



FUND RAISING FOR THE NATIONAL ATAXIA FOUNDATION

Fund raising is hard work, but it can be fun. The most important component in fund raising is to have a plan. Remember....if you are failing to plan, you are planning to fail.

The following information is a basic and brief summary of some of the activities needed to have a successful fund raising campaign.

FUND RAISING COMMITTEE

The fund raising committee is the heart and soul of the fund raising campaign. The committee should be made up of 3 – 5 members, a chair, and committee members each assigned specific tasks.

The fund raising committee's primary purpose is to develop a concept into a workable fund raising activity. Some of the key areas in this concept development are:

- A. Specific Project
- B. Dollar Goal
- C. Number of Volunteers
- D. Time and Place
- E. Promotion

When your plan is complete, each member should write down three areas where things could go wrong – and address each problem area.

A. SPECIFIC PROJECT

Choosing a specific project(s) will, in part, depend on your dollar goal and the number of volunteers you can acquire.

The following is a listing of some fund raising ideas

Sales –

*Cake or bake sales
Candy
Garage
Salad Parties
Plants, etc*



*Dinners (Churches, etc)
Barbeques
Breakfasts (pancakes)
Spaghetti Feed*



Social Activities –

*Picnics
Hayrides
Dances*

Services –

*Car Washes
Lawn Cutting
Snow Shoveling
Product Sales
House Painting*



Social Sales -

*Book Fairs
Arts & Crafts
Antiques*



Sports Events -

*Bike-a-thons
Horse Shows
Golf Tournaments
Bowling Tournaments
Horse Shows
Car Rallies
Walk-a-thons
Softball Tournaments
Donkey Ball Games, etc.*

Gambling –



**(Be sure to check out
local & state laws!)**

*Monte Carlo Nights
Raffles
Bingo, etc.*



Show Business

*Beauty Pageants
Variety Shows
Musicals
Plays
Concerts*

Food Sales –

Events Ideas

Breakfast / Lunch / Dinner Fundraising Event

Food is always a good fundraiser so try a fundraising breakfast, lunch or dinner event. Keeping it simple is best. A Hotdog event fundraiser is a great way to start. Have your local grocer donate the hotdogs, buns, condiments, chips and pop. Set up in a busy area, even the parking lot of your grocer. You can use a propane BBQ or boiler for the cooking. Offer up a package deal like "1 Hotdog, bag of chips and can of pop for only \$3." This way you can raise more, faster. Important: Be sure to thank your grocer by giving them recognition for their food donation.

Car Wash

A great service and event fundraising idea for all those car loving people out there. Get your group volunteers together and pick a central location with high car traffic. Make sure you have room for cars to line up and have a few hoses going so you can wash more than one car at a time. As an added fundraiser sell some snacks and beverages to car owners. Be sure to have enough chairs and shade for your car owners to sit while they wait.

Recycled Bottle / Can Drive

An excellent fundraising idea for our times. Raise money and do good for the environment. Let your community know that they can drop off their refundable bottles and cans at a central location. Your group will handle the sorting and keep the refunds. A nickel or dime may not seem like much but if this fundraiser is well publicized, that plastic, glass and aluminum will add up quick To raise more and as an added incentive and service to your community, you can go door to door to pick their refundable bottles and cans.

Bake Sale

Always a favorite event fund raiser even though it isn't the "newest idea". Why? Well because home-baked goodies can't be beat. Also, because some community members love baking and sharing with others. It's recommended to not have these too often though so try spreading them throughout the year.

Book Sale

Another old favorite fundraiser. People are sure to donate books they are done reading and people will be sure to buy them as a good read and a good cause. Ask people to drop off their unwanted books or better yet just go door to door. If you find your fundraiser has left over books you may even want to donate them to a hospital, shelter or seniors home.

Lawn / Garage Sale

Most everyone thinks about clearing out "stuff" from their attic or garage, well here they can do good, too. Have a lawn sale fundraiser where your community donates items they are willing to let your group sell. Then your group picks a central location to hold your fundraising lawn sale. Once again be sure to publicize this well in advance and many times.

Rubber Duck Race

This event fundraiser is fun and can get kids involved. All you need to do is get the rubber ducks or any other fun thing that can float. Have them numbered to match tickets you sell to supporters. Make sure your event is publicized so you can have a fun turnout on the day of the race at your local stream or body of water. The first duck to cross the finish line wins a prize that was donated by a local sponsor.

Auction

The most common way of doing an auction fundraiser is to have collectibles such as pro-athlete or celebrity signed items (jersey, baseball, bat or hockey stick, movie poster, video tape or DVD) up for sale. Your local pro-sports team or celebrities are usually willing to do this for a good cause. Have fun and be creative with the items up for auction.

Night At The Races

A fun and new way to have an exiting fundraising event. Not actual gambling, "a night at the races" is a re-creation and meant for fun. Where people watch a pre-taped horse race and bet and win "funny money." Raffles are usually drawn throughout the event. What you need to get started, including the video tape, race program and race tickets are all provided by companies like "A Night At The Races."

<http://www.athemeparty.com/>

Bingo Night

Bingo nights are always popular so try a Bingo night fundraiser. Do it all in the same as a normal bingo does it; sell cards and call numbers in your school gym or church basement. Instead of money for prizes, give away items donated from your local businesses and be sure to give them recognition for them. As always, good publicity will make your bingo night fundraiser a success.

Rocking chair/Swim/Bowl/Dance/Walk/Read-a-thons

You can add "a-thon" to just about anything. Think about what kinds of events you could easily turn into an "a-thon" and then run with it! Sponsorships are pledged to participants in the "a-thon" and registration fees are collected. Then, let the participants go to town until you have a winner!

House Party

Sometimes the simplest ideas work the best. Just plan to host a regular old "party," but let everyone know but in the invitation that the reason you are having the party is to raise awareness and funds for Ataxia. At some point during the evening have everyone come together so you can tell your story and the reasons why funding is necessary. It's amazing how many people really want to help but simply don't know what they can do. This is a great way to guide people down the right path in supporting NAF.

Plan a Benefit Concert

Invite local talent or students to perform in a NAF benefit concert. Charge a small admission fee for tickets.

Artists for Ataxia

Invite local artists to create artwork, decorate snowflakes (paint anything, really). Resulting artwork can be displayed in local library, restaurant or office building before being auctioned.

As you explore these and other fund raising ideas, please check with your local city government to make sure that your fundraiser meets the city's local ordinance governing this type of fund raiser.

At all events: Make sure you have signage, brochures, materials, hand-outs. People need to know what they are supporting

B. DOLLAR GOAL

Your dollar goal will help determine what fund raising project(s) to host. For example, a golf tournament may raise thousands of dollars while a bake sale may raise hundreds or dollars.

The Fund Raising Committee will need to look at various avenues to determine the right fundraising event for the area.

C. VOLUNTEERS

Each type of fund raising activity will require volunteers. Depending upon the type of fund raiser you select, you may need a large pool of volunteers or a small group of people. One key ingredient in managing volunteers is to identify each volunteer's talent and assign each volunteer with a specific task.

Where can you find volunteers?

- Support Group or Chapter Members
- Friends
- Relatives
- Neighbors
- Co-Workers
- Local Civic Groups
- Area Businesses
- Churches & Synagogues
- Other Organizations

You may be surprised by the number of people who will volunteer in helping with your fund raiser or give support, but you will have to ask...so ASK. Another important item about volunteers-once they volunteer for your fundraiser, chances are good that they will help again. Make it known to them that you truly appreciate their efforts.

D. TIME AND PLACE

Choosing the time and place for your fund raiser can be crucial to its success. Make sure there is not another major fund raising event by another organization on the same day you are planning to have your event. Check your calendar for religious holidays or other scheduled activities that may hinder your fund raiser.

Depending upon the type of fund raising event, you may need a facility. Work in securing this facility at no charge. Many facilities are free to nonprofit organizations. In fact, many of the items you may need for your fund raiser can be donated. The key is to ask for donated items.

E. PROMOTIONS

Media Means:

TV (day-of coverage);

Dailies (pre-event notices, day of coverage, photo editors to attend event and take photos);

Community papers (same as above)

Community television (public access) (same as above)

Monthly magazines (calendar listings)

Specialty magazines and newspapers (calendar listings)

You may have the best fund raising idea in the world, but if know one knows about it the event will fail. Here are a few ways to help promote your fund raiser:

- News Releases (Article in your local newspaper about the event)
- Posters (Make on your computer and distribute throughout the area)
- Word-Of-Mouth (Tell your friends, neighbors, co-workers, and relatives)
- Pubic Access Cable (It's free and most have a calendar of events section)
- Local Radio & Television Stations (Contact your local radio and TV stations)

MEDIA ADVISORY

ATTENTION: ASSIGNMENT EDITOR

FOR IMMEDIATE RELEASE

(date)

CONTACT: (your name) (telephone number)

**TWIN CITIES AREA ATAXIA SUPPORT GROUP HOLDS COMMUNITY
BOOK SALE TO RAISE FUNDS, AWARENESS OF ATAXIA**

WHAT: Books of all shapes and sizes donated by Minneapolis/St Paul community members will be sold to raise funds for Ataxia.

WHEN: Saturday, xx, 2006 9AM - 3PM

WHERE: Anytown Public Library, Main Reading Room, 15 Main Street, Any town, USA

WHO: Twin Cities Ataxia Support Group Jane Jones, President

WHY: The event is being held to raise public awareness and funding for Ataxia.. An estimated 150,000 people in the United States are affected by Ataxia, a genetic disorder resulting in a lack of muscular coordination, caused by the slow, progressive deterioration of nerve cells in the spinal cord and cerebellum. While there is no known cure, researchers have made major medical advances by discovering the locations of many more Ataxia genes that cause other various forms of the disease,

For more information about the event, contact Jane Jones, xxx-xxx-xxxx,. For more information about the Twin Cities Ataxia Support Group, visit www.xxxx.co.id. For more information on Ataxia, visit www.ataxia.org.

F. CHAIRPERSON CHECKLIST

As you develop and implement your fund raiser, it is recommended that you prepare a chair checklist, or a “how-to” list. The purpose of this checklist is to:

1. Give you a guide for your next fundraiser
2. Give others ideas on how to do the fundraiser in other areas.
3. Provides a cleaner picture of what areas when right and what areas went wrong and make adjustments for your next fund raiser.

The Chair Checklist is basically a diary of what occurred and can give direction for the next fundraiser.

G. BEFORE YOU BEGIN

As you begin developing your fund raising ideas, please contact NAF Headquarters. NAF can help you in various areas.

Because of internal safeguards, anyone sponsoring a NAF fundraiser must receive prior written approval by the National Office. You will need to complete Form Fr-1, which will be reviewed by NAF. Once the review is completed, you will receive written notification of the review status.

In summary, a fund raiser is what you make of it. Forming a Fund Raising Committee, developing an idea, finding volunteers, promoting, and implementing your fund raising plan are all key ingredients to a successful fund raising campaign.

In Summary, a fun raiser is what you make of it. Forming a committee, developing an idea, finding volunteers, and promoting are key ingredients in a successful campaign. Good luck and have FUN!!!

For further information, please contact the National Office at:

National Ataxia Foundation
2600 Fernbrook Lane, Suite 119
Minneapolis, MN 55447-4752
Phone: 763-553-0020
Fax: 763-553-0167
Email: naf@ataxia.org

Date: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

A. Are you an affiliate of an NAF Support Group or Chapter?

B. Name of specific project:

C. Please describe the fund raiser:

D. Dollar Goal: \$ _____

E. Number of Volunteers Needed: _____

F. Number of Volunteer Committed to Fund Raiser: _____

G. Date, Time, and Location of Fund Raiser:

H. What avenues will be used to promote Fund Raiser:

I. Will permits or licenses be required for Fund Raiser and status of application(s):

J. Will a full accounting of Fund Raiser be submitted to NAF? _____

K. Any additional comments on Fund Raiser.

THE UNDERSIGNED AGREES THAT IF THIS FUND RAISER IS APPROVED BY THE NATIONAL OFFICE ALL PROCEEDS WILL BE SUBMITTED TO NAF IN A PROMPT MANNER, ALONG WITH A FULL ACCOUNTING OF THE FUND RAISER. FURTHERMORE, NAF SHALL NOT BE HELD LIABLE FOR ANY FINANCIAL LOSS AS A RESULT OF THE FUND RAISER NOR WILL ANY LIABILITY OF ANY KIND BE CLAIMED AGAINST NAF.

Signature of Fund Raising Chair

Date

NAF Review

Date Received: _____

Status of Review: _____

Status of Application: R A D

Date Status sent to Applicant: _____

Notations:

National Ataxia Foundation
Fund Raising Project Income and Expense Sheet

Contact Person: _____

Address: _____

Telephone: _____ Fax: _____

E-mail: _____

Name of Fund Raising Project: _____

Income

Item(s)

Dollar Amount

\$ _____

Total: \$ _____

Expense

Item(s)

Dollar Amount

\$ _____

Total: \$ _____

Net Profit

Income: \$ _____

-(Minus) Expenses: \$ _____

Net Profit: \$ _____ -

Dollar Amount Donated to NAF: \$ _____

The above financial statement is true, accurate, and complete to the best of my knowledge.

Signature of Contact Person

Date

Please return to:
National Ataxia Foundation 2600
Fernbrook Lane Suite 119
Minneapolis, MN 55447
Telephone: (763)553-0020 Fax: (763)553-0167
E-mail: naf@ataxia.org

