



GREAT LAKES

HEMOPHILIA

FOUNDATION

TODAY'S CARE, TOMORROW'S CURE.

Together We Can

3rd Party
Event Ideas
and Toolkit

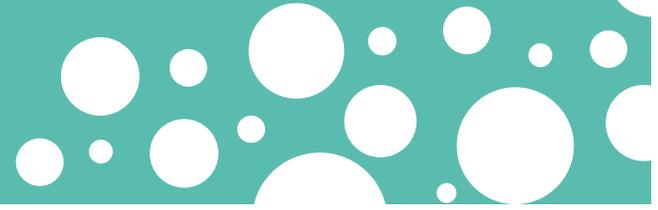


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Thank you for considering a fundraising project to benefit Great Lakes Hemophilia Foundation.

*Together We Can
garner the necessary resources
to provide meaningful programs and services
to families in Wisconsin
living with bleeding disorders.*

The following pages provide lots of ideas for fundraising projects - from the super simple to the somewhat involved.

We hope this toolkit is helpful for you in getting started with your own project, it's not as hard as you think! Please let us know how we can help, advise, communicate, support, and celebrate Your Success!

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Getting Started

The following sections consist of ideas for fun, do-it-yourself fundraisers. They are arranged from the simplest ideas to the most complex. Generally, the simpler ideas take less preparation time, fewer participants, and less effort. However, please be sure to read the full description of an event before going forward with it, as there may be some exceptions to this general rule.

In addition, please make sure to read and follow all of the guidelines for a 3rd Party Event that GLHF has outlined on Page 10 of this packet. Doing so will ensure not only the fun and safety of your event, but that it is a genuine success in raising awareness and funds for hemophilia.

Traditional Ideas

1. Bake Sale/ Rummage Sale/ Plant Sale/ Car Wash

Provide a product or a service for a small fee, and then donate the proceeds to GLHF!

2. Concert/Battle of the Bands Event

Find a band, find a location for the concert, then sell tickets or pass around a collection plate during the show. This is a great way to showcase talented individuals as well as raise funds!

3. Home shopping party

Talk to your favorite sales representative: you host the party and they will donate a portion of all sales to your favorite charity. While the consultant may not make as much profit, they could gain new clients and will help out a great cause. Here are just a few suggestions to get you started:

- Dove Chocolate: www.directsalesparty.com/DOVEChocolateatHome.html
- Avon: www.ehow.com/how_2054486_throw-great-avon-party.html
- Mary Kay: www.ehow.com/how_2046253_host-mary-kay-party.html
- Tupperware: http://order.tupperware.com/pls/htprod_www/tup_party.classic
- PartyLite: www.partylite.com/en-us/Pages/hostaparty/hostaparty.aspx
- Pampered Chef: www.pamperedchef.com/join_us/host_flash.jsp

4. Sales Fundraiser

These items can be sold at a party or in your neighborhood/circle of friends.

- Candy: www.worldsfinestfundraising.com;
- Fruit: www.800apples2.com
- Popcorn: www.popcornpalace.com;
- Gift wrap/cookie dough/ coupon book sales:
www.fundraising.entertainment.com
www.qsp.com
- Cheesecake:
www.ilovefundraising.com/catalog/gourmet-cheesecake-fundraising-p-100.html

2

Super Simple Ideas

- Write a thank you letter to GLHF donors; share your story with GLHF to raise awareness.
- Raise funds by shopping at Pick 'n Save: at the customer service counter, register GLHF as your designated charity (# 293550). Every time you use your Advantage Card, GLHF will get a percentage.
- When hosting birthday/anniversary/graduation parties, ask guests to make a donation to GLHF instead of bringing presents.
- Use GoodSearch.com to surf the web...be sure to designate Great Lakes Hemophilia Foundation as your chosen charity.
- Encourage friends and family to make a donation to GLHF directly (by mail or online), or through their United Way workplace campaign—Visit www.glfh.org for details. Share your E-mail address with GLHF, you'll receive an email message you can forward to your friends/coworkers).
- Ask your employer to match your charitable donation to GLHF.
- Ask a retail establishment that you have a relationship with if they would be willing to put a tip jar on their counters in order to raise funds for GLHF.

Challenge Level: Simple

Meal Cook-Off/House Party

a. What it is:

Getting friends together can be a great venue for raising money for a worthy cause. There are many variations for turning a friend and family get-together into a simple fund raising event. Some ideas are:

- There are many different foods that can be made in large batches for a relatively small amount of money. Sell tickets to the show-down and have a few different cooks compete to determine who makes the best!
- For an after dinner treat, you can add an ice cream sundae bar for an additional donation to GLHF.
- Host a party at your home during a favorite sporting or other televised event. Hold a betting pool on who will win; the winner of the pool receives ¼ of the money, and the rest goes to GLHF!

These are just a few ideas so use your imagination and be creative because the sky's the limit!

b. Number of People Needed: 1 Coordinator and lots of guests

c. Cost: Depends on the amount of food prepared.

d. Time Commitment: 2 weeks (as long as it takes to invite guests)

e. Release Form Required (See page 12): No

f. Minors Allowed to Participate: Yes (parental discretion)



3

Dog Wash

a. What it is:

A new spin on the traditional car wash idea. You will want to do this event in the warmer months of the year, on driveway or paved patio to avoid muddy puppies. Alternatively, you could ask a local professional dog washer, PetSmart, or veterinary clinic to host the charity dog wash on your behalf. For an example of a professional charity dog wash, visit www.barknbubblesdogwash.com.

b. Number of People Needed: At least 2 washers

c. Cost: Varies. You will need the right equipment to walk/wash dogs. Some items you may already have at home or you could borrow from friends and family. You may need to purchase some materials new. A plastic kiddie pool and a hose are recommended staples, as well as mild puppy shampoo and plenty of towels.

Be creative and add brushing and other services!

d. Time Commitment: About two - four weeks, depending on if you hold your own dog wash or work with a professional service.

e. Release Form Required: Yes

f. Minors Allowed to Participate: Yes



Ice Cream Social

a. What it is:

Beat the heat with an ice cream social fundraiser. Mix it up and let guests pile on a mountain of toppings to make their very own sundae or simply serve up the traditional flavors such as chocolate, vanilla and strawberry in cones. b. Number of People Needed: 1-3 sundae servers

c. Cost: Dependent upon how many guests attend. You will need supplies such as ice cream, ice cream cones, chocolate syrup, fun toppings, recyclable paper bowls, plastic spoons and napkins.

d. Time Commitment: About three-four weeks for planning, setting up a location and getting the word out about your fundraiser.

e. Release Form Required: Yes

f. Minors Allowed to Participate: Yes



Challenge Level: Moderate

Poinsettia/Wreath Sale

a. What it is:

Poinsettias and wreaths are a traditional way for many people to brighten up their space around the holidays and the Poinsettia/Wreath Sale is one fundraiser GLHF has employed for many years. Help GLHF sell more poinsettias and wreaths and therefore raise more money from this established fundraiser. The dates of selling should coincide with dates of GLHF's fundraiser, which generally starts in November. Ask your neighbors, coworkers, fellow church congregants, family and friends to help sell or buy. Additionally, you can approach retail establishments such as your bank, hairdresser, dentist or doctor's office to decorate with these beautiful poinsettias. Make sure to contact GLHF if this is a fundraiser that interests you so that we can keep you informed and updated on the GLHF Poinsettia Sale Fundraiser and give you other helpful information.

b. Number of People Needed: As many as you can get to help you sell and buy the poinsettias.

c. Cost: None

d. Time Commitment: 1-2 Months

e. Release Form Required: No

f. Minors Allowed to Participate: Yes



Bartolotta's Pizzeria Picolla

(7606 W. State St. Wauwatosa, WI 53213)

a. What it is:

At least 2 Sundays a month Pizzeria Picolla hosts "Society Sundays" where the restaurant's doors are opened to community organizations with a need to raise money through fundraisers. As an approximate rule, 200 diners will result in \$500. Pizzeria Picolla asks that you provide them with a flyer to post on the door 2 weeks before the event. On the day of the event, volunteers should arrive one hour before the restaurant opens at 3:00pm. There will be a 10-minute orientation, and tasks will be assigned. All volunteers are required to sign a release form, and any minors, under 18, are required to have a form signed by their parents.

* Alternately, you could contact your favorite local restaurants and ask them if they would be willing to provide a similar evening to support GLHF. *

1. How to Apply: Call Pizzeria Picolla at (414) 443-0800 (ask for Irene Lannoye)

2. For more information visit www.pizzeriapiccola.com/docs/fund.htm or call (see above)

- b. Number of People Needed: At least 12 volunteers; the more the merrier!
- c. Cost: Free, but adherence to written release form required
- d. Time Commitment: Three weeks to promote the event. Start immediately.
- e. Release Form Required: Yes
- f. Minors Allowed to Participate: Yes, with parental permission form.



Giggles Comedy Pub "Fun"raiser (19115 W. Capitol Drive, Brookfield, WI 53045)

a. What it is:

Generally held on Wednesdays or Sundays (usually from 6 – 7:15 p.m.), Giggles Comedy Pub will book a national-caliber talent, family-friendly comedy show for you. Two weeks beforehand, you will meet with the owner for a session on who to sell tickets to and how to sell them. Tickets should be sold for at least \$10-15 a piece, and if you get over 175 people to come to the show, Giggles will cover the cost of the comic (otherwise the cost is \$350 for the comic). There is no room rental cost, and GLHF gets to keep any profits. Also, there is a two-drink minimum during the show for anyone who comes (beverages are nonalcoholic as well as alcoholic)

1. How to Apply: Call 262-437-5653, and ask for Jesse. Please call early as dates fill quickly.

2. For more information, visit
www.gigglescomedypub.com/fundraiser.asp

b. Number of People Needed: At least 3-5, but the more people involved, the more tickets you will be able to sell!

c. Cost: \$350 for the comic unless you get over 175 people to attend the show.

d. Time Commitment: One month to promote event.

e. Release Form Required: No

f. Minors Allowed to Participate: Yes



Ebay Charity Auction

a. What it is:

If you feel you would have trouble drawing a crowd to an on-site garage or rummage sale, the Ebay selling tool may be useful. The first thing you will need to do is gather items to sell. Larger items usually sell for more money, although they are more expensive to ship as well. For local shipping, check Ebay to see if a buyer pick-up option exists.

For more tips on how to hold a successful Ebay charity auction, visit www.ehow.com/how_2043766_plan-ebay-charity-auction.html.

b. Number of People Needed: 1 or 2 (although the more the merrier!)

c. Cost: Ebay listing fees (see www.ebay.com for details)



d. Time Commitment: As long as it takes you to gather items to sell, and as long as you choose to continue selling. Ebay gives you the option to list items for 3, 7, or 10 days in an auction. There are a variety of strategies to this, but the best rule is to do what is convenient for you. You will most likely need to ship any items you sell, so factor in the shipping price into your item listing to ensure that you do not lose money on this aspect of your sale. If you want to get an estimate of how much shipping an item will cost, you can visit the US Postal Service website (www.usps.gov) and use their "Calculate Postage" option, found under "Shipping Tools". (To do this, you will need to know the approximate weight of the item you plan to ship.)

e. Release Form Required: No

f. Minors Allowed to Participate: Yes

g. Please contact GLHF for important info before you set up your sale in Ebay.

Challenge Level: Advanced

Icon Sales

a. What it is:

Commonly seen in grocery stores and restaurants, customers can purchase an icon to support a particular charity (GLHF). When a customer does choose to donate, their name is put on the "icon" and displayed on the wall to raise awareness and funds. To do this in your community, simply develop a relationship with a retailer and ask if they would be willing to hold this icon sale in their store or restaurant and have their cashiers/waiters to ask the customers if they would like to donate. Months to consider holding an icon sale are March because it is Hemophilia Awareness Month or December to coincide with GLHF's annual Poinsetta/Wreath Fundraiser. You will also need to work with retailers to account for and collect money raised.

b. Number of People Needed: 1-3 (the more the merrier)

c. Cost: Cost of printing the icons.

d. Time Commitment: About 2 months to approach retail establishments and get the icons printed.

e. Release Form Required: No

f. Minors Allowed to Participate: Yes



Charity Date/"Bachelor" Auction

a. What it is:

Gather your local, eligible bachelors/bachelorettes and everyone else you know! Hold an auction – this can be as classy or as silly as you make it – for one date with each bachelor/bachelorettes. To add additional value, ask local businesses to contribute prizes (such as a dinner for two at a local restaurant or two movie tickets and a concessions combo pack from a local cinema) to go along with each date. You could purchase the additional prizes yourself, but just remember that the object of the auction is to make a profit. For more tips on how to hold a successful date auction, visit www.ehow.com/how_2056702_host-charity-date-auction.html and www.ehow.com/video_2201632_is-bachelor-auction-right-event.html.

- b. Number of People Needed: At least one “buyer” for each bachelor or bachelorette.
- c. Cost: Bachelors/bachelorettes should be free, and so should donated prizes. If done at home, this event could be almost entirely free (aside from maybe the cost of some snacks and any publicity you decide to use).
- d. Time Commitment: At least four weeks to plan
- e. Release Form Required: Yes
- f. Minors Allowed to Participate: Parental discretion.



Bradley Center Concession Stand (1001 N. Fourth Street Milwaukee, Wisconsin 53203)

a. What it is:

Volunteers work at concession stands in Milwaukee’s Bradley Center to serve guests, handle and prepare food products, dispense soda and beer, handle and account for cash and inventory, and clean up the stand at the end of each event. Non-profit groups receive 12.5% of the gross sales made at their booths. On average, organizations earn between \$7,500 and \$14,000 each year if they show up at 20 events. All volunteers must be 18 years of age or older. Most of the participating groups must agree to staff 20-25 events a year and have at least 16-18 volunteers available to work each booth for three to five hours per event. There is a waiting list, so apply early.



1. How to Apply: Send a letter of interest (including the purpose of GLHF, documentation of its status as an IRS 501(c)(3) not-for-profit organization, information on how the funds raised will be used, and indication of how volunteers will be provided) to Dawn Rice, Levy Restaurants, 1001 N. Fourth Street, Milwaukee, WI 53203).
2. For more information visit www.bradleycenter.com/arenainfo/nfpg.asp or call Dawn Rice at 414-219-8431

- b. Number of People Needed: 16-18 per event
- c. Cost: Free, but strict adherence to written agreement required.
- d. Time Commitment: 3-5 hours/event for at least 20 events per year.
- e. Release Form Required: Yes
- f. Minors Allowed to Participate: No



* Miller Park offers a similar program. For more information contact: Abbie Amling, at 414/902-4725 or email groupmiller@dncinc.com.*

Helpful Tips

Photos

Designate someone to be the “photographer” for your event. After the event is over, you will have pictures to remember it by, as well as to send to GLHF. Your photos could be used to spread the word about your accomplishment in a GLHF newsletter or even a press release!

In order for GLHF to be able to use the photos, please remember to have all guests sign a media release form which is provided on page 15.

Make Information Available

You never know who will notice your event as it is going on and stop by to see what it’s all about. Have some information about GLHF and bleeding disorders with you at the event, or ask a GLHF staff member to attend the event in order to answer any questions you may receive.

Tip Jar

A tip jar is especially helpful if you are holding your event at a restaurant, comedy club or other venue where there may be members of the general public who are not aware of your event. Often, these people are curious about your cause and will want information (see above) or be willing to throw some spare change or even a few bucks your way! Having a tip jar handy will ensure that you don’t miss out on this opportunity. Every little bit counts!

How much should you spend?

A good goal for a fundraiser is to spend .30 (or less) for every \$1 raised overall.

How will you get the word out for your event?

There are many ways to spread the news about your event. Here are just a few simple and inexpensive suggestions:

- Word of Mouth: Calling individual friends, family and coworkers, and asking them to do the same.
- Writing a short press release to send to your local media. Press releases should include the basic who, what, where, how, when, and why of the event, and should not exceed 1-2 pages. For a free explanation of how to put a press release to work, visit <http://www.youtube.com/watch?v=1YB74txAaTc#>
- Invitations in the mail/email: E-vites (www.evite.com)
- Posters/Flyers can be put in retail windows as allowed, attached to door knobs or mailed.
- Announcements in a church, community, or school newsletter or some other form of community bulletin
- Get kids involved to spread the word and volunteer for the event.

Event Planning Checklist

- Contacted GLHF with plans for the event
- Event information sheet (pg. 12)
- Promotional documents (i.e. request letters, posters, etc.) approved by GLHF
- Third Party Fundraising Guidelines Form completed and signed (pg. 13)
- Budget
- Publicity
- Obtained permission forms if necessary

Stop! Please Read These Important Guidelines Before Getting Started

1. All events must be family-friendly events. No bikini-clad women mud wrestling, etc.

- If an event is listed as requiring a release, this means that anyone under 18 must have a permission release signed by their parents in order to participate, in addition to any releases required by any organizations other than GLHF (see page 14).

2. Events must be appropriate to the GLHF mission and values

- No eating/consumption contests: we promote a healthy lifestyle. These contests can result in serious injury and death.

3. Events cannot compete or conflict with GLHF events

- Avoid scheduling an event on the same day as a GLHF event (for the calendar of events, visit www.glhf.org/calendar_of_events.htm)
- A similar type of event should not be scheduled that would detract from an already existing GLHF event (i.e. Gala, Walk with the Animals/Zoo Outing, Golf Outing). The exception is if the event you plan will take place in a different community than the GLHF event.

4. Events should promote the mission of GLHF

- GLHF Mission Statement: Advancing the quality of life of individuals and families affected by hemophilia or other blood disorders by providing a broad range of services and programs while supporting research to improve care and find a cure.

5. Events should be fun!

6. Events should raise public awareness for bleeding disorders

- GLHF has many brochures and displays that can assist with this, and GLHF will be happy to supply you with information.

- In addition, don't neglect the media. GLHF can help with press releases and other vehicles to attract attention to your event.
- Taking pictures at your event and then forwarding them to GLHF is an added way to raise public awareness.

7. Events should raise funds

- Don't sacrifice fundraising for a "cool" event. Be sure to choose an event that is not too expensive to reasonably raise funds.
- The amount is not the main focus; every donation counts!

How GLHF Will Help

GLHF will brainstorm with you and offer ideas, suggestions, and – when applicable – put you in contact with those who have done similar events in the past.

PLAN – Assist you with the overall event-planning process

- Budgeting
- Publicity
- Solicitations

PROMOTE - If applicable and feasible, GLHF will mention your event in the quarterly GLHF Newsletters and on its website. GLHF may also be able to help mail flyers or email an event announcement.

ASSIST – If requested and schedule permitting, the GLHF Special Events Coordinator, or another GLHF representative, will attend the event.

In order to hold your event, you must send a letter explaining your idea and how you plan to do it to GLHF. The letter of approval for 3rd party event will include the forms on pages 12-15.



THIRD PARTY FUNDRAISING AGREEMENT

Once an event is approved by GLHF, any change or addition of activities must be approved by GLHF. GLHF may not allow such an addition or change of activities if GLHF determines at its sole discretion that the activity would reflect poorly on GLHF, its Board of Directors, its staff or its constituents.

Third Party Event Information

Event name: _____

Event Date: _____ Event Time: _____

Contact Person: _____ Phone (days): _____
 Phone (eves): _____
 Fax: _____
 E-mail: _____

Organization name (if any): _____

Address: _____
 Street City
 State Zip

Please describe the event (use back of this sheet if necessary): _____

How can GLHF help meet your expectations of the event? _____

As a nonprofit organization, the Great Lakes Hemophilia Foundation (GLHF) must adhere to specific legal and accounting requirements. To clarify the controls GLHF must maintain as a beneficiary of an event, the following criteria have been developed for all events.

- The name of the Great Lakes Hemophilia Foundation may only be used in the context of "proceeds to benefit the Great Lakes Hemophilia Foundation." For example, the phrase "Great Lakes Hemophilia Foundation Silent Auction," would NOT be acceptable, but the phrase "Silent Auction to Benefit the Great Lakes Hemophilia Foundation" WOULD be acceptable.
- Any media releases issued by you or your organization must include the information provided by GLHF. The GLHF Director of Resource Development or Special Event Coordinator must review all copy (e.g. media releases, public service announcements, programs, brochures, invitations, posters, and signage) for the event prior to the material being released or distributed.
- No person working on the event shall identify themselves as representatives of GLHF. Their role in the event shall be clearly stated as a volunteer or staff member of the event sponsor.
- GLHF will not have any obligation to meet any of the expenses related to the event.
- GLHF will not supply any mailing lists for the event, but may be willing to help announce the event to its constituents through other methods.
- If applicable and feasible, GLHF will mention the event in its quarterly newsletter prior to and following its occurrence.
- If requested by the event sponsor, a GLHF representative will attend the event to offer public thanks.

I have read the Great Lakes Hemophilia Foundation's Third Party Fundraising Agreement and on behalf of _____, agree to comply with the criteria set forth, in conjunction with the _____ event scheduled for _____ at _____.

Signature of event sponsor representative _____ Date _____

*Third Party Fundraising Guidelines
 Updated June, 2009*

Fundraising Permission Form for Involvement of a Minor

Please grant permission for your child to participate in the _____

event, which is a fundraiser to benefit Great Lakes Hemophilia Foundation

Date	Time
Location	
Cost	
Transportation	
Notes	

Please complete and return the bottom portion of this form by: _____

I give permission for my child _____ to attend the fundraiser _____ on _____ from _____ to _____ Enclosed is \$ _____ to cover the cost of participation (if any)

While I understand that every effort will be made to contact me in the event of a medical emergency, I grant permission for my child to be transferred to a medical facility for treatment at the discretion of the youth group leader and understand that I will be responsible for all costs incurred for emergency or inpatient care.

Contact _____ Phone _____

Parent/Guardian Signature _____ Date _____



FAMILY PHOTO/MEDIA RELEASE

Parent/Guardian Name: _____ Date of Birth: _____

Address: _____

(City/State/Zip Code) _____

Day Phone: () _____ Eve Phone: () _____

I, _____, the above-named individual/parent/guardian (circle one), hereby grant the Great Lakes Hemophilia Foundation, Inc., its successors and assigns, and others authorized by the Great Lakes Hemophilia Foundation, Inc., the right to use my/my child's/my ward's (circle one) photograph, first name, and age, description of disorder, and treatment methodology for use in any media (including, but not limited to, advertising material, television, radio, newspapers, magazines, brochures, pamphlets, newsletters, books, or similar materials) for any educational, promotional, informational and/or commercial purpose. I understand that the above information and materials may be distributed in my own community and elsewhere.

I hereby release the Great Lakes Hemophilia Foundation, Inc., its Officers, Directors, employees, representatives, and any other parties so using the above described information and media from any and all claims, damages, liabilities, costs, and expenses which I now or hereinafter may have by reason of such use.

I further agree that all reproductions and all copyrights associated with the above described information and media are and shall remain the property of the Great Lakes Hemophilia Foundation, Inc., and its successors and/or assigns.

I hereby agree not to request or accept any payment or other consideration in exchange for signing this release and for the use of any of the above information, materials, and/or media. I hereby agree that I/my child/my ward (circle one) will be irrevocably bound by the terms of this release.

I further agree to allow photographs of my child to be shared with donors and supporters of Great Lakes Hemophilia Foundation either alone or in conjunction with written marketing material including my child's first name, age, and diagnosis, thank you letters, notecards, framed thank you photos or any other media deemed appropriate by GLHF. I understand by checking this box that I opt out of the conditions described in this paragraph, and my child's photograph will not be used for these purposes.

This is the signature of Individual/Parent/Guardian (circle one) _____ Date _____