



## FUND RAISING FOR THE NATIONAL ATAXIA FOUNDATION

Fun.....d raising can be fun and raise ataxia awareness in your local community. 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 event.

### **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
- F. Ataxia Awareness

When your plan is complete, each member should write down three areas where things could go wrong – and address each problem area. Avoid” reinventing the wheel” by networking with others who have organized a similar event. Contact NAF for referrals.

## A. SPECIFIC PROJECT

Choosing a specific project 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 –**

*Ataxia Awareness Items*

*Cake or bake sales*

*Candy*

*Garage*

*Salad Parties*

*Plants, etc*



### **Food Sales –**

*Progressive Dinners*

*Pot Lucks*

*Barbeques*

*Breakfasts (pancakes)*

*Spaghetti Feed*

*Brat Stand*

*Fish Fry*



### **Social Activities –**

*Picnics*

*Hayrides*

*Dances*

*Wine Nights*

### **Services –**

*Car Washes*

*Lawn Cutting*

*Snow Shoveling*

*Product Sales*

*House Painting*



### **Social Sales -**

*Book Fairs*

*Arts & Crafts*

*Antiques*



### **Sports Events –**

*Walk n' Rolls*

*Bike Rides*

*Horse Shows*

*Golf Tournaments*

*Bowling Tournaments*

*Horse Shoes*

*Car Rallies*

*Dance A Thons*

*Softball Tournaments*

*Donkey Ball Games, etc.*

*Marathons*

### **Gambling –**

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

*Monte Carlo Nights*

*Raffles*

*Bingo, etc.*



### **Show Business**

*Beauty Pageants*

*Variety Shows*

*Musicals*

*Plays*

*Concerts*



## **Some Fundraising Events Ideas**

### Breakfast/Lunch/Dinner Fundraising Event



Food is always a good fundraiser, so try a fundraising breakfast, lunch, or dinner. From spaghetti feeds to fish fry to chili feeds the theme and menu items are limitless. Ask local grocers for donated food items and a donated place to conduct the event. Another approach is to ask a coffee shop, pizza place, or restaurant and ask them to donate a portion of the proceeds of sales from a certain menu item or all sales made on a certain day. Ask to place a brochure or table top sign on each table describing the partnership. Many grocery chains and local markets provide “brat” stands where the local grocery store provides the product and grill and the charity provides the volunteers. A percentage of the sales are donated back to the charity. Brochures on ataxia and an NAF banner at this venue can help increase ataxia awareness. Some national chain stores offer charities matching donations from sales in front of their store. Check out the stores in your area which offer these types of fund raising opportunities and if they do not, ask them if they would consider a fund raising/ataxia awareness event at their store. A progressive dinner, where each appetizer, salad, main course, and dessert is served at different locations, is a fun and popular social event. Charge each guest a fee to enjoy an evening of dining and socializing to help support NAF’s important efforts.

### 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.

### Aluminum Can Drive/Scrap Metal

Recycling is an excellent fundraising idea for our times. Raise money and do a good deed for the environment. Let your community know that they can drop off their recyclable aluminum cans at a central location. Publicize your fundraiser and the aluminum cans will add up quickly. To raise more and as an added incentive and service to your community, you can go door to door to pick up their recyclable aluminum cans. Scrap metal, stainless steel, copper, and alike has much value in today’s market. Ask local businesses who uses various metals in their manufacturing process if they would like to donate a portion of their scrap metal to help support NAF’s efforts. Check with local scrap metal processors to see if they would pick up the donated scrap metal at the location it was donated.

### Bake Sales

Always a favorite 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.

### Lawn / Garage Sale

Everyone thinks about clearing out “stuff” from their attic or garage. A great incentive for most is that they can help an important cause by donating these items. Have a lawn/garage sale fundraiser where your community donates items. Ask local businesses to also donate items for the event. Publicize your event well in advance through flyers in store windows (particularly those businesses who have donated items for your event), newspaper ads, emails to friends, co-workers, and family, and alike. Identify a central

location to hold your fundraising lawn/garage sale. At the event have ataxia brochures available to help get the "word" out.

#### 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. Consider combining this activity with another fundraising event.

#### Auction

Silent action, live action, or a combination of both...it's your choice. This type of fund raiser can be a standalone event or combined with another event, perhaps a fund raising dinner. Ask local businesses, friends, relatives, co-workers, and others to donate items for your auction. Sports memorabilia is always a great hit and local pro-sport teams and celebrities are often willing to donate signed items such as jerseys, baseballs, bats and hockey sticks, footballs, baseball cards, and alike. Live auctions can also be held on small town Main Street. Ask your local businesses to donate an item or two. Have a volunteer auctioneer go in front of each store who donated items and auction off those items. Coordinating this event with a local event on Main Street, such as "Crazy Days" or another main street promotion helps bring people in for the auction.

#### Night At The Races

A fun way to have an exciting 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. Always check with local ordinances for events of this kind.

#### 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! For more information on organizing a Walk n' Roll see NAF's IAAD Kit. Having a website for these kinds of events is a great way to promote the event and add registrants. Contact NAF to have a website created for your event.

#### 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.

### 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 or sold.

***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.***

## **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. Some facilities may require liability insurance. NAF may be able to help. Contact NAF with the facility's insurance requirements.

## 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)
- Facebook & Other social media you participate in.
- NAF Event Calendars
- Posters (Make on your computer and distribute throughout the area)
- Word-Of-Mouth (Tell your friends, neighbors, co-workers, and relatives)
- E-mail
- 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)
- Event website ..... NAF may be able to set up a website for your fundraising event.

MEDIA ADVISORY

ATTENTION: ASSIGNMENT EDITOR

FOR IMMEDIATE RELEASE

(date)

CONTACT: (your name) (telephone number) (E-mail)

**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, 2010 9AM - 3PM

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

WHO: Twin Cities Ataxia Support Group

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 group of progressive degenerative neurological disorders resulting in a lack of coordination, caused by the slow, progressive deterioration of nerve cells in the spinal cord and cerebellum. Too often ataxia strikes children and young adults. While there is no effective treatment or known cure, researchers have made major medical advances in finding answers to help stop ataxia.

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.com](http://www.xxxx.com). For more information on Ataxia, visit the National Ataxia Foundation's [www.ataxia.org](http://www.ataxia.org).

**At all events: Make sure you have signage, brochures, materials, hand-outs. People need to know who & what they are supporting. Make it clear that all proceeds from the event benefit the important work of the National Ataxia Foundation. Make checks payable to NAF.**

## **F. ATAXIA AWARENESS**

Getting the word out about ataxia. Ataxia awareness and promoting the fundraising event go hand in hand. Wearing your Ataxia T-Shirts at your event, selling ataxia items and providing ataxia brochures are all part of getting the word out about ataxia. From press releases, to flyers...your event will help increase ataxia awareness in your local community.

## **G. 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 clearer picture of what areas went 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.

## **H. 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 the Fundraising Application, 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 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](mailto:naf@ataxia.org)

**National Ataxia Foundation** Fund Raising Application Form

Today's Date: \_\_\_\_\_

Organizer's Name(s):  
\_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail:  
\_\_\_\_\_

Are you an affiliate of an NAF Support Group or Chapter?  
\_\_\_\_\_

Name of Fundraiser:  
\_\_\_\_\_

Does your fundraiser have a website?  
\_\_\_\_\_

Date of Fundraiser \_\_\_\_\_ Start & End Time \_\_\_\_\_

Location & Address of Fund Raiser:  
\_\_\_\_\_  
\_\_\_\_\_

Please describe the fund raiser:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please list your event how you would like NAF to post on NAF's event calendars.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Is your fundraiser in honor or memory of someone?  
\_\_\_\_\_

Do you intent the funds raised from you fundraiser to be designated to a specific type of ataxia for research or to be designated to be used where needed most?

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Dollar Goal \$\_\_\_\_\_

Number of Volunteers Needed: \_\_\_\_\_

How will you promote this Fund Raiser: (See page 4 of Fundraising Kit for ideas)

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

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Do you agree to submit an accounting report of this fundraiser to NAF? (An income & Expense sheet is provide for you to use or as an example)

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Please list any information materials or awareness items that you would like from NAF for your event such as brochures, banners, or sales items.

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Any additional comments on Fund Raiser

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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.

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Signature of Fundraising Chair/Organizer

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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](mailto:naf@ataxia.org)

**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

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Total: \$ \_\_\_\_\_

**Expense**

Item(s)

Dollar Amount

\$

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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](mailto:naf@ataxia.org)

