid this topic or gloss over it so you don't sound bitter. And remember, the 4p- Support Group needs to be seen as constructive and helpful, not destructive and whiny.
- Try to say at least one positive thing about how the syndrome has affected you or your child.
- If you can't discuss certain topics or issues, give a reason why and be as nice as you can.
- There are many ways to give a "non-answer" answer. You can redirect the conversation by saying, "I don't know about that, but what I can tell you is ..."
- Don't be afraid to show emotion. This is a very emotional topic for you and your family. Emotion helps other families out there really connect with your message and be inspired by your story.

### **Press Placement**

The 4p- Support Group would appreciate receiving a copy of all press coverage you receive, so we can keep our media records as accurate and up-to-date as possible.

Please do not be discouraged if your press releases and story ideas do not get placed. For whatever reason, many press releases slip by the wayside and never make it to print. Your efforts are still worth it, and we appreciate all the time you've spent. And the reporter may call you to do a story in the future when there is a slow news day.

**Third Party Fundraiser Application**

If you wish to hold an event to benefit the 4p- Support Group, please complete this form and return for approval. 4p- Support Group, 131 Green Cook Rd., Sunbury, Ohio 43074.

Contact Name: \_\_\_\_\_

Name of Organization/Company (if applicable)

\_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Event Name: \_\_\_\_\_

Describe Event:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Event Date: \_\_\_\_\_ Rain Date (if applicable): \_\_\_\_\_

Event Hours: \_\_\_\_\_ Event Location: \_\_\_\_\_

Projected Attendance: \_\_\_\_\_ Is the event open to the public? \_\_\_YES \_\_\_NO

How will funds be raised? Ticket prices? Auction?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Fundraising Goal:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sponsors (potential or confirmed):

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Any other planning details you would like to share:

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Names, address, phone and e-mail of two other key team members:

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I understand the 4p- Support Group's guidelines for a third party fundraiser and agree to abide by them.

Your signature: \_\_\_\_\_ Date: \_\_\_\_\_

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FOR OFFICE USE ONLY: \_\_\_\_\_ APPROVED \_\_\_\_\_ DENIED

Staff Signature: \_\_\_\_\_ Date: \_\_\_\_\_

If you have any questions about completing this form or about your event, contact Amanda Lortz at [amanda@4p-supportgroup.org](mailto:amanda@4p-supportgroup.org).