



FUNDRAISE FOR MESO

THIRD PARTY EVENT TOOLKIT



AN OVERVIEW OF FUNDRAISING
EVENT HOSTING FOR THE MESO
FOUNDATION



Mesothelioma Applied
Research Foundation

research - education - support - advocacy



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INTRODUCTION TO THE MESOTHELIOMA APPLIED RESEARCH FOUNDATION

Dear Third-Party Event Planner,

Thank you for raising funds for the Mesothelioma Applied Research Foundation! Events like yours not only help spread awareness about this aggressive cancer, but also raise much needed funds that the Meso Foundation can use to support our programs. Thank you for your support of our work!

About the Meso Foundation

The Meso Foundation is the nonprofit collaboration of patients and families, physicians, advocates, and researchers dedicated to eradicating mesothelioma. Taking into account the suffering caused by this disease, the compassion of the mesothelioma community, the moral, legal and economic effects of exposure to asbestos, and the benefits of mesothelioma research to cancer research generally, we think the resources to find a cure are available. As the only nonprofit organization serving the mesothelioma community, we utilize the available resources to:

- Offer hope and support to patients and families by educating them on the disease, updating them on treatment options, connecting them with treatment specialists, and providing them with emotional support.
- Fund the highest quality and most promising mesothelioma research projects, which are identified through rigorous peer-review.
- Raise awareness for mesothelioma and advocate that the public and private sectors partner in the effort to find a cure.

About the Toolkit

This toolkit will serve as a guide to make planning and executing your fundraising event as easy as possible. Within this toolkit, we have provided a suggested timeline, a budget template, information on what is expected of you as the event planner, and helpful tools to make your event a success.

Third-party events bring in contributions that are critical to the Meso Foundation as we get closer to achieving our goal of ending the pain and suffering caused by mesothelioma. Thank you for doing your part to support our mission.

Sincerely,



Melinda Kotzian
Chief Executive Officer
Mesothelioma Applied Research Foundation

THE LOGISTICS OF AN EVENT

When beginning to plan a third-party event, there are many logistics to consider. Below is a step by step guide.

STEP ONE

Contact the Meso Foundation

- *Outreach:* Before you do any planning or outreach, please contact the Meso Foundation to get all necessary information for third-party event planning. You will need to sign an event agreement before planning begins.
- *Learn:* In order to prepare for your event, it is important to be caught up on the Meso Foundation's programs, current efforts, and goals for the future.

STEP TWO

Determine Event Type

- *Audience:* Think about your network and what kind of event is likely to excite them and encourage them to attend and contribute.
- *Feasibility:* What kind of event will you realistically be able to plan based on your location, the time of year, activity level, etc?



STEP THREE

Prepare Budget

- *Revenue:* Set a realistic goal for your fundraising event. This can be determined by calculating items such as sponsorships, ticket sales, etc. Donors like to help meet fundraising goals – this number will give them something for which to aim.
- *Expenses:* Since it is the responsibility of the event planner to incur the cost of executing an event, we suggest you determine what you are comfortable spending and carefully track all expenses in a budget. Please note that approved fundraisers may not keep more than 25% of the total revenue raised to reimburse themselves for fundraising expenses.
- *Tools:* Please see page 6 of this packet for a template that will help you create the budget for the event.

STEP FOUR

Create a Timeline

- *Prepare:* In order to make sure you do not have last minute activities arise, you may want to create a timeline for yourself to keep things moving forward, and spread out your efforts. It can take in excess of six months to effectively plan and execute an event.
- *Tools:* Please see page 7 of this packet for a template that will help you create the timeline for planning the event.

STEP FIVE

Confirm Venue and Date

- *Permits and Contracts:* It is important to secure a venue and get the proper insurance and permits several months ahead of the event. To avoid an additional expense, consider asking for the location to be donated in-kind to the event.
- *Date:* The event date will have a great impact on your ability to raise funds and awareness. It is important to factor in season/weather, vacations, school breaks, and holidays when planning an event.

STEP SIX

Set Fundraising Efforts and Goals

- *Goal:* Setting a fundraising goal will help motivate you, your volunteers, and all prospective donors. Before marketing the event, determine what a realistic fundraising goal is.
- *Strategy:* How will you raise funds for your event? Will you a) sell tickets, b) secure donations from local corporations and stores, or c) conduct an auction? Determine your fundraising structure so you can begin to plan outreach for your event.

Recommendations:

- *Mailings:* prepare solicitation letters, save the dates, and invitations to send to prospects.
- *E-mail:* create an e-mail campaign, similar to the solicitation letter approach, that offers people easy and fast access to event information and how to donate.
- *In-Kind:* ask local businesses to make an in-kind donation to help cover the expense of the event.
- *Ticket Sales:* consider if selling tickets to the event is a plausible way of raising money.
- *Auction:* decide if preparing an auction will be successful for your event. Consider the time and resources it will take to collect auction items.
- *Matching Gifts:* remind donors to ask their company to match the gift they make to your fundraising event.
- *Prepare:* Create an online fundraising page that makes it easy for donors to contribute to your event.



STEP SEVEN

Plan Publicity and Marketing Efforts

- *Outreach Efforts:* In order to be successful, you must make sure that your network knows about your event and is aware of a) how they can participate, b) how they can invite others to participate, and c) what cause the fundraiser is benefitting.
- *Targeted Messages:* It is advisable to reach out to your network with three targeted messages before the event:
 - Introduction and overview of the event
 - Reminder that there is still time to join the effort
 - Final chance to participate
- *Tools:* Please see the Templates and Tools section starting on page 6 of this packet for more information on how to market your event.

STEP EIGHT

Consider Volunteer Structure

- *Network Support:* When planning a major event, it is important to have volunteers who are able to help man tables, direct people, talk about the foundation, and provide support in various planning efforts. Start to think about who you can enlist to provide support, including family, friends, the community, schools, or businesses.

STEP NINE

Create Day-Of Checklist

- *Checklist:* In order for your event to run smoothly, confirm that the following details have been confirmed:
 - Venue (rentals?)
 - Catering
 - Permits
 - Parking
 - Entertainment
 - Volunteers
 - Photography
 - Marketing Materials/Signage
 - Auction Items
 - AV Equipment
 - Registration/Money Handling Procedures
 - Sponsors
 - Fees

STEP TEN

Hold Your Event!

- *Stay organized for success:* You may find it helpful to create a day-of folder that includes, a day of timeline including volunteer and vendor arrival times, vendor contact information, registration lists, and all the pertinent info you've collected through the planning process.
- *Say something:* Be prepared to stand in front of your guests and thank them for their participation and donations. Explain why the Mesothelioma Applied Research Foundation is important to you, and a few points about what the Mesothelioma Applied Research Foundation does.
- *Have fun!* If all the proper planning is in place, you should be able to enjoy your event! Participants who see a calm, smiling event organizer will certainly feel good about their participation and plan to attend in future years (and bring their friends).



STEP ELEVEN

Event Wrap Up

- *Thank Participants:* Send a thank you letter/email or make a thank you call to everyone (volunteers, organizers, donors, sponsors) who made the event successful. Explain how the proceeds will be used to help people battling mesothelioma, and encourage them to stay connected with the Meso Foundation moving forward.
- *Recap the Cause:* It is a good idea to post photos on Facebook, Twitter, and other social media sites shortly after the event. This will help people learn about the cause and see how successful the event was! We can also post photos and recaps on Mesothelioma Applied Research Foundation social media if you provide us content.
- *Evaluate the Event:* Determine what worked and what did not work. Plan a meeting to explore ways to improve in the future, and consider doing a SWOT Analysis (strengths, weaknesses, opportunities, threats) to determine opportunities for the next event.
- *Stay Connected:* The Meso Foundation would love to work with you in the future, so please stay in touch! We thank you for your generosity and support.

SPREADING THE WORD: FUNDRAISING, MARKETING, AND PUBLICITY

To ensure your event is successful, it will be important to spread the word so others can get involved. In marketing your event, consider who the target audience is, what the most effective form of communication will be, and when reaching out will be appropriate and timely. The Meso Foundation requests that all communications reference the Mesothelioma Applied Research Foundation and our mission.

WHAT IS THE BEST WAY TO INFORM OTHERS ABOUT THE EVENT?

- *Social Media*: use various social media outlets (Facebook, Twitter, Instagram, etc.) to invite people to the event and inform them about opportunities to donate and to learn about the organization.
- *Flyers*: create flyers with event information and share them with individuals at work, school, and in other community settings.
- *Mailing Inserts*: prepare inserts to include in various solicitation, save the date, and/or invitation mailings.
- *Posters*: hang posters in local stores and/or community organizations.
- *Eblast Campaign*: prepare an eblast campaign that provides those on the e-mail list with quick and easy information about the event and the organization.
- *Word of Mouth*: talk about your event to inform others about details.
- *Press Release*: submit a press release to appear in a local newspaper.

WHEN?

Please refer to page 7 for a sample timeline that includes communications efforts.



TEMPLATES & TOOLS TO STAY ON TRACK

THIRD PARTY EVENT IDEAS

There is no limit to creativity when brainstorming ideas for successful third party events. Engage your creative resources and encourage your team to think BIG. Here are just a few ideas to consider:

- Auction
- Arts & Crafts Sale/Show
- Balloon Pop
- Battle of the Bands
- Benefit Dinner
- BBQ
- Book Sale
- Bowling Tournament
- Car Wash
- Carnival/Festival
- Casino Night*
- Cocktails for a Cure
- Concert/Play
- Concession Stand
- Craft Sale
- Date Auction
- Dinner Party
- Donations in Lieu of Gifts
- Face Painting
- Fashion Show
- Fishing Derby
- Flower Sale
- Garage Sale
- Golf Tournament
- Grand Opening
- Kickball/Softball Tournament
- Pet Wash
- Pledged Events
- Photo Outing
- Poker Tournament*
- Proceeds from Sales
- Raffle
- Rummage Sale
- Run/Walk/Ride
- Scavenger Hunt
- Sporting Events
- Tailgate Party
- Ticketed Event
- Traditional Gala Event
- Wii Tournament
- Wine Tasting
- Work Department Challenge
- Work Event

*Gambling events and raffles are regulated by a variety of state and federal laws.

EVENT BUDGET EXAMPLE

EXPENSES	Estimated	Actual		INCOME	Estimated	Actual
Venue				Tickets/Admission		
Decorations				Sponsors		
Other supplies				Donations		
Advertising				Pledges		
Photocopying/printing				Underwriters		
Postage						
Telephone						
Transporation						
Intemet						
Food & Beverage						
Entertainment						
Speakers						
Travel						
Hotel						
Ribbons/plaques/Trophies						
Gifts						
TOTALS:	\$ -	\$ -		TOTALS:	\$ -	\$ -
<i>*Fundraising expenses should equal no more than 25% of the fundraiser's gross revenue</i>						
TOTAL EXPECTED NET INCOME:			\$ -			
TOTAL NET INCOME:			\$ -			

EVENT TIMELINE EXAMPLE

THIRD PARTY EVENT PLANNING TIMELINE					
	STATUS	DUE DATE	PROGRESS	OWNER	COMMENTS/NOTES
MONTHLY TIMELINE					
Ongoing track all pledges and payments received in master chart					
6 Months Out					
Determine fundraising goal					
Develop list of prospective participants (family, friends, community members, school members, etc.) to invite to event					
Identify sources for additional participants, and conduct outreach					
Create sponsorship list					
Confirm venue and date, and sign contract to confirm use; determine what is in-kind and what expenses will be paid for personally					
5 to 4 Months Out					
Draft letter/postcard/ invite/flyer/eblast to send to various prospective participants					
Get insurance and permit if required					
Develop marketing plan for event - press releases, public service announcements, social media					
Choose menu/food and beverage plan for event					
Hire or recruit entertainment for the event - band, DJ, etc.					
Confirm speakers for event and give them a topic and timeframe					
3 Months Out					
Send invitation and sponsorship opportunities to all identified prospective participants					
Follow up with participants re: fundraising updates and encouraging them to attend					
2 Months Out					
Create marketing materials for event - banners, tickets, posters, pledge forms, etc.					
Consider collecting raffle prizes, silent auction or live auction items.					
Order plaques/ribbons/gifts for participants or honorees					
1 Month Out					
Draft day of timeline					
Confirm volunteers, entertainment, food/beverage					
Final push for donations and sponsorships					
Purchase any décor items for event					
Post Event					
Submit photos and event recap to the Meso Foundation					
Send back Meso Foundation banner if one was used for event					
Submit all payments to the Meso Foundation					
Compile list of donors and contact information, and send thank you letter					

EVENT E-MAIL EXAMPLE



THE BISHOPVILLE RECORD HOP/MUSIC FOR MESO

SATURDAY, NOVEMBER 1ST, 2014

BISHOPVILLE FIRE HALL

BISHOPVILLE, MD.

6PM until 9PM

MUSIC BY SKY BRADY

Please Join us for a night of 50's, 60's and a few 70's thrown in, with Music, Dancing, Food and both a Silent and Chinese Auction. Of course, beer and wine and non-alcoholic beverages will be available !

There will be dance prizes and prizes for the best 50's or 60's dress ! So, get out those bobby socks and poodle skirts and platform shoes, or simply dress casual for a night of fun. There will be **no** dress code for The Bishopville Record Hop!

Donation: **\$25.00** per person in advance or **\$30.00** at the door!

For those friends and family that will be traveling from out-of-town. I have blocked rooms at:

The Clarion Resort Fontainebleau Hotel, 100th Street, Ocean City, Md.

An ocean-view room with 2 double beds is just \$99! However all reservations should be made by October 1, 2014. (They can't guarantee this special price after this date.) Price is for Friday and Saturday night. Please call **800-638-2100** for reservations and request the special for **BOB'S WARRIORS !**

For more information contact: Sheila [REDACTED] at (302) [REDACTED] or Bob [REDACTED] at (302) [REDACTED]

DONATION FLYER EXAMPLE

----- For Advanced Sales Or To Make A Donation, Please Cut Here And Return -----



Your Name: _____ Phone: _____

Your Address: _____

_____ Number of persons attending

_____ I will not be able to attend, but please accept my donation

Please accept my check in the amount of

- \$25.00
- \$50.00
- \$100.00
- \$250.00
- \$500.00
- Other

Please make check payable to the **Mesothelioma Applied Research Foundation** and of course, **all** contributions are **Tax Deductible** !

Please note: All **Advanced Sale Tickets** will be available as **'Will-Call'** at the main **check-in table** as you enter the event. To minimize expense and maximize our collective contribution, **no Advanced Sale Tickets will be return mailed to you.**

Also, anyone who purchases a ticket, please choose a **favorite oldie'** to dedicate to that **special person in your life.** On the night of the fundraiser we will **play your song** and **make your dedication.**

Song Selected: _____

Artist: _____

Dedicated To: _____ From: _____

EVENT FLYER EXAMPLE



SAVE THE DATE

SATURDAY, MAY 20

Join us on Saturday, May 20 for a 5k walk/run in Richmond, Virginia to support the effort to find a cure for mesothelioma.

curemeso.org[®]

This is a privately organized event. Funds raised will benefit the Mesothelioma Applied Research Foundation.

THANK YOU NOTE EXAMPLE

Dear Supporter,

Thank you for supporting the 5th Annual Cure Meso 5K Run and Walk. My husband Bob was taken from my family eight years ago, but we are able to carry on his legacy and help others affected by mesothelioma by raising funds every year at this event. By attending our event this year, you have helped the Mesothelioma Applied Research Foundation get one step closer to finding a cure for this aggressive cancer - and for that we couldn't be more grateful.

We hope to see you again next year!

*Thank you again,
Pam and family*