

## FUNDRAISING TIPS/TOOLS

- **Six Week Event Planner Guide:**
  - **6 weeks out: Determine what event you think will work best for you and Ask for Help!** Ask your family, friends and colleagues to volunteer to help. You'll want 2-3 people minimum as your organizing committee. Do you want to host a Dance? Party with raffle prizes? Golf or Tennis or Chess Tournament?
  - **5 weeks out: Get Organized!** Set a location, date & time. Determine a fundraising goal, set up a Facebook page or event and invitation, make flyers or invitations. Ask local businesses to sponsor/donate to your event. If you can't get dollars, get in-kind donations such as food, prizes, hall rental. Order SDS rubber bracelets or create and order t-shirts from your local supplier.
  - **4 weeks out: Spread the Word!** Email/mail/share your invitation or flyer. Ask friends and family to volunteer to help at the event. Reach out to civic & religious organizations you are involved with. Contact news media.
  - **3 weeks out: Check Final Details!** Print signs and other materials for event location.
    - Gather donations of refreshments. Stay in touch with your volunteers.
  - **2 weeks out: The Home Stretch!** Send reminders to registrants and volunteers. Double check supplies and materials.
  - **1 week out: Countdown to Success!** Check weather reports. Verify contingency plans. Confirm volunteer assignments.
- **Spreading the Word/Publicity**
  - To get the word out about your event and to help with registration, create a facebook page or event. Have friends/family share the event on their facebook page.
  - Contact your local paper to alert them of the event. This way, you gain more donors and awareness of SDS. Contact the editors of the newspapers or contact a radio/TV station. Make sure they print the full name of the disease and give them a brochure or the web site address for them to get their information from. Also, make sure they print the web site name: [www.shwachman-diamond.org](http://www.shwachman-diamond.org).
- **Other Tips/Information**
  - Consider printing a program for your event that acknowledges all donors and pass it out at the event
  - Make sure that you send thank-you letters to all donors for their contributions, whether financial or in-kind items. Please send a list to the Board of any donor who has given over \$200.00 so that they may receive a legal tax deduction letter. You may notify the Board if you want those names to appear in the newsletter on the donor page or if you would like to keep those names privately held. If you ask for privacy, the Board will certainly honor your request. SDSF will send all donors thank you letters.
  - Federal tax disclosure requirements: All charities are required by federal law to let their participants know what part of their entry fee/ticket price is tax deductible

and must be printed on the invitation. For example, if you serve dinner with your event valued at \$25.00, and you charge \$75.00 to come to the event, then the deduction is anything over \$50.00. Your disclosure would read: Tax deductible in excess over \$50.00.

- Do you need SDSF brochures to hand out at the event? Email us at [info@shwachmandiamond.org](mailto:info@shwachmandiamond.org)

