



Fanconi Anemia  
RESEARCH FUND, INC.

FUNDRAISING

FOR

FA RESEARCH

Supplement 2:  
Fundraising Event Guidelines

The thought of organizing a fundraising event for the first time may seem overwhelming. With this in mind, we offer the following step-by-step guidelines for organizing a variety of fundraising events. Keep in mind, however, that the variety of fundraising events is limited only by your interests and imagination! Use the general Steps to Organizing a Benefit Event to guide your own unique event.

Also, note that while most of steps in these guidelines will be required in organizing a fundraising event, some may not apply to your event, and/or it may make sense to reorder the steps for your particular circumstances.

The Fanconi Anemia Research Fund can further help with your fundraising event by:

- Providing the name and contact information of an FA family experienced in event fundraising who is willing to offer advice and answer questions
- Editing event invitation
- Printing, addressing, posting, and mailing event invitations
- Printing FA brochures personalized with a photo of your choice
- Providing a tabletop display board about FA
- Sending a thank you letter and tax receipt to your donors on behalf of the Fund
- Notifying you of those who donated through your events

## Steps to Organizing a Benefit Event

These general steps apply to organizing many types of benefit events—silent auctions, game tournaments, concerts, dinner or beverage parties, and themed events. You may also find additional event planning resources online and at a library.

1. Determine the type of benefit you will organize. Consider your interests, talents, contacts, and potential volunteers. Consider who will attend (ages, amount of money they typically spend), how many people might attend, and what their interests are.

A cost-benefit analysis should be thought out—some events require a tremendous amount of time, but don't raise much money. Consider with your volunteer group a goal for how much you would like to raise, and chose your event accordingly.

Each type of event raises different logistical issues. The more complicated the event, the farther ahead you need to plan. Depending on the type of event, two to twelve months advance planning is typical.

2. 6 to 12 months prior. Depending on the type of event, you may need a venue to host it. Consider public areas such as community centers, schools, churches, and parks that may offer space free or for minimal cost. Some venues may waive or discount rental fees for a charitable event; in addition, they may be a resource for volunteers or other items needed for your event. A private home or yard may work for some events. Consider factors that may affect attendance such as proximity to public transportation or city centers. Be sure to consider parking. Also, inform local police and/or officials of your event and check on any permit requirements, town rules, etc.

Get commitments from your chosen venue and any people necessary to the event—emcees, performers, volunteers, etc.

The FA Research Fund asks those who hold events to make certain that the event is covered by liability insurance. This insurance for a one-time event is often available through a family's homeowners insurance provider as relatively inexpensive "special event" insurance. Please contact the Fund if you need assistance obtaining or paying for this required insurance.

3. 6 months prior. Consider how many volunteers are required. For example, a silent auction or raffle may only need a few people to help. Events like live auctions, elaborate dinners, and golf tournaments will require much more help. Recruit a committee of family, friends, coworkers, and acquaintances to handle different aspects of the event. Schedule weekly meetings to keep track of planning and prevent last-minute problems. If necessary, recruit additional volunteers to assist at the event. Local high school clubs can be a great source of volunteers, although underage volunteers will not work if alcohol is to be served.

4. Solicit sponsors and/or donations to help absorb event costs for venue fees, prizes, food, PA systems, etc. Offer to publicize your sponsors and follow through. Be consistent; if you do something for one sponsor (or volunteer), you should do it for everyone.

Let FARF know who your sponsors are so they can be thanked; volunteers too can be thanked by FARF for their time.

5. Build your advance publicity through press releases, flyers, announcements, emails, and/or invitations. Consider creating a website for a large event. Proofread all materials carefully before they go out. Misspellings are not only embarrassing, but raise questions about the organizers' attention to detail. Check to be sure that everything you are saying is legally permissible (for example, in some states you cannot solicit for raffle sales by mail).

6. Walk through each moment of the event with your volunteer committee well in advance. Consider the smallest details—people will park here, enter here, sit here, etc. If applicable, be sure the layout of your event has “flow”; set it up so that people can and will move about, servers and/or volunteers can perform their duties, and any prizes can be easily seen. Ensure an adequate number of restrooms that are easily found. If you organize an outdoor event, plan for bad weather; you may need a tent, potentially with sides and heaters.

6. After the event, follow through with any remaining work from the event—collecting money, distributing prizes, returning rental items, etc. Thank your sponsors and volunteers. Provide FARF with a list of everyone who should receive a tax receipt thank you letter.

If you created an event website, post the final details on your site, including how much money was raised, how it helped FA patients, and—if it is an regular event—information for volunteers, sponsors, and potential attendees about the next event.

7. Plan a final meeting with your planning/volunteer committee as soon after the event as possible when what went well and what went poorly is fresh in everyone's minds. Consider making this a party-style meeting to thank everyone for their time and effort and to celebrate the success they made happen. Even if you expect this was a one-time event, this meeting is a great final thank you for your volunteers and you will gain valuable information for possibly holding another event or assisting others with one.

## Steps to Organizing a 5K

Submitted by FA parent Peg Padden.

Just take one step at a time—that way it's not so overwhelming, and...it can definitely be done.

Remember, ANY amount of money made will be money for research, and you WILL make money. If you can get any sponsors, GREAT!! If not, the Fund will give you expense money up front. Good luck!

You should also be able to find additional run/walk planning resources online and at a library.

1. Decide on a route. It is easiest to use the same route as another run/walk in your area. If that's not possible, or if you want a specific route, accurate measuring is important. The most accurate way to measure is with a measuring wheel which can be rented.

Routes that require closing roads are generally more involved and more expensive than those that do not. Consider if you will need a sheltered area for registration, sign-in, and food (we begin our run under a bridge; tents are another option).

2. Call the city for a permit. If your route involves closing roads, you must have a permit from the city. If not, you may need a permit from your Parks Department. Ask to speak to someone regarding special events and they will let you know.

3. Get insurance. Most insurance companies don't cover special events. Gales Creek Insurance does in every state but Arizona and North Carolina. They will ask you how many people you expect to participate; since you won't know for certain, give a low estimate because they charge more for more people.

4. Research registration fees for other benefit races in your area to set a price. Set up online registration. I use SignMeUp. You can contact [support@signmeup.com](mailto:support@signmeup.com) and tell them you are putting on a 5K and want to arrange online registration. They will walk you through what to do—quite simple. They are extremely helpful and responsive whenever you have a question or problem. They take a percentage of the money, but it is DEFINITELY worth it. The vast majority of people register online.

5. Make up a brochure announcing the event, include a registration form for those who don't register online or who register the day of the event. I bought PROPUBLISHER software to create my brochure, and I would be happy to send it to anyone who would like to borrow it. You need someone who knows computers to do this. I had the help of my son and it still took us hours. I would also send one of my brochures for you to look at—it's really helpful to look at brochures of other runs to make sure you have all the necessary information.

Include options on your registration—both online and on the brochure—for people to donate in addition to the registration fee and to donate even if they will not be attending the race. This is a great and easy way to increase your fundraising.

Check out prices of different print shops before having them printed! I used Kinko's and later found that Laserquick was almost half the price!

When brochures are printed, take them to local running stores, athletic clubs, coffee shops, supermarkets, your child's school and clinic, and any other place you can think of. E-mail everyone you know and ask them to email everyone they know. You can make black and white copies of the registration form for the day of the event. They are expensive to print in color and who cares what they look like the day of? You've already got the people there.

6. Volunteers. Needed for registration at the race, t-shirt table, food table, and along the way to cheer people on, maybe check for traffic and point them in the right direction.

7. T-shirts. People LOVE these. You cannot put on a run without them. I just looked in the phone book under t-shirts, made up a simple design and went with it. Check out the quality of the shirts before you order. I would be happy to send one of my Valentine Run shirts to anyone who wants to see it.

You may want to consider two registration fees—one that includes a t-shirt and a slightly lower fee without a t-shirt.

8. You will need a clock for participants' times at the finish line. These can be rented. If you want to have the run timed (which I highly recommend) ask other local runs who does the timing for them. It's worth hiring someone to do this since so many runners want their time. My timer guy brings his own clock.

9. A microphone is needed to announce the start and anything else you want to say. You can rent one, but, once again, I have found that it is great to have someone who is regularly involved in runs. My timer guy also has a PA system; we just rent a generator.

10. Food. Need bagels, bananas (cut in 1/2 works great), and water bottles. These items can often be donated from supermarkets, bakeries, and/or local produce and water suppliers. For the Valentine's Run, I also have homemade cinnamon rolls. Not necessary, but makes it a little unique and fun. They ALL disappear quite quickly.

11. Order Porta Potties. Rather important unless your route is in a park or area with sufficient public restrooms available. Look in the yellow pages under sanitation. Also need garbage and recycling bins.

12. Awards and prizes. Most races have awards or prizes for top finishers by gender and, sometimes, age group. Some benefit races also have prize drawings at the end of the race. You, of course, want these prizes donated. Ask your contacts and solicit local businesses for things like gift certificates to restaurants, shops, supermarkets, and services. Hotels and friends with vacation houses may offer a weekend stay. The first couple of years, I got a night at a hotel donated for the first place winner, and gave high quality chocolates to random winners. The last few years, I've had a running store sponsor my race. The owner gives out store gift certificates to the top three male and top three female runners in addition to prizes for random bib numbers.

13. Bib numbers. You need those. Google them and your city's name for a contact.

14. Registration at the event. I have finally figured this out and it now goes much more smoothly than in the first few years. Have three to four tables. Place one off to the side for those who have not yet registered with brochure/registration forms and pens. One volunteer to staff this table is helpful to answer questions and point people to the next table.

Then have one table for "Already Registered" and another for "Needs to Register." For the "Already Registered" table you will have a list of registrants with their bib number next to their name. I have three volunteers staffing this table with a sign in front of each for people to check in by last name: A-I, J-Q, R-Z. When people check in, cross off their name, give them their bib number, and send them to get a t-shirt, if applicable. It's VERY important that they get the correct bib number if you are having the race timed and/or have a photographer—this is how runners are identified.

The "Needs to Register" table should also be staffed by up to three volunteers. Have one stack of bib numbers in the middle. As people come up with their registration and money, a volunteer should take the top bib number and write it on the person's brochure. Send them to t-shirts, if applicable.

15. After the event, follow through with any remaining work—distributing prizes, returning rental items, etc. Thank your sponsors and volunteers with a card, a summary letter or small gift. Provide FARE with a list of everyone who should receive a tax receipt thank you letter.

If you created an event website, post the final details on your site, including top race times, how much money was raised, how it helped FA patients, and—if it is to be an annual event—information for volunteers, sponsors, and potential attendees about the next run.

16. Plan a final meeting with your planning/volunteer committee as soon after the event as possible when what went well and what went poorly is fresh in everyone's minds. Consider making this a party-style meeting to thank everyone for their time and effort and to celebrate the success they made happen. Even if you expect this was a one-time event, this meeting is a great final thank you for your volunteers and you will gain valuable information for possibly holding another event or assisting others with one.

Putting on a 5K is a GREAT way to raise money for much-needed FA research and also to bring awareness to the public!

## Steps to Organizing a Golf Tournament

You should also be able to find additional golf tournament planning resources online and at a library. The management of your golf course may be very helpful with preparations.

1. 6 months or more prior to event. First of all, be sure you have help. Set the tournament date and location and develop a preliminary budget. Creating a golf tournament website is very helpful. Create a project plan and timeline and volunteer job list.

Solicit sponsors and/or donations to help absorb event costs for venue fees, prizes, food, PA systems, etc. Offer to publicize your sponsors and follow through. Be consistent; if you do something for one sponsor (or volunteer), you should do it for everyone.

Let FARF know who your sponsors are so they can be thanked; volunteers can also be thanked by FARF for their time.

2. 4 months or more prior to event. Be sure that your contract with the golf course is in order. Finalize the tournament format and ask the golf course about any necessary insurance.

Consider designing a tournament logo and enlisting a photographer for the event. Establish player registration procedure(s). Prepare and send invitations. Prepare any signage.

Build your advance publicity through press releases, flyers, announcements, emails, and/or invitations. Proofread all materials carefully before they go out. Misspellings are not only embarrassing, but raise questions about the organizers' attention to detail.

3. 1 month or more prior to event. Publish a registration cut-off date, complete registration and prepare a registration list. Finalize tournament rules and agenda. Finalize sponsors, donations, and photographer. Order tournament shirts, etc.

4. 3 weeks prior to event. Send confirmation notices to registrants. Select and finalize food and beverages. Prepare goody bags if desired.

5. 1 week or more prior to event. Meet with course management and finalize all course arrangements. Walk through each moment of the event with your volunteer committee well in advance. Consider the smallest details—people will park here, enter here, etc. Prepare a script for opening and closing the tournament.

6. After the tournament, follow through with any remaining work from the event—distributing prizes, returning any rental items, etc. Thank your sponsors and volunteers with a card, a summary letter or small gift. Provide FARF with a list of everyone who should receive a tax receipt thank you letter.

If you created a tournament website, post the final details on your site, including how much money was raised, how it helped FA patients, and—if it is an regular event—information for volunteers, sponsors, and potential attendees about the next tournament.



7. Plan a final meeting with your planning/volunteer committee as soon after the event as possible when what went well and what went poorly is fresh in everyone's minds. Consider making this a party-style meeting to thank everyone for their time and effort and to celebrate the success they made happen. Even if you expect this was a one-time event, this meeting is a great final thank you for your volunteers and you will gain valuable information for possibly holding another event or assisting others with one.

## Steps to Organizing a Raffle

You should also be able to find additional raffle planning resources online and at a library. A raffle fundraiser can be very successful. It is easier and less risky than big events. If the prize(s) are donated, costs are next to nothing and proceeds are limited only by the number of tickets sold. A raffle can be held on its own, but it is a great add-on to another fundraising event such as a dinner, golf tournament or themed event.

1. Organize a group of volunteers to help with soliciting prizes and selling tickets.
2. Legal guidelines regarding raffles vary by state. Check with your secretary of state or visit <http://rafflefaq.com/united-states-raffle-laws>. Contact your local government office as well to make sure you are in compliance with any community laws and ordinances. There are also some legal issues with big ticket items like cars. It is best to consult with an attorney when raffling items like cars and boats.
3. Solicite prize(s). Buying a prize for the raffle and then paying for it with the proceeds means you have more pressure to sell tickets above and beyond the item cost. Raffling off donated prizes means virtually all of your profits will go to FA research and support.

Consider what your potential ticket buyers would like to win. Big ticket items like cars, travel packages, and electronics are universally appealing. A barbecue grill, handmade quilt or tickets to a concert or sporting event make great prizes. You may want to offer secondary prizes such as gift certificates. Secure your biggest prize first, though—you need a “hook” to have a viable raffle.

Ask your organizing committee and everyone you know for prize ideas and/or contributions. Contact local businesses for items and gift certificates. One raffle organizer worked for a company that offered a point system incentive program. Using her points combined with some donated by her coworkers, she “purchased” a big screen TV to raffle.

Alternatively, you may consider organizing a 50/50 cash raffle in which all ticket sale proceeds are split between the raffle winner and the FA Research Fund. This option works best if you have a large pool of potential ticket buyers or in conjunction with a fundraising event.

3. Finalize timelines, when ticket sales will start and end. At least a one month selling period is typical. Plan a 2-3 month selling period for big ticket items.

Schedule the drawing date and plan how the giveaway will take place. It is helpful to have the drawing at a planned or special event. Have additional tickets available for last-minute sales.

4. Set your ticket price. The price needs to be high enough to reflect the value of the prize and raise funds, but not so high that it discourages ticket sales. Consider your audience and the prize(s). For many raffles, \$5 is a good median price for a regional weekend stay, TVs, electronics, etc. If you are raffling a vacation or car or boat, you can charge \$10 or more per ticket. Consider offering a quantity discount, e.g., \$1 per ticket or \$5 for 6, to increase your profit.

Plan to display the prize if possible, or at least provide a detailed description. People are more likely to purchase tickets if they can see the item they might win. Be sure to acknowledge the donor if an item was donated.

5. Purchase standard raffle tickets or make up a raffle ticket layout and have tickets printed.

6. Distribute tickets to sellers. You may want to set a sales goal and/or provide motivation for selling. Schedule a mid-campaign meeting to report on progress and discuss how to boost sales.

Post flyers and send email announcements. Ask ticket buyers to tell their acquaintances. You may be able to sell tickets at public venues such as school, church or sporting events. Sellers may sell tickets at meetings, groups or classes they regularly attend. Consider setting up a sales table at local stores, fairs, and farmers' markets.

The immediate families of those organizing the raffle should be prohibited from buying tickets.

7. Set a deadline for sellers to turn in money and all sold and unsold tickets. Place sold tickets in a secure holding area.

8. On the appointed date and time, draw for prizes. Contact winners and distribute prizes. Ask the winner(s) if you may publically announce their name(s), so you can let ticket buyers know the outcome of the raffle.

9. Thank your sponsors and volunteers with a card, a summary letter or small gift. Provide FARF with a list of everyone who should receive a tax receipt thank you letter.

10. Plan a final meeting with your planning/volunteer committee as soon after the raffle as possible when what went well and what went poorly is fresh in everyone's minds. Consider making this a party-style meeting to thank everyone for their time and effort and to celebrate the success they made happen. Even if you expect this was a one-time event, this meeting is a great final thank you for your volunteers and you will gain valuable information for possibly holding another event or assisting others with one.

## Steps to Organizing a Silent Auction

You should also be able to find additional silent auction planning resources online and at a library.

1. Set auction date and location (6 to 12 months prior to event). A silent auction may be held on its own, but it may work best in conjunction with another event such as a dinner or concert. Holding the auction with another event increases attendance as well as entertains people and keeps them around (and bidding!) longer. Some organizers have found auctions held prior to the winter holidays are particularly successful.

Get permission to hold a silent auction if you will use a public property. Make sure the property owner does not have any policies against using the space for fundraising activities.

The FA Research Fund asks those who hold events to make certain that the event is covered by liability insurance. This insurance for a one-time event is often available through a family's homeowners insurance provider as relatively inexpensive "special event" insurance. Please contact the Fund if you need assistance obtaining or paying for this required insurance.

2. Get help (6 months prior to event). A successful auction requires work. Some people may want to help by soliciting items; others may prefer to help with arrangements and logistics before, during, and/or after the auction.

3. Solicit contributions. Make a list of possible auction items and businesses to contact for donations. Think of things that you, your volunteer committee, and your potential bidders would buy. Contact family, friends, and acquaintances for donations that they might purchase or have on hand, such as unopened items, gift cards or handcrafted items. Contacts may also be able to donate vacation rentals and professional services such as haircuts, massages, yard care, classes, etc. Multiple small items can be combined into themed baskets which are often very popular auction items.

Consider offering to publicize sponsors and donors.

Arrange for collection and storage of donated items. Log items as you receive them so you will have an inventory of donations. Ascertain the value of a donation from the donor to include on the bid sheet. Ask if the donor has a suggestion for an opening bid and bid increments (the donor may not want it to go for less than a certain amount). Donors may also have restrictions on the donation (for example, if they are donating nights in a vacation home they may have blackout dates).

Keep a record of prize donors so they can receive an "in-kind" donation tax receipt from the Fund.

4. Publicize event (2 months prior to event). Publicize your event by word of mouth and with invitations, emails, flyers, announcements, press releases, etc.

5. Create a bid sheet for each item. Recognize the donor of the item and provide any pertinent information about the item. Set a minimum opening bid and a minimum incremental amount for subsequent bids. The bid sheet should provide space for bidders to record their name or bidding number and amount of bid. Include on the bid sheet any restrictions set by the donor, such as

blackout or expiration dates. You may also want to note on the bid sheet or in a prize program that a bid is considered a commitment to buy.

6. Walk through each moment of the event with your volunteer committee well in advance. Consider the smallest details—people will park here, enter here, etc. Be sure the layout of your event has “flow”; set it up so that people can and will move about, prizes can be easily seen, and, if applicable, servers and/or volunteers can perform their duties. Ensure that restrooms may be easily found. If you organize an outdoor event, plan for bad weather; you may need a tent, potentially with sides and heaters.

7. Create a sign-in sheet for bidders to record their name, address, and phone number. The sheet may be numbered so that each bidder receives a bidding number, if anonymous bids are preferred. This sheet provides contact information for any winning bidders not present when the auction closes and will help FARF in generating tax receipt thank you letters.

Display prizes to their best advantage. If the prize is just a description (such as a certificate, service, or vacation rental), consider having a description (and photo, if applicable) of the prize in a large font in a picture frame next to the bid sheet. (People may forget their glasses and not be able to read a small description on a bid sheet.)

Note that gift certificates can be easy to lose at an auction. Keep them in labeled envelopes in your cash box at the auction and provide the certificates to the winning bidders at check-out time.

8. Publicize a time for closing the auction and announce remaining time periodically at the event, eg. “10 minutes until bidding is closed.”

Once the auction has closed, mark the winning bidder on each bid sheet. You may collect the bid sheets to determine the winner of each item and what is owed and announce the winners. Alternatively, you may leave the bid sheets out for the winning bidders to collect for check-out.

9. Collect payment for items. Have an ample amount of change on hand for those paying cash.

Any items that are not bid on may be saved for a future auction, sold another way or given to another FA family for their auction. Some event organizers or volunteers purchase unsold items themselves!

10. After the event, follow through with any remaining work from the event. You will need to contact any winning bidders who were not present at check-out time for payment and item distribution. Thank your donors and volunteers with a card, a summary letter or small gift. Provide FARF with a list of everyone who should receive a tax receipt thank you letter.

11. Plan a final meeting with your planning/volunteer committee as soon after the auction as possible when what went well and what went poorly is fresh in everyone’s minds. Consider making this a party-style meeting to thank everyone for their time and effort and to celebrate the success they made happen. Even if you expect this was a one-time event, this meeting is a great final thank you for your volunteers and you will gain valuable information for possibly holding another event or assisting others with one.