

## THIRD PARTY EVENTS – FUNDRAISING TOOLKIT

*Here are 10 steps to help you get started.*

1. **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.
2. **Brainstorm.** Gather members of your planning committee to brainstorm ideas for your fundraiser. Give free rein to your imagination — several heads are better than one! The more people participate now, the more committed they'll be later.
3. **Choose the “right” event.** The type of event you choose should fit the size, interests, talents, goals and time availability of your planning committee.
4. **Identify your target audience.** Consider who is most likely to attend and support the type of event you have selected.
5. **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 (like design, printing, photography) to reduce your costs. This will help keep your costs down, which is something everyone will appreciate. We encourage you to maintain fundraising costs at 20 percent of your budget.
6. **Develop an event timeline.** A timeline is important in planning a publicity strategy for your event.
7. **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.
8. **Open a bank account.** You may find that you will need to establish a bank account to accommodate incoming revenue and expenses. This can be done by visiting a local bank and creating a business account under your event's name.
9. **Collect all funds.** We ask that all event proceeds designated for Maryhurst be forwarded to Maryhurst within 30 days following the conclusion of your event.
10. **Say thank you!** Sending thank-you letters, notes or e-mails to everyone who participated in or supported your event shows your appreciation and reinforces their goodwill about supporting Maryhurst.

**Saving kids' lives. Strengthening families.**

*Create a timeline to maximize publicity.*

A timeline is important in planning a publicity strategy for your event.

- **3-4 months before the event:** Identify your target audience based on demographics, interests and location, and develop a targeted media list.
- **4-6 weeks before the event:** Distribute media materials (i.e. media alert, Facebook posts, etc.).
- **2 weeks before the event:** Make follow-up calls and send e-mails to media who received the information.
- **1-2 days before the event:** Email and/or fax 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.

*Take lots of photos.*

Photos are a great way to document your event, whether for publicity or simply to share with family and friends.

Here are some tips on capturing special moments at your fundraiser:

- Write out a targeted shot list in advance to make sure you get photos of everything and everyone you want
- Take candid and close-up shots that capture the different aspects of your fundraiser
- Include kids in the photos, if applicable
- Capture images of your sponsors
- Include three to four people in a photo for the best publicity shot

*Follow up after your event.*

- Schedule a time with Maryhurst to do a check presentation
- Checks should be made payable to Maryhurst
- Include a short note explaining your fundraiser
- Once we receive your donation, an acknowledgement letter will be sent to you for tax purposes
- E-mail the best 3-5 photos from your event to: [pboardman@maryhurst.org](mailto:pboardman@maryhurst.org)
- As stated in the guidelines, use of Maryhurst logo is allowed for up to 30 days after your event; remove logos from any materials after this time
- **Start Thinking of your Next Fundraiser!** The best time to think of a new idea is right after an event or fundraiser. Think of what parts went well and what could be changed to make the next event even more successful.

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