



Creating Successful Fundraising Events

BECOMING AN OLIGO FUNDRAISING NINJA

1. Believe in Yourself

You are taking an active role in changing the future for Oligo survivors, including someone you care about—or yourself. Your personal commitment and energy will make great things happen. Believe this and act on it.

2. Ask for Help (And Feel Good About It)

People want to help. The desire to help is one of the best parts of human nature. Your fundraising efforts provide an outlet for people to express support for you and channel their generosity to Oligo research.

3. Have Fun!

While any fundraiser takes effort on your part, it pays you back in many ways. Beyond the money raised, you will have a good time working on the event—and at the event itself. You will find yourself surrounded by friends and community and become much more aware of the love and support around you.

4. Think Annually

Whatever your fundraiser is, think of it as happening every year, as opposed to a one-time event. (The need for medical research is ongoing.) Assuming the event works and you enjoy it, why re-create the wheel next year? Experience shows that fundraising events usually grow each year in terms of participation and money raised.

5. Say “Thank You” (Before, During and After)

“Thank you” may be the most powerful phrase in any language. People want to help, but they also want to be appreciated. Show them the love. Anyone willing to donate or participate in your fundraiser needs to get a thank you card or letter, at minimum. (More on this later.)

GETTING STARTED—AND STAYING ORGANIZED

Everyone has put together an event in their life, whether it was a dinner party or a barbecue for your kid's soccer team. And most of us have attended countless events, at every stage of our lives.

I guess we would have to agree that events are pretty popular. The primary reason for this is that people are inherently social and love to get together with friends—and make new friends. Add to that our desire to help others, and your fundraising event will be something that your friends and community will be interested in being part of.

Below are some key steps to making your event as hassle-free, fun, and successful as possible:

1. Create an Event Team.

Having a small group of people help you develop and execute the event is a winning idea. Not only will you be able to divide the responsibilities so the entire load doesn't fall to you, but your team members will be instrumental in coming up with new ideas that will make your event more fun and successful. And they will each bring unique skills, contacts, and resources to the effort.

To get the most out of your team:

- Identify key roles and the essential skills and experience for each role.
- Match team members' roles with their strengths, interests, and ability.
- Establish a regular meeting time when each team member reports on their progress. Everyone is busy, so having regular check-ins creates the deadlines that many of us need to get things done.

2. Identify what type of event/activity you want to do.

- Things to ask yourself when deciding on your event activity.
 - What activity interests you or the loved one you are supporting?
 - What activities will appeal to your community and potential participants?
 - What time of year would you like to have your event?
- Event come in all shapes and sizes:
 - Runs, walks, bike rides, endurance sports, etc.
 - Galas, dinners, concerts, bowling events, golf tournaments, etc.
 - Yard sales, bake sales, lemonade stands, block parties, etc.
- Fundraising can be approached in many ways:
 - Recruiting participants who then reach out to their networks to sponsor/support their participation in the event. This is a very common and successful approach for walks, rides, etc.
 - Participants pay a fee/minimum donation to attend the event.
 - Auction (silent or live) of donated items at the event.

3. Think through event details.

- What—What do you need for the event? Food, beverages, tables, games, decorations, etc.
- When—Decide on a date and time for the event. Be sure to research other events in your area that may be targeting the same audience or using your chosen venue or park space.
- Where—Consider possible locations and types of facilities to host your event. If you plan to use parks, trails, or private establishments like golf clubs or restaurants, reach out to potential venues to learn about their calendar of events, protocol for securing the space, rules, etc.
- Wow—What do you want the experience to be like for those that participate? How will it be fun for them? How will you communicate the meaning of their support? How can you make it memorable?
- How much—Set a goal for how much you want to raise. Aim high. Once you set a goal, you and your team will be thinking big and that's a good thing.

4. Identify your target audience.

- Who would be interested in your event? What is the best way to reach them? (Email, flyers, posters, personal visits, etc)
- What are the minimum and maximum number of participants for the particular activity (if any)?
- What groups will you invite beyond friends and family? Consider community groups, colleagues at work, teams that you or your kids are on, and any groups that your event team members are associated with.

5. Determine the fundraising potential of your event.

- What will the registration fee be? (If applicable)
- Will there be a fundraising goal for participants?
- How much can you raise through an auction or raffle?

6. Create an event budget.

Estimate potential revenue and expenses and revise as you move along the event planning process. Try to get as many goods and services donated as possible (such as supplies, venue rental, decorations, t-shirts, food, music, etc.)

7. Create an event timeline.

Outline all essential activities including when they need to be started and when they need to be completed for the event. Also, be sure to have a detailed schedule for the last two weeks leading up to the event—when critical details of your event will need to be executed.

8. What is your message?

There are many different organizations seeking support for worthy causes, so making the case for Oligo research is important.

- Lead with your story. This is personal, the stakes couldn't be higher for you or your loved one. Communicate what this means to you.
- Tell people about the need for funding for medical research on Oligos—that there has not been much in the past five years, but that is changing now that the Oligo community is taking action. More than \$) 00,000 has been raised in just three years.
- Say that you are part of Oligo Nation, who is working to make an impact in the fight against the disease. Oligo Nation is the non-profit in the U.S. focused on driving research that can lead to more effective treatments in the next 5 years.

9. Develop a strategy for getting the word out.

- Create an identity.
 - Come up with a name, logo, or tagline for your event.
- Marketing plan.
 - Identify how you will publicize the event. (Hang posters at coffee shops, restaurant windows, and local merchants; post your event in church bulletins, etc.)
 - Create marketing materials (posters, flyers, etc.)
 - Reach out to local media: Press releases, newspapers, radio stations, magazines
 - Use social media – Posting on Facebook or Twitter is an easy way to reach people. Encourage others to post something about your event on their pages as well.

10. Community Event fundraising.

Anyone can plan a fundraising event to benefit Oligo research. You may want support from the Oligo Nation to create a webpage for your event that you can use for marketing and fundraising.

Define how and when you will communicate with your participants.

- Think through how you will support and encourage participant fundraising.
 - How will you share the impact of fundraising?
 - What fundraising tools and support will you provide?
 - Will there be a team fundraising opportunity? For example, a gathering of participants where everyone brainstorms ideas or where team members send out emails, etc.
 - How will you recognize top fundraisers?
 - Will you use fundraising incentives to encourage participants to raise more?

11. Create a sponsorship strategy.

You may want to consider getting a local company or a local branch of a large company to sponsor your event. Usually, in return for a significant donation, the sponsor gets identified and recognized in all marketing materials for the event and at the event itself.

- Identify potential sponsors.
 - Who do you know personally?
 - What businesses/corporations are in your area?
 - Which companies should you ask for cash versus in-kind donations?
- Identify your “sponsorable assets”—all of the potential places that a sponsor might advertise their brand name/logo. (Banners, signs, t-shirts, emails, programs, websites, etc.)
- Once assets are identified, estimate the amount of exposure (number of participants, volunteers, spectators) they will receive.
- Reach out to potential companies. Request an in-person meeting.
- Negotiate a sponsorship agreement with the company
- Remember to take good care of your sponsors on the day of the event and follow up with them post event to share results, provide photos of their participation, and ask them to consider supporting your event again in the future.

12. Preparations for event day:

- Determine the order of activities that need to occur at the event. Determine who will perform or execute key agenda items.
- Identify the topics and information to be shared. Determine if speakers are needed and, if so, who will speak and at what time during the event.
- Determine who will receive awards—best fundraiser/team, closest to the pin (golf), etc. Decide on award items and identify sources for purchasing them.
- Identify what equipment is necessary for the event (stage, sound system, microphone, lights, etc.). Identify potential sources to secure needed equipment. Evaluate the cost of the equipment.
- Take into consideration these items if needed: food, music, decorations, flowers, photography/video, clean up, etc.

13. After your event:

- Meet with your event team and recap the highlights and any issues with this year's event.
- Identify things you could do next year to make the event smoother and more successful.
- Send thank you notes to all participants and donors. Mention the dates for next year's event if you know them.
- Find an appropriate way to thank your event team. Maybe a group activity or dinner. Or small thank you gifts.
- If you had a sponsor, provide a recap of the event and how much exposure they received...and how grateful you are for their support.
- Confirm with your contact at Oligo Nation the amount raised.

- Contact Oligo Nation (brock@oligonation.org) to share your experience with others.
- Congratulate yourself on a job well-done and know that you are now playing an important role in creating a brighter future to tens of thousands Oligo survivors.

For more information or specific questions, feel free to contact Oligo Nation at brock@oligonation.org

FREQUENTLY ASKED QUESTIONS

Oligo Nation

What is the mission and history of Oligo Nation?

Mission: To mobilize the Oligo community to create fundraising efforts necessary to drive dedicated medical research that will lead to the development of more effective treatments for Oligo.

Oligo Nation was founded after Brock Greene's two sons were diagnosed with Oligo and he realized that there was essentially no medical research being done on Oligos. 1.

Fundraising & Donations

How will the funds raised be used?

Over 90% percent of proceeds go to medical research—no operating expenses are deducted from donations to Oligo Nation.

What do I do with the money I collect?

Please send the money you collect via certified mail to:

Oligo Nation
197 Tamal Vista Blvd, #204
Corte Madera, CA 94925

Please be sure to include your event name and Oligo A [Y]a @Sf[a] on each check.

What forms of payment are accepted?

Cash, checks, and credit cards are accepted.

Are receipts automatically issued for donations?

When donations are received by mail donors will have a printed receipt mailed to them. If a donation is received online, the donor will not receive a receipt in the mail. The donor will receive their receipt in an email.

How should checks be made out?

Please make sure checks are made payable to Oligo Nation.

Do you accept matching gifts? Where should I mail these?

Matching gifts are a fantastic way to double or even triple a donor's gift. Be sure to remind your donors to explore this option. Please instruct donors to put your name on the form so you get credit and mail completed matching gift forms to:

Oligo Nation
197 Tamal Vista Blvd, #204
Corte Madera, CA 94925
ATTN: Brock Greene

How long will it take to process a matching gift?

Each company has their own matching gift policy. However, most companies distribute matching gifts quarterly.

Are donations tax deductible?

Yes donations made to the Oligo Nation are tax deductible to the extent allowable by law.

If a business donates goods or services for my event, will they receive a tax receipt from Oligo Nation? No, Oligo Nation does not issue tax-receipts for in-kind donations made to third-party events.

A donor is requesting confirmation of 501c(3) status. Where can I get a copy?

Donors can get a copy of Oligo Nation's 501c(3) letter by contacting the Brock Greene at brock@oligonation.org.

Does Oligo Nation provide reimbursement for event expenses?

No. You can use the money obtained from sponsorships to pay for event-related expenses.

Support Tools

What tools are available to help market my event?

Tools, guides and examples of other's efforts are available on the Oligo Nation website. For more help, you can contact Brock Greene at brock@oligonation.org.