



FUNDRAISING FOR THE NATIONAL ATAXIA FOUNDATION

Fun.....d raising can be fun and raise ataxia awareness in your local community. The most important component in fundraising 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 steps needed to have a successful fundraising event.

- 1. Make the Decision.** Many factors will have to be considered before the commitment is made to have a fundraiser such as what type of event you'd like to have, how many volunteers you will have assisting you, how much time you have to dedicate to planning an event and what are the potentials for garnering publicity and raising money.
- 2. Planning Stage.** Once you have made the decision to move forward with your special event, the planning stage begins. Organization is vital during this process and NAF recommends that you create a Timeline which will be invaluable to you and your team. Your timeline should contain various tasks, task deadline dates and should delegate those tasks to various members of your planning team.
- 3. Budgeting.** With a first-time event, budgeting can often be difficult. Keep in mind the type of event you are holding, the expenses you will incur and the resources available to you. Be realistic when creating your budget. NAF suggests that you overestimate your expenses while underestimating your income. Creating a simple budget worksheet will be extremely helpful to you. NAF does not encourage any out-of-pocket spending especially if this is a hardship. Please be aware of NAF's reimbursement policy and get prior approval for all expenses you plan to request.
- 4. Obtaining Corporate Sponsors.** Special events provide opportunities for publicity to companies in your community. Be sure to make it clear that by sponsoring your event. The company will receive exposure as well as a chance to garner new clientele. Sponsors are a vital part of organizing a sustainable event.
- 5. Supporting Materials.** Developing a few simple communications tools to introduce your event to potential sponsors or attendees would be ideal. Consider developing a simple letterhead; this will convey a professional look and feel to your fundraiser. Also, a one-page fact sheet to have on hand when approaching potential donors or sponsors is vital. It should contain the basic information about your fundraiser: Who, What, When, Where, How, and Why.
- 6. Event Promotion.** Building exposure for your event can seem daunting, but with some organization and persistence, it can be painless. Call television and radio stations in your area and ask for a Public Service Announcement to promote your event. Create colorful flyers to circulate within your community as well as posting an ad in the Community Events section of your local newspaper. Ask NAF how they can promote your next fundraiser.
- 7. Wrapping Up.** Not all work is done when the event is over. Be sure to thank your donors especially your larger sponsors, and even provide some photos to your corporate sponsors to show them how much of a difference their support meant to your event. Send copies of any newspaper articles on the event to your sponsors, too. Last impressions can mean the difference of their supporting your fundraiser next year.

FUNDRAISING IDEAS

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 fundraising ideas

Sales –

Ataxia Awareness Items
Cake or bake sales
Candy
Garage
Salad Parties
Plants, etc



Concerts

Food Sales –

Progressive Dinners
Pot Lucks
Barbeques
Breakfasts (pancakes)
Spaghetti Feed
Brat Stand
Fish Fry

Social Activities –

Picnics
Hayrides
Dances
Wine Nights



Social Sales -

Jeans Day
Book Fairs
Arts & Crafts
Antiques



Services –

Car Washes
Lawn Cutting
Snow Shoveling
Product Sales
House Painting



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

Fashion Show
Man Pageants
Variety Shows
Musicals
Plays



Some Fundraising Events Ideas

Breakfast/Lunch/Dinner Fundraising Event



From spaghetti feeds to fish fry to chili feeds the theme and menu items are limitless. Ask local grocers to donate food items and donate a place to conduct the event. Another approach is to ask a coffee shop, pizza place, or restaurant to donate a portion of the proceeds of sales from a certain menu item or all sales made on a certain day. 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.

Gift Card Tree(s)

Gift card trees contain gift cards in various amounts from any type of business. Gift cards are collected from various businesses and placed on a small decorative tree. The tree itself can be purchased at your local craft store. Once the gift cards are collected and placed on the tree, the gift card tree can be raffled at an event or bid on at a silent auction. Gift card trees are great fundraisers for groups and individuals. In addition, collecting the gift cards provides an opportunity to talk about ataxia with your local businesses.

Bake Sales

Bake sales are always a favorite fundraiser 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.

Auction

Silent action, live action - or a combination of both...it's your choice. This type of fundraiser can be a standalone event or combined with another event, perhaps a fundraising dinner. Ask local businesses, friends, relatives, co-workers, and others to donate items for your auction.

Bingo

Bingo events are always popular so try a Bingo fundraiser. Do it in the same way as normal bingo: 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 the recognition. 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! 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.

Marathons

Are you training for a local marathon? Put your athletic interest to work for ataxia by gathering pledges for your marathon participation. NAF can create a fundraising website to support your efforts.

Ornament Sales

Add a little blue and white cheer to Christmas trees in your town by making ornaments to sell. Clear ornaments can be bought and stuffed with blue and white tinsel or shreds. Ornaments can also be decorated with puffy paint on the outside with NAF, a loved one's name, or the year.

Golf Tournament

Take a swing at organizing a golf tournament. Partner with the Chamber of Commerce to promote your event and get hole sponsors and silent auction items. Offering a Hole-In-One prize is also a popular goal at these events.

Jeans Day

Contact your school district superintendent or Human Resources Manager about having a Jeans Day. Everyone that wants to wear jeans on Jeans Day donates to ataxia.

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

As you begin developing your fundraising ideas, please contact the National Ataxia Foundation. NAF can help you in various areas.

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

At all events: Make sure you have signage, brochures, materials, and 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.

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.

Keys to fundraising event success

Enlist help and delegate! Too many of us take on too much with work, volunteering, family events, and more. There are people out there who want to help. you just have to ask! Enlist volunteers by contacting community groups, retiree groups, high school honor societies, college clubs, or corporations with volunteer groups. Post requests on online volunteer websites and community websites. Don't have the time? Designate someone on your event committee to be the volunteer chair!

Easy \$Money: apply online for grants for each event. Wal-Mart, Kohl's, Best Buy, Target, Medtronic, Gap, Banana Republic and many other stores have programs where they will make a donation if their staff volunteers at a charity event. Macy's and other stores have campaigns where if you sell their coupons, they will give you 100% of the coupon sales.

Speak at rotary clubs, chamber of commerce meetings, Kiwanis, Lions clubs, VFWs and American Legion groups and professional networking groups. Not only is it a potential fundraising opportunity, but you're helping to spread awareness about ataxia and NAF! Don't forget about company matching funds!

Promote! Promote! Promote! You can create the best event ever but it won't matter if no one knows about it. Create a database of local media outlets. Utilize the web - promote your event on online calendars, and community websites, send press releases to community newspapers, create a PSA for radio and magazines. Work with NAF to create press releases and promotional materials to maximize your outreach!

The secret to success! Remember - there is no 'secret' or 'magic' fundraising event. The key is to make your event fun. Fun for participants and fun for your event committee! When your event is fun, people spread the word and want to come back next year!

For further information, please contact the National Office at:

National Ataxia Foundation

600 Hwy 169 S, Suite 1725

Minneapolis, MN 55426

Phone: 763-553-0020 Fax: 763-553-0167

Email: naf@ataxia.org



Event Checklist

Update the event checklist as needed for your event to use as an additional tool for organizing your event.

- Determine the type of event
- Form your event planning Committee
- Review the NAF Fundraising Guidelines with the planning committee
- Identify your event location & date
- Complete & submit the Fundraising Application Form
- Create your event flyer, event forms, and sponsorship letter
- Have event information materials reviewed by NAF
- Work with NAF to design & implement your event website
- Discuss your promotion plans with NAF (mailings, media, signage, etc.)
- Discuss foreseen event expenses with NAF
- PROMOTE! PROMOTE! PROMOTE!
- Obtain volunteers
- Secure exhibitors, sponsors, silent auction items, etc.
- Go through the day of the event often with the event planning committee
- Send in checks collected often and in batches noted with how to designate
- Day of event pictures & video
- After the event, submit your donations collected at the event, plus the event accounting report, short summary of event, pictures, and video within 30 days of event.
- Thank your event sponsors & supporters!
- Thank yourself and your event planning committee for a job well done! 😊



Connecting Ataxia families, researchers,
clinicians and the community

NAF Fundraising Guidelines

Thank you for your interest in raising funds to help support the important work of the National Ataxia Foundation. We truly appreciate your interest and have developed the following fundraising guidelines to help you raise funds to support NAF's mission to cure Ataxia. Please do not hesitate to contact NAF regarding any questions you may have about your fundraising idea.

1. The first step in conducting an NAF fundraiser is to complete and return the NAF Fundraising Application. Your application will be carefully reviewed and you will be contacted regarding your fundraiser.
2. Fundraising events or activities in which funds raised cannot be officially tracked by NAF cannot be approved as an official NAF fundraiser. These events can still be conducted in support of NAF and are truly appreciated. (Examples: Garage Sales, Book Sales, Bake Sales, etc.)
3. Once your fundraiser has been approved, begin planning your event and assign others with various tasks for the planning, marketing, fundraising, and implementation of your event.
4. In promoting your event, all promotional materials regarding your event (electronic and print) must state: "All proceeds to benefit the National Ataxia Foundation."
5. Any and all materials and/or written correspondence that use the name of the National Ataxia Foundation must receive prior written approval from NAF.
6. Depending upon the location of the event and the type of event being conducted may require liability insurance. If insurance is required, please contact NAF and we may be able to help you in securing insurance for the event.
7. Events must be accessible to all attendees.
8. If you are considering conducting a charitable gambling activity such as bingo, pull tabs, casino night, and the alike, you must first contact your local government for ordinances relating to charitable gambling activities as well as the appropriate state agency. Each state has their own rules and regulations in conducting charitable gambling as well as state agencies who oversee gambling of any type. You must comply will all state laws in the conduct of charitable gambling.
9. All checks for your event must be made payable to the National Ataxia Foundation and must be sent to the national office within 30 days of the event.
10. NAF only reimburses for expenses deemed necessary to hold the event such as facility rental, insurance required, signage, etc. It is required to get approval of all expenses that you are planning to request reimbursement for prior to your event. Additional expenses may be approved if an event registration fee is being charged. In that case approved reimbursement of expenses will not exceed projected funds raised from registration fees collected. Obtaining sponsors is recommended to cover expenses that do not qualify for reimbursement. Spending money out-of-pocket for event expenses is not recommended.

NAF Fundraising 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 Fundraiser:

Please describe the Fundraiser:

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?

Your Dollar Goal \$_____

Number of Local Volunteers Needed: _____

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

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

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

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

Any additional comments on Fundraiser

THE UNDERSIGNED AGREES THAT IF THIS FUNDRAISER IS APPROVED BY THE NATIONAL OFFICE ALL PROCEEDS WILL BE SUBMITTED TO NAF WITHIN 30 DAYS OF THE EVENT 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 FUNDRAISER NOR WILL ANY LIABILITY OF ANY KIND BE CLAIMED AGAINST NAF.

Signature of Fundraising Chair/Organizer

Date

Please return to:

National Ataxia Foundation
600 Hwy 169 S, Suite 1725
Minneapolis, MN 55426
Telephone: (763)553-0020 Fax:
(763)553-0167
E-mail: naf@ataxia.org

National Ataxia Foundation

Fundraising Project Income and Expense Sheet

Contact Person: _____

Address: _____

Telephone: _____ Fax: _____

E-mail: _____

Name of Fundraising 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

