

Fundraising for FMDSA

Deborah Bonnes and her family hosted the first "Families for FMD" walk in Brooklyn Center, MN on August 13th, 2005. The walk was a beautiful 1.8 mile trek around Central Park. Deborah invited a band to provide entertainment, provided "Families for FMD" T-Shirts to all of the walkers, organized a silent raffle, and even landed a spot on the local cable television station to promote the event.

The event was a great awareness and fundraising success. In addition to getting the word out on Fibromuscular Dysplasia, Deborah raised almost \$1,500 for FMD programs. Deborah passed away in 2006 from an illness not related to FMD. Her legacy will live on through the FMDSA "Fundraising for FMDSA".



The purpose of this document is to provide a framework to initiate your own fundraising event. The ideas in this document can be applied to almost any event including a walk, run, bike, dance, etc.

The FMDSA is reliant primarily on funds raised by our members, and we encourage you to please consider holding a "Fundraising for FMD" event. Your first event can be as small or as large as you like. An event can be a great success with as little as 25 – 30 people attending!

Why Assist the FMDSA?

Founded in 2003, the FMDSA is the only charitable organization focused on increasing awareness, providing education, and developing research for Fibromuscular Dysplasia.

With the exception of the Executive Director, FMDSA is run by an all-volunteer FMDSA Board. We currently have seven FMDSA Board members as well as a Medical Advisory Board comprised of medical experts who donate their time and talent to this disease. Your fundraising dollars are necessary in order to help us sustain and to continue to spread awareness, education, and research programs.

Getting Started

It takes about 3-4 months to plan a small event (less than 50 participants). For a large event (more than a hundred participants), you will need to start planning about 6 months in advance. This manual is intended for medium size events (50 – 100 participants), but can also be used as a template for small or large events. You may not need to apply all the items in this document for smaller events.

The first thing to do if you want to host an event is to send an e-mail to our organization at admin@fmdsa.org or call our office at 216-834-2410 so that we can discuss your ideas and give you a helping hand.

Use of FMDSA Logos

The FMDSA has logos that can be used on all brochures, T-Shirts, signage, etc., with the advance written approval of the FMDSA. Please note: **Logos will be distributed to event planners by the FMDSA.**

Event Timeline

This event timeline will work for smaller fundraising events (less than 100 attendees). The event timeline is meant to be used as a guideline and can be altered to suit your needs.

4 – 6 Months

- Set Date (Notify FMDSA Development Department of Event Date to Coordinate Website Marketing and Newsletter release to FMDSA members.)
- Establish Event Site
 - Obtain contract for site rental.
 - Obtain any permits that may be required.
- Establish Fundraising FMDSA Chairperson
- Develop Committees
 - Typically includes: Registration, Logistics, Food and Beverage, Entertainment, Sponsorship, and Marketing/PR.
 - Note: One person can do multiple positions.
- Hold first committee meeting
- Begin planning event
- Seek Sponsors to defray costs of event (printing and T-shirts)
 - Assume \$1.00 per program/brochure and \$10 per T-shirt)
 - Go to local Chamber of Commerce for assistance required in preparation for sign's/t-shirts/brochures

3 Months

- Initiate Fundraising (brochures and letters)
 - Contact last year's participants if applicable
 - FMDSA office can help.
- Secure printer costs
- Order banners, T-Shirts
 - Include sponsor logos on all items.
- Continue sponsorship efforts, must be completed by end of month.
 - Look for items that can be raffled or auctioned.
- Begin monthly committee meetings
- Press release to local paper, cable TV, radio
- Suggestion: conduct social event to recruit participants (choose something appealing to friends and family, i.e. potluck dinner)
- Begin concentrating on logistics
 - Information area (tent, gazebo or shelter)
 - Clean-up
 - Parking
 - Sanitation (restrooms)
 - Security (if needed)
 - Entertainment (music, games, etc)
 - Contests (raffles, auctions, etc)
 - Power

2 Months

- Organize registration committee/volunteers for the information area
- T-Shirt distribution
- Registration plan
- Develop final information packet (FMDSA Brochures – contact FMDSA)
- Establish accounting procedures
- Revisit logistic list
- Finalized master schedule of events
- Finalize event program and submit to printer
- Suggestion – Plan after event social gathering (backyard BBQ)

Committee Development

- Events are much easier if specific parts of the event are broken into smaller manageable pieces and assigned to different people. As with the timeline, we are providing a guideline for the types of committees that should be developed and the responsibilities of each committee chair.

Logistics Committee

- The logistics committee is responsible for everything related to the event venue including:
 - Attend “Fundraising for FMDSA” committee meetings
 - Selecting a site for the event and acquiring the appropriate event permits from your municipality. (This needs to be completed as early as possible in the planning process).
 - Responsible for site preparation, management, monitoring, and clean-up.
 - Recruit a local organization or team to assist in clean-up activities (optional). Boy scouts and girl scouts are always looking for ways to volunteer in their community.
 - Develop a logistics plan which includes: adequate toilet facilities, availability of water, electrical power, lighting, trash removal, noise ordinances, registration tables and chairs, parking, security, and any other necessary equipment.
 - Develop a plan in case of inclement weather.
 - Be on-site throughout the event and manage volunteers. Troubleshoot as necessary.
 - Work with event leader for needed signage and hang signage as needed.

Marketing/Public Relations Committee

- The marketing/PR committee is responsible for advertising the event.
 - Attend “Fundraising for FMDSA” committee meetings.
 - Develop a communications plan. Plan should include promotion of the event through newspaper, radio, and TV. The FMDSA office can help you develop a press release.
 - Develop plan to promote the event through local civic organizations (i.e. coordinate speaking engagements at Rotary, Lions Club, etc.)
 - Utilize public media to recognize sponsors prior to and following the event.
 - Work with registration committee on developing brochure/registration tri-fold for the event. Include all sponsors in brochure.

Sponsorship Committee

- The sponsorship committee is responsible for identifying and requesting donations from businesses to support the event.
 - Attend “Fundraising for FMDSA” committee meetings.
 - Compile a list of companies and businesses for potential sponsorship and an identified individual to contact.
 - Determine dollar goal and strategy to be used in making the sponsorship proposal (i.e. benefits to the corporation). Work with event head in developing a corporate sponsorship proposal.
 - Schedule appointments with the aforementioned list.
 - Maintain ongoing list of contacts made, follow up as necessary.

Food and Beverage Committee

- The food and beverage committee is responsible for participant refreshments during the event. This can also be another stream of revenue for the event. If you plan far enough in advance, you should be able to get most of your refreshments donated in return for sponsorship on T-Shirts, brochures, and signage. A good place to look for sponsorship is your local grocer, food mart, or beverage distributor.

The food and beverage committee is responsible for:

- Attend “Fundraising for FMDSA” committee meetings.
- Develop a plan to supply food and refreshments during the event.
- Secure commitments from businesses for donations of food and drinks, including water.
- Arrange delivery and store food and beverages if necessary. Coordinate with logistics committee for refrigeration and clean-up of these items.

Entertainment Committee

- The entertainment committee objective is to find ways for participants to enjoy themselves during the event. It is important to have a well defined list of activities that people can participate in from the time they arrive at the venue.

The entertainment committee is responsible for:

- Attend “Fundraising for FMDSA” committee meetings.
- Develop an entertainment schedule, which includes on-site activities and entertainment for participants of various ages. Suggestions for entertainment include local bands, line dancing clubs, choirs, high school bands, clowns, etc.
- Develop games or competitions that can be played during the event. As an example, put together a scavenger hunt during a walk or sections of the path where people have to walk in different ways. Be creative and have fun.
- Recruit entertainers who will donate their time and talent.
- Work with the logistics committee to identify and obtain all necessary equipment (i.e. sound system, electric, staging, etc.)

Registration/Accounting Committee

- The registration/accounting committee is responsible for developing a registration plan and collecting all monies from the event.
- Attend “Fundraising for FMDSA” committee meetings.
- Develop registration forms for the event. This should be in combination with the brochure.
- Develop process for distributing and collecting brochure/registration forms. Work with FMDSA office on registration form.
- Develop a plan for monitoring money at the event. A lock box is a good idea and at least two people should be assigned to guarding the lock box and collecting money.
- Work with logistics committee in securing equipment, location, etc.
- Work with other committees on all funds that need to be distributed for event supplies.
- Collect and tally money to be deposited. A simple way to process funds is to have all checks made out to the “FMDSA” and then checks can be sent via registered mail to the FMDSA office.

Checklist for Logistics

General

- Contract for use of Event Site
- Permit if required
- Security – May be necessary for large event.
- Electricity
- Signs for Event Area
 - Includes registration, bathrooms, parking, and first aid.
- Rope, hammer, nails to hang signs
- Balloons/string, ribbon
- Walkie talkies if available

- Portable Restroom or Restroom Facilities
 - Ensure they are adequately supplied
- Parking
- Does anything need to be blocked off?
- Ice
 - Both for emergencies, and cooling beverages.
- Refreshments
 - Water at a minimum.
 - Coffee if in morning event.
- Dumpsters / Trash Cans
- Tablecloths
- Insurance, if required
- Ambulance – Know emergency numbers and notify them of event.
- First Aid Kit

Registration Ideas

- Table and Chairs
- Lockable Cash Box
- Large envelopes for storage.
- Wrist bands, hand stamps, badges to mark those registered.
- Plenty of Pens
 - Call FMDSA office for FMDSA pens.
- Registration Forms
- Paper Clips to attach payment to forms.

People / Resources

- Who is speaking – should have an FMDSA and FMD theme?
- Who is helping set up?
- Who is helping break down?
- Who will be doing registration?
- Greeters to ensure participants know where to go.

On-Site Fundraising Ideas

- Raffles
- Soft Drink Sale
- Food Sales
- Pie Throwing
- Face Painting
- Hair Painting
- Arts and Craft Show
- Bake Sale
- Massages
- Auctions
- Take FMDSA Bracelet Orders (\$50)
- Display FMDSA Membership Forms
- Bowling party or bowl-a-thon
- Spaghetti dinner
- Pancake breakfast
- Car wash
- Multiple family garage sale
- Holiday party (Halloween, etc)
- Benefit concert
- Golf tournament

Off Site - sell candy, popcorn, flower bulbs.....

Good Luck! Please let us know how we can help.