



# FUNDRAISING TOOLKIT



# WELCOME

Dear Friend,

Thank you for requesting information about hosting a fundraising event or selling a product to benefit the Spina Bifida Association (SBA). We are truly grateful for your desire to give back and volunteer, and we look forward to working with you.

This toolkit is packed with information to assist you with your fundraising efforts, including 100 fundraising ideas; background information on Spina Bifida; policies and procedures; fundraising tips; samples; and forms. We hope you find it helpful.

Once you have decided on your event or activity, make sure you register at [100waysforSB.org](http://100waysforSB.org). Registration will provide you with access to your own personal webpage where you can share a story and photo; set a fundraising goal; create your own friendly url; and accept online donations.

We will also provide you with a dedicated staff person at SBA who is available to assist you - ME! Please feel free to contact me at any time with questions or concerns.

Thank you again for becoming a community fundraiser on behalf of SBA, and good luck with your event!

Best wishes,



Elizabeth (Liz) Merck  
Director of Development  
[emerck@sbaa.org](mailto:emerck@sbaa.org)  
(800) 621-3141 Ext. 23  
Direct: (202) 618-4754

# WHERE DO I START?

## **STEP 1 // FIND YOUR INSPIRATION**

Are you living with Spina Bifida? Is someone you know affected? Maybe it's your child, grandchild, another family member, neighbor, co-worker, or friend. Or maybe you've never met anyone with Spina Bifida, but you want to somehow make a difference. Whatever your inspiration, you need to identify it and share it with others to be successful with your fundraising efforts.

## **STEP 2 // CHOOSE AN EVENT**

What is it that you would like to do to help raise money for SBA? Your activity can be big or small, public or private, virtual or actual. Be creative! If you're stuck, take a look at the 100 Fundraising Ideas in this toolkit for inspiration.





### **STEP 3 // REGISTER AND SET UP YOUR WEBPAGE**

Once you have decided on your event, be sure to register at [100waysforSB.org](http://100waysforSB.org). Registration will give you access to your own personal webpage where you can share a story and photo, set a fundraising goal, create a friendly url, and collect online donations. If you decide you don't want to use the page, that's fine too!

### **STEP 4 // UTILIZE THIS TOOLKIT**

Everything you need to make your campaign a success is right here at your fingertips, including event ideas; timelines; sample invitations, flyers, and social media posts; forms; and policies and procedures. Be sure to read our policies and procedures carefully!

### **STEP 5 // GET STARTED**

While the details are important, don't let them overwhelm you. Just dive in! Once you start telling others what you are doing, you'll be amazed at how many people will want to support your efforts.





# 10 FUNDRAISING TIPS



## **1 // SET A GOAL**

Decide right now how much money you would like to raise at or during your event. Sharing your goal with family, friends, and colleagues will make your participation more meaningful and prompt them to help you reach it.

## **2 // BE ORGANIZED**

Make a list of everything you need to do before and after your event to make it successful. Check off items as they are completed to keep yourself on track. Some things to think about:

### **★ Theme**

What will it be? Your theme could influence all future decisions.

### **★ Venue**

Where will you host your event? Will there be a cost? Is there a deposit needed? Does the facility accommodate the number of people you hope will attend? What are set up and clean up policies? Is staff available? What supplies will you need to bring? Are permits or insurance required? Look for donated space before renting space, and if your event will be outdoors, always check with local government to ensure you have the correct paperwork completed and resources required.

### **★ Printing & Mailing**

Will you be printing flyers, invitations, or posters? How many? How much will that cost? What about postage? E-mail and social media are more cost-friendly options.

### **★ Food & Beverage**

Are you going to use a caterer or provide food yourself? Can alcohol be served or is a permit required? Will items be donated?

### **★ Entertainment**

Does your facility have the AV equipment you need? Will you need to rent anything else? What are the costs? If you plan to have a band/DJ, know their equipment, space, and set up needs. If you are working with a celebrity, be sure to assign someone to attend to them throughout your event.

### **★ Money Matters**

Create a budget and make sure your fundraising will outweigh your costs. How will you raise money for SBA – charge a flat fee, ask for contributions, or donate a percentage? Who is going to make “the ask?” Practice, practice, practice!

### **3 // BE REALISTIC**

Don't bite off more than you can chew. Choose an event that you can pull off successfully with minimal out of pocket expenses.

### **4 // FOLLOW POLICIES & PROCEDURES**

We have provided SBA's third party fundraising policies and procedures in this toolkit, but there may be local government policies and procedures that you need to follow if hosting a public event. Don't neglect to get the appropriate approval and permits for your area!

### **5 // SHARE YOUR STORY**

Your story or the story of the individual you are honoring or memorializing will have the greatest impact on your donors. Be sure to personalize your webpage and personalize your "asks" for donations. Consider a guest speaker at your event who has Spina Bifida. Photos are important too!

### **6 // ASK FOR DONATIONS**

Sounds obvious, right? In order to get a donation, you need to ask for one directly. That's how you get people to give, and you'll be surprised at how many donations you receive. Don't forget - every time a donor makes a gift to your event or activity, you should thank them promptly and profusely. It shows you're grateful for their kindness, and they may just give again at a later date! In addition, make sure you give to your own event (or don't ask others to do so). Lead by example.

### **7 // DRIVE DONORS ONLINE**

Did you know the average online donation is 50% more than a donation by check? Keep this in mind when planning your event. Of course, donors who feel more comfortable contributing by check can do so too.

### **8 // ASK AGAIN**

Sometimes people want to donate, but they get sidetracked by other things or don't have funds at the time they were asked. Remind your contacts about your event, deadlines, and what you hope to achieve with their help. For those who cannot attend your physical event, provide them with an option to donate online. You can even include this information on invitations.

### **9 // TAKE ADVANTAGE OF MATCHING GIFTS**

Many companies will match their employees' donations. This is an easy way to double or triple your fundraising. Be sure to have everyone ask their employer for the appropriate form. SBA will file the paperwork and credit your fundraising account.

### **10 // HAVE FUN**

We want this experience to be a positive experience for you. If you are having fun planning and carrying out this event, your enthusiasm will inspire others to give and get involved. Have a good time!



# CONTACT / INVITATION LISTS

During the process of planning your event, you may want to make a list of people you know. Use the list below to help compile your own list of personal contacts. Who will you ask for a gift? Who will you invite to your event?

- Parents
- ★
- Grandparents
- ★
- Siblings
- ★
- Aunts/Uncles
- ★
- Cousins
- ★
- In-Laws
- ★
- Neighbors
- ★
- Co-workers (Current or Past)
- ★
- Best Friends
- ★
- Sorority/Fraternity Friends
- ★
- Military Friends
- ★
- Friends at School, Church, Camp, Daycare, Clinic, Sports, Parks, Neighborhood Centers, Extracurricular Activities, Health Club/Gym, Volunteer Groups, Classes, Etc.
- ★
- Facebook Friends
- ★
- Twitter & Instagram Followers
- ★
- Local Businesses You Frequent



# POLICIES & PROCEDURES

The Spina Bifida Association (SBA) is recognized as a 501(c)(3) nonprofit, charitable organization by the Internal Revenue Service. This tax exempt status is critical for SBA to carry out its mission. Therefore, it is essential that you comply with IRS regulations described in this document pertaining to nonprofit fundraising activities.

By participating in SBA's 100 Ways to Make a Difference program, you are agreeing to become a third party fundraiser. Third party is defined as anyone not employed by SBA and refers to fundraising activities where SBA has no fiduciary responsibility and little or no staff involvement in the execution.

## You must abide by the following policies:

**A //** All third party events must be publicized and conducted in a manner that makes it clear that SBA is the beneficiary of your fundraiser, not the sponsor or host of the event. As such, event names may not incorporate the term SBA (e.g. SBA's Boston Bowl-a-thon). We suggest "proceeds will benefit the Spina Bifida Association."

You may ask for permission to use SBA's logo. All materials that will incorporate the logo must be reviewed and approved prior to distribution.

**B //** All expenses are the responsibility of the event organizer. SBA is not responsible for any expenses incurred for the fundraising activity and will not advance funds or reimburse expenses. If you need assistance to cover expenses, we encourage you to find event sponsors or charge an event fee.

The event organizer may not keep any portion of the proceeds (beyond real expenses) as profit or compensation. Expenses for the event should not exceed 50% of the income.

Donors must be informed that the tax deductible amount of their donation is only the amount that is over and above the value or any goods or services received in exchange for the donation. For example, if a donor pays \$100 to participate in your event, and the value of your event is \$50, then their tax deductible amount would be \$50.

If SBA will not receive 100% of the proceeds from your event, the exact percentage must be stated clearly for the donor. Similarly, if goods are sold to raise money for SBA, it must be made clear what percentage of the sale price will benefit SBA.



**C //** All checks or money orders should be made payable to the Spina Bifida Association. Keep track of your offline donations using the Offline Donation Tracking Form in this toolkit. You also have the option of entering offline donations directly into your personal website.

Send checks to SBA using the Donation Submission Form in this toolkit or another form that clearly states what event is to be credited. Please do not send cash in the mail. Convert cash to a check or money order made payable to SBA. Include the Cash Donation Form to ensure proper donor acknowledgement.

SBA will provide receipts to your donors only if you provide their name, contact address, and amount given. SBA will mail receipts out within 3 weeks of receiving donations.

**D //** The event organizer is responsible for the planning and execution of the event, including adherence to applicable laws (e.g. obtaining permits or licenses) and ensuring the safety of event attendees. As the beneficiary of your fundraising event, SBA does not accept or assume any liability associated with the event, including, but not limited to, injuries sustained by volunteers or participants during the event. The event organizer will indemnify, defend, and hold harmless SBA, its directors, officers, and employees from any and all claims that may arise out of or relate to such event.

**E //** Events should complement the mission, vision, and image of SBA. Should SBA discover that your event is not in keeping with the policies outline in this document, SBA reserves the right to, at any time, through its Board of Directors, direct you to cancel the event. You must agree to cancel the fundraiser, and if so directed, further agree to release SBA from any and all liability and connection to any such action.

**F //** All donations must be received within 30 days of the end of your event. For ongoing campaigns or sales, all donations must be turned in within 30 days of check or money order date. Do not hold onto physical donations.





# 100 FUNDRAISING IDEAS



## WHICH WILL YOU CHOOSE?

Look at this list of sample events and see if any of these ideas inspire you. You can also host an event that is not on this list. Be creative!

### **1 // BAKE SALE**

Make some yummy treats and set up a table at your school, office, church or local market.

### **2 // GARAGE/YARD/MOVING SALE**

Include only your family's items or ask neighbors and friends to join too. Donate the proceeds.

### **3 // CRAIGSLIST/EBAY SALE**

Sell unwanted items online for a good cause.

### **4 // LEMONADE STAND**

A great way to involve kids in your neighborhood!

### **5 // ICE CREAM SOCIAL**

Buy or have a local business donate tubs of ice cream for your event. Have people pay a flat fee for the tasting and then donate proceeds.

### **6 // PIZZA PARTY**

Invite friends, neighbors, and co-workers to a pizza party for a cause. Ask for donations or have attendees pay an entrance fee for the event.

### **7 // CAR WASH**

Gather some supplies and friends and get to work. Charge per car or ask for donations.

### **8 // HOUSE PARTY**

Turn a cocktail or dinner party into a fundraiser by asking guests for gifts. Share your story or invite a guest speaker.

### **9 // MARKET YOUR SERVICES**

What talents do you have? Baking? Scrapbooking? Gardening? Sell your "skills" for a donation to SBA or donate a portion of the proceeds from your local business.

### **10 // POTLUCK DINNER AUCTION**

Each family brings a fully cooked meal to auction off at the event.

### **11 // RESTAURANT NIGHT**

Partner with a local restaurant willing to donate a % of sales for the day/night.



### **12 // BIRTHDAY GIVING**

Is your birthday coming up? In lieu of gifts, ask folks for donations.

### **13 // BINGO**

Partner with a local church or community center and sell Bingo cards. Instead of offering money for prizes, find local businesses that will donate prizes. Advertise the event in your community.

### **14 // NEW YEAR'S EVE PARTY**

Ask attendees to donate \$20.16, \$20.17, or \$20.18 perhaps?

### **15 // PARENTS NIGHT OUT**

For a fee, offer to babysit for kids in the neighborhood so parents can have a night out. Let parents know a % will be donated to charity, and they may give even more!

### **16 // HAY RIDE**

A great fall event. Use a trailer and take kids on a spooky hayride for a cause.

### **17 // HALLOWEEN PARTY WITH COSTUME CONTEST**

A safe alternative to trick or treating. Invite everyone to make a donation for "entry" into the contest.

### **18 // DOG WALKING**

Offer to walk your neighbors' dogs for a fee or donation.

### **19 // NEIGHBORHOOD LUAU**

Dress up and give out leis, coconut beverages, etc.

### **20 // MOW YARDS, RAKE LEAVES, SHOVEL SNOW**

Offer to do this for your neighbors for a donation to SBA.

### **21 // AWARENESS TABLE**

Set up a table at your school, church, club, etc. and pass out information about Spina Bifida while collecting donations.

### **22 // DRESS DOWN DAY**

With permission from your boss or HR Department, employees can pay a fee to wear jeans to work and have those funds donated to SBA.

### **23 // 50/50 RAFFLE**

Folks pay for raffle tickets. Half of the money goes to the winner, half goes to SBA.

## **24 // GOLD PARTY**

Contact a local gold buyer. Everyone brings old jewelry to sell and a % of proceeds goes to SBA.

## **25 // SOCIAL MEDIA CAMPAIGN**

Set up a webpage, goal, and share your story. Ask friends and family to donate to your campaign. Great for Spina Bifida Awareness Month in October!

## **26 // HOLIDAY CAROLING**

Pass out fliers in your neighborhood asking for donations for you and your friends to come caroling at Christmas.

## **27 // HOLIDAY GIVING**

Is Christmas, Easter, or another important holiday coming up? In lieu of gifts, ask folks for donations to a fundraising campaign.

## **28 // DO SOMETHING BOLD**

Offer to shave your head, dye your hair, grow a beard, etc. if you raise a certain amount of money by a certain date. You must reach amount to do it!

## **29 // SET A PERSONAL GOAL**

Whether it is pounds lost, days without smoking, a swear jar, etc., you can turn a personal goal into a fundraiser.

## **30 // PILLOW OR SNOWBALL FIGHT**

Hold a neighborhood "fight" and have people pay to participate.

## **31 // BACHELOR AUCTION**

Auction off dates with single men in the community. Recruit local police or firemen if willing.

## **32 // SCHOOL DAYS**

Partner with a local school willing to host a crazy hair day, color day, or some other special day if kids pay \$1 to participate.

## **33 // EMPTY YOUR POCKETS DAY**

Host it at your office. Everyone donates the change in their pockets or purse to a good cause.

## **34 // CARNIVAL**

Host at your local church or school with proceeds benefitting SBA.

## **35 // BOOK SIGNING**

Have an author donate proceeds from a book signing event.

## **36 // WINE PULL**

Ask friends or local businesses to donate bottles of wine. You host a party and sell wine tickets with each ticket equaling one wine pull.







### **37 // HAPPY HOUR FOR A CAUSE**

Partner with a local bar for discounted pricing for your participants, then charge an entry fee to happy hour.

### **38 // SILENT AUCTION**

Have local businesses or parents donate items to be auctioned off in the community.

### **39 // RAFFLE**

Find something to raffle off! Sell tickets at work, school, church, and throughout the neighborhood.

### **40 // FLOWER SALE**

Ask a local florist to provide day-old arrangements and sell them at work, school, etc.

### **41 // PANCAKE BREAKFAST**

Invite your neighbors or a sports team and charge an entry fee. Go bigger by partnering with a local fire department, community group, or church.

### **42 // ADULT SPELLING BEE**

Let kids put their parents to the test! Sell tickets and have adults get sponsors/wagers on how many rounds they can get through.

### **43 // CRAFT SHOW**

Sell your crafts at a booth at a local craft show or online. Donate a portion of the proceeds or donate the proceeds from food and drink sales at the event.

### **44 // CONCERT**

Partner with local students or musicians to host a benefit concert for SBA.

### **45 // FITNESS CHALLENGE OR ZUMBATHON**

Have an instructor donate his/her time to host a class or challenge and collect a fee for participation.

### **46 // TAILGATE OR SPORTS WATCHING PARTY**

Host a party for an upcoming game. Provide food/drinks (or have them donated) and charge an entry fee.

### **47 // GIFT WRAPPING**

Offer a gift wrapping night for your church/community group – people bring their gifts to you to wrap for the holidays!



#### **48 // BOWL-A-THON**

Hold at your local bowling alley.

#### **49 // PHOTOGRAPHY CONTEST**

Charge an entry fee and charge the public to vote. Offer a prize to the winner. Perhaps you can even get a local magazine to publish the winning photo!

#### **50 // FUNDRAISING COMPETITION**

Offer a prize to the department/class/group that raises the most money (free day off work, parking spot, pizza party, ice cream party, happy hour, etc.). A great idea for schools and offices!

#### **51 // BIKE-A-THON**

Host it at a local gym. Secure pledges to ride a stationary bike until you reach your goal.

#### **52 // SPAGHETTI DINNER**

Hold at a community center, church, or school.

#### **53 // FIELD DAY**

Play tug-o-war, hold a potato sack race, or dodge balls. It's a great family event that you can turn into a fundraiser!

#### **54 // WAIT TABLES**

Partner with a local restaurant and see if you can wait tables for a day/evening, then donate your tips to SBA. Invite all your friends to come sit in your section!

#### **55 // FLOCK A YARD**

Put 20+ flamingos in someone's yard with a note that they've been "flocked." Charge a donation of \$1 (or \$5 or \$10) per flamingo to have them moved to a neighbor's yard.

#### **56 // GAME NIGHT**

Charades, Dominoes, Yahtzee, Scrabble, X-Box, Wii – have a fun night with friends/family and raise money too.

#### **57 // RECYCLE**

Cans, phones, printer cartridges – companies will pay you to recycle. Hold a drive to collect these items and turn them in for cash.

#### **58 // AMAZON SMILE**

Raise money while you shop! Choose SBA as your charity of choice and always start your online shopping at [smile.amazon.com](https://smile.amazon.com).

#### **59 // SPA DAY**

Invite friends over for a spa day – facials, manicures, pedicures, wine, etc.





**60 // SLEEP IN FOR SPINA BIFIDA**

Collect donations from friends and family who will pay you to sleep-in (you stay in bed an extra 15 minutes for every gift).

**61 // OSCAR WATCHING PARTY**

Have a ballot, have folks pay to enter the contest, and offer a prize for the winner (also works for Grammys, Golden Globes, etc).

**62 // SELL YOUR ART**

Use your creativity and sell your products on etsy.com, zazzle.com, or cafepress.com.

**63 // WEDDING GIFTS AND FAVORS**

Getting married? Have guests donate to SBA to lieu of gifts or instead of providing favors to your guests, make a donation to SBA in their honor.

**64 // DOG WASH**

Same idea as a car wash, but for dogs!

**65 // COIN DRIVE**

Great idea for a school or local business. Set up canisters at your favorite locations.

**66 // VALENTINE'S DAY DANCE**

Host at your local school, church, or community center for Valentine's Day or another holiday.

**67 // SPORTS TOURNAMENT**

Pick your favorite sport!

**68 // MOVIE NIGHT**

Host at your house or partner with a local cinema.

**69 // POKER TOURNAMENT**

Have prizes for winners donated by local businesses. Players can pay an entry fee.

**70 // GOLF TOURNAMENT**

Host at a local golf course. Many have charity rates!

**71 // COMEDY/TALENT SHOW**

Recruit local comedy/talent to perform, and have attendees vote for their favorites with donations. Alternately, partner with a local comedy club for a show.



**72 // BUS TRIP**

To a casino, outlet mall, theatre, or other attraction.

**73 // KARAOKE**

Host at a local bar. Pay to sing your favorite song, pay not to have to sing, or pay to make someone else sing!

**74 // COOKING CLASS**

Find a chef who will host a cooking class and charge per participant (variations: kids cooking class, pottery class, etc).

**75 // FASHION SHOW**

Encourage a local boutique to get involved.

**76 // PUMPKIN FAIR**

Offer fall photographs with scarecrows, sell or decorate pumpkins, make decorations, etc.

**77 // DANCE -A- THON**

Offer prizes, sell tickets, and the last person/couple dancing wins.

**78 // TRIVIA NIGHT**

Host at a local bar or restaurant, offer prizes, and charge an entry fee.

**79 // CHILI COOK OFF**

Have local celebrities, chefs, or neighbors enter a winning recipe. Sell tickets to the event. Attendees can vote for their favorites with donations (variation: BBQ).

**80 // CAR SHOW**

An antique car club or local car dealership can show off their models. Invite the public to attend and sell tickets or concessions.

**81 // REGATTA**

Live near water? Host a sailing regatta!

**82 // HOME TOUR**

At the holidays, create a "tour" of neighborhood houses and charge admission to the public.

**83 // CONCESSION STANDS**

Many ballparks, stadiums, and arenas offer charity groups the opportunity to receive a portion of the proceeds by volunteering at concession stands.



**84 // ROLLER OR ICE SKATING PARTY**

Fun night for kids and adults alike!

**85 // PARADE**

Host a parade in your town. Charge a flat fee per float.

**86 // BIKE RALLY**

Motorcycles, mountain bikes, or road cycles will do.

**87 // ADULT PROM**

Have a prom night for adults and invite them to wear their old prom dresses (if they still fit!).

**88 // DECADE NIGHT**

50s, 60s, 70s, or 80s costume party, anyone?

**89 // #GIVINGTUESDAY CAMPAIGN**

Set up your own #GivingTuesday campaign, which is always the Tuesday after Black Friday and Cyber Monday.

**90 // WALK OR RUN**

Host a local walk or run at a park or school.

**91 // POLAR PLUNGE**

Raise money and then take the plunge into frigid winter waters.

**92 // GIVING CHAIN**

Give money yourself and then challenge 6 of your friends to do the same, then their friends, then their friends, etc.

**93 // UGLY TIE CONTEST**

Children at school / church create ugly ties with fun crafts. Display ties in a prominent location and take votes for the ugliest with donations in jars. Have the pastor or principal wear the winning tie.

#### **94 // CEMETERY TOUR**

Live near a cemetery where tours could be offered? Sell tickets for a “ghost tour.”

#### **95 // EATING CONTEST**

Use doughnuts, hot dogs, or whatever comes to mind. Have people pay to enter and donate half of the winnings to SBA.



#### **96 // FOOD FIGHT**

Have people pay to enter for the chance to cover their friends in food.

#### **97 // MAKEUP/JEWELRY PARTY**

Partner with a sales representative from Mary Kay, Avon, Lia Sophia, Stella & Dot, or another company who will come host a party at your home for you and your friends. The rep will donate a portion of her sales to your charity.

#### **98 // BE A MOVER**

Help your friends or neighbors move. They'll save money on hiring professionals and can donate to SBA instead.

#### **99 // RENT-A-KID**

Coordinate a service for kids in your community where folks can call to “rent” them to do things like clean, shop, shovel, garden, etc. Donate a portion of the proceeds.

#### **100 // FLASH MOB**

Host a flash mob where folks who want to participate would pay to do so. Make sure to tape the event and share it via social media. You'll not only raise money, but awareness!

#### **NEED HELP GETTING STARTED?**

Feel free to contact Elizabeth (Liz) Merck, Director of Development at [emerck@sbaa.org](mailto:emerck@sbaa.org) or call (202) 618-4754.





# MONTHLY THEME IDEAS



## **JANUARY**

New Year's resolutions, Martin Luther King Day, Football Playoffs, Golden Globes Awards Night, Birth Defects Prevention Month

## **FEBRUARY**

Groundhog Day, Super Bowl Sunday, Valentine's Day, President's Day, Mardi Gras, Leap Year, Academy Awards Night, Grammys Night

## **MARCH**

St. Patrick's Day, Spring Cleaning

## **APRIL**

April Fool's Day, Easter, Earth Day, Arbor Day

## **MAY**

Cinco de Mayo, Mother's Day, Memorial Day, Garage/Yard/Moving Sales, May Sweeps

## **JUNE**

Flag Day, Father's Day, End of School Year, Lemonade Stands, Car Washes

## **JULY**

Independence Day, Summer Party, BBQ, Fireworks

## **AUGUST**

National Night Out, End of Summer, Back to School

## **SEPTEMBER**

Labor Day, School Days, Scouting

## **OCTOBER**

Oktoberfest, Columbus Day, Halloween, Spina Bifida Awareness Month

## **NOVEMBER**

Veteran's Day, Thanksgiving, Black Friday, Cyber Monday

## **DECEMBER**

Giving Tuesday, Hanukkah, Christmas, New Year's Eve

# SAMPLE TIMELINE

## PLANNING YOUR FUNDRAISING EVENT

This is a sample only. You may not start planning 6 months before your event, and that's ok. These steps can be followed in a much shorter timeframe, and some may not apply to you.

### 3 - 6 MONTHS BEFORE EVENT

- ★ Choose your event (see list of ideas).
- ★ Recruit your friends to help you with the event (host a planning meeting).
- ★ Set a fundraising goal.
- ★ Create a budget (if applicable) – make sure to keep expenses to 50% or less.
- ★ Set up your personal online fundraising page at [100waysforSB.org](http://100waysforSB.org).
- ★ If applicable, seek out sponsors, raffle items, auction items, entertainment, food, beverages, decorations, etc.
- ★ Pick the date, time, and location.
- ★ Compile invitation list.



### 1 - 3 MONTHS BEFORE EVENT

- ★ Blog about your event.
- ★ Start selling tickets or collecting donations.
- ★ Create Invitations – either hardcopy or online.
- ★ Utilize social media to promote your event.  
(e.g. create a Facebook event and invite friends).
- ★ Use traditional media (newspaper, radio, TV, etc.) to promote your event.
- ★ Add your event to online calendars (news, magazines, blogs, Facebook).
- ★ As donations start coming in, be sure to send THANK YOU notes right away!
- ★ Track your progress against your fundraising goal(s).
- ★ Add "offline" donations to your online fundraising page and mail checks to SBA (use form at end).

## 2 - 4 WEEKS BEFORE EVENT

- ★ Call friends/family that have not yet RSVPed or donated – let them know how excited you are to host the event and ask them to participate in some way.
- ★ Post fundraising updates (start a countdown to event day!) on social media sites and via e-mail.
- ★ Continue to track your progress against your fundraising goal(s).
- ★ Continue to input your “offline” donations into your online fundraising page and mail checks to the SBA office.
- ★ Finalize the details for event day – logistics, food, beverages, sponsors, auction items, raffle items, decorations, goody bags, etc. Send THANK YOU notes to these sponsors right away!

## EVENT WEEK

- ★ Print a list of attendees and send a reminder about the event.
- ★ Check last minute event details.
- ★ Smile and have fun hosting your fundraiser!

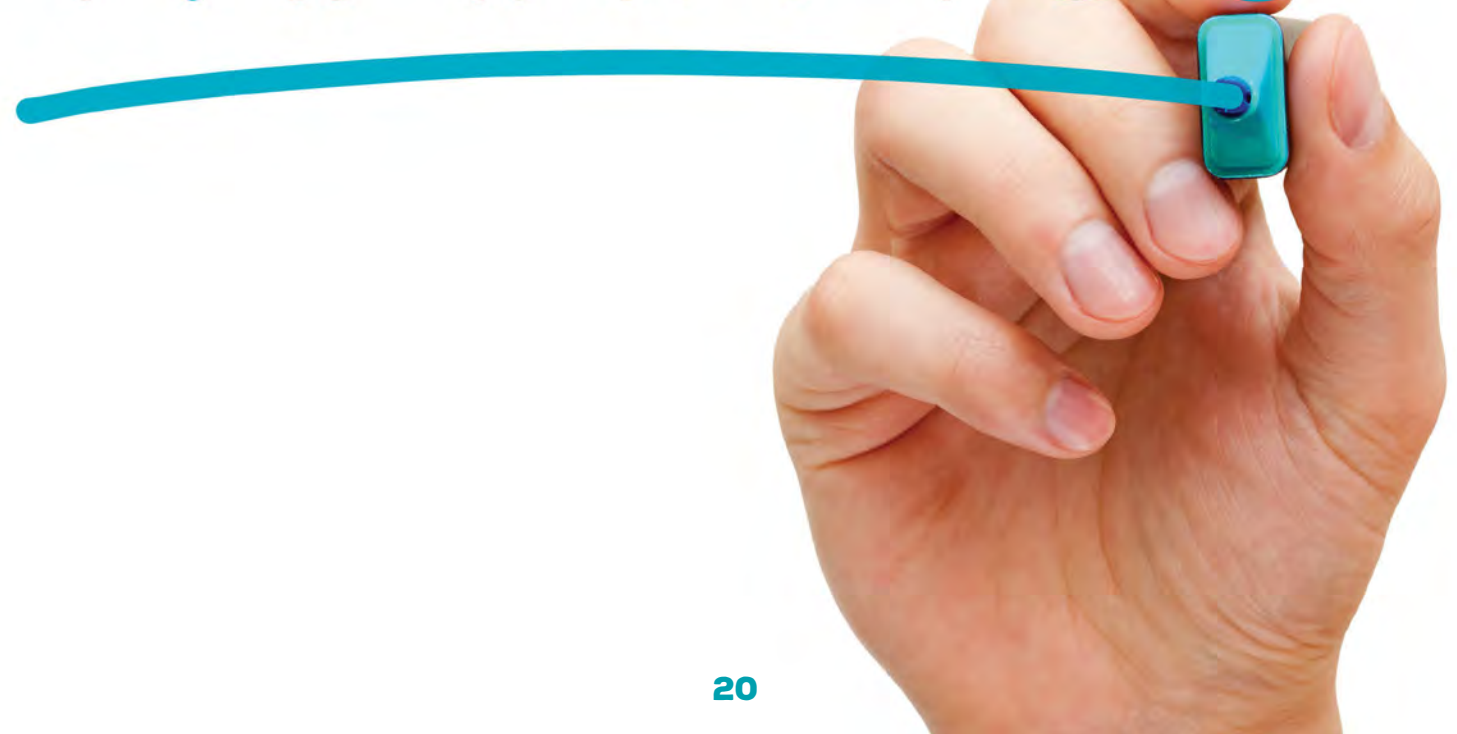
## WEEK AFTER

- ★ Send THANK YOUs to everyone who supported your efforts. It is so important to say thanks, especially if you want to host the event again in the future.
- ★ If you haven't reached your goal yet, let everyone know the deadline to make a donation (you can set this up yourself).

## 30 DAYS AFTER

- ★ All final funds due to the Spina Bifida Association.

THANK YOU





# SAMPLE VOLUNTEER LETTER

## TO RECRUIT EVENT VOLUNTEERS

Dear [Friends/Family]:

As you know, my child/grandchild/friend/I was born with Spina Bifida [Insert YOUR story].

Because of [NAME], I have been inspired to do something to help others with this birth defect. I am hosting [INSERT EVENT NAME] to raise funds for and awareness about Spina Bifida and support the vital work of the Spina Bifida Association (SBA). I have set a goal to raise [\$\$], and I would love your support!

Spina Bifida is the most frequently occurring, permanently disabling birth defect in the nation. Every day in the U.S., about eight babies are born with Spina Bifida or a similar birth defect of the brain and spine. Approximately 177,000 people are living with SB currently across the nation. SBA is the sole national, voluntary health organization dedicated to Spina Bifida education, research, advocacy, and support as well as prevention.

Because you [are such a good friend / are a great party planner / are a great networker / have a lot of contacts / can design an invitation / can help me \_\_\_\_\_ ], I would love your help for this event. I am having a planning meeting on [XX/XX/XX] to discuss the event. I hope you can join us!

Thank you so very much. Your support means a lot not only to me, but to the thousands of people living with Spina Bifida across the U.S.

If you'd like to find out more information about this challenging and complex condition, please visit [spinabifidaassociation.org](http://spinabifidaassociation.org).

All my best,  
[Your name]

# SAMPLE BUDGET

## EXPENSES

Food/Beverages (25 people at \$10 per person) = \$250

Invitations (50 people at \$.50 per person) = \$25

Decorations and other Miscellaneous Items = \$50

Total Expenses: \$325

## REVENUE

Tickets (25 people at \$10 per person) = \$250

Raffle (50 tickets at \$5 per ticket) = \$250

Donations from people who cannot attend = \$200

Total Revenue: \$700

## NET INCOME

Due to SBA: \$375







# SOCIAL MEDIA SAMPLES

## INSPIRATION FOR YOUR CAMPAIGN

These are just sample posts. And remember – always include a link to your online donation page! When posting on Twitter, use shortened urls (tiny url or bit.ly are good options). Use the hashtag [#100Ways](#) or [#100WaysforSB](#)

★ Save the date for [name of event] on [date]. I'm raising money for SBA to help those impacted by Spina Bifida. My goal is \$XXX, and I'd love your support! [link to personal page]

★ I just hosted a planning meeting for my [name of event] on [date]. So excited for everyone to attend and help raise funds for and awareness about Spina Bifida. Get started and donate now at [link to personal page].

★ Have you met my inspiration? [include photo and story] They inspired me to hold my upcoming [name of event]. Help support him/her and so many others by making a gift to SBA today at [personal page link].

★ I am looking for sponsors and volunteers for my upcoming fundraising event! If you can provide food, beverages, invitations, auction items, raffle items, etc. please let me know! [include event details]

★ Everyone is invited to my upcoming fundraising event on [insert date and details]. If you cannot attend, please consider making a gift to help support SBA at [personal page link].

★ So thankful for my friends who are helping me with [name of event] to raise money for SBA. We are only \$XXX shy from meeting our goal for this event. Will you help us out? [personal page link]

★ My fundraiser is in X days and I cannot wait! I would love your support for SBA. Please purchase your tickets or make a donation online today at [personal page link].

★ I am looking forward to seeing everyone tomorrow at my fundraising event for SBA. It's going to be great! It is not too late to show your support by making a gift online at [personal page link].

# SAMPLE ANNOUNCEMENT

Sending an announcement to your local paper is a great way to get the word out. You can also use this as an invitation. Be sure to invite everyone you know. Don't worry about mixing family, friends, and colleagues from various places. The more the merrier! Or make this a flyer and keep copies with you when you are out and about your daily routine. Tell everyone what you are doing and invite them to your event.

## PLEASE JOIN US

★ *for a* ★

### POT LUCK DINNER FUNDRAISER

December 31 ★ Begins at 6:00pm  
At Girard Hall ★ 55 Greek Ln, Springfield

**Ticket price** // \$10 per adult, \$5 per child  
**Plus** // Bring one pot luck dish per family

★ All proceeds benefit the Spina Bifida Association ★

Spina Bifida is the most frequently occurring, permanently disabling birth defect in this country. Every day in the U.S., about eight babies are born with Spina Bifida or a similar birth defect of the brain and spine.

SBA is the only national voluntary health agency solely dedicated to enhancing the lives of those impacted by Spina Bifida and preventing the condition in future generations.

If you are unable to attend, please make a donation either online [insert web address] or by making a check out to Spina Bifida Association and mailing it to [your address].

★ ★ ★

To learn more about this challenging, complex birth defect visit [www.spinabifidaassociation.org](http://www.spinabifidaassociation.org)



# SAMPLE DONATION LETTER

Dear Friends/Family:

As you know, my child/grandchild/friend/I was born with Spina Bifida [Insert YOUR STORY]. Because of [NAME], I have been inspired to do something to help others with this birth defect.

I just signed up to host an event to help raise money for the Spina Bifida Association and their education, advocacy, research, and support efforts. On [date], I will be hosting [name of event] at [time of event]. If you can attend, that's great! If not, will you consider making a gift today instead?

My personal fundraising goal is \$X,XXX and I would really appreciate your generous support. You can donate at [personal page link].

Spina Bifida is the most frequently occurring, permanently disabling birth defect in the nation. Every day, about eight babies are born in the U.S. with the condition or a similar birth defect of the brain and spine. Today, it is estimated that 177,000 people in this country are living with Spina Bifida, and SBA works to help those individuals (and their families) lead productive, fulfilling lives.

While we don't know a lot about Spina Bifida, what we do know is that a woman can reduce her risk of having a child born with the birth defect by up to 70% if she takes 400 mcgs of folic acid daily prior to and during her pregnancy. This is not a foolproof method by any means, but it is important information for women of childbearing age in this country to know.

Thank you in advance for your generosity. It means a lot not only to me, but to the thousands of people living with SB who will be served as a result of your giving.

Best wishes,  
[Your Name]



# SAMPLE PRESS RELEASE



FOR IMMEDIATE RELEASE

Contact:  
Contact Person  
Telephone Number  
Email Address  
Website address

## **Super School Hosting Pancake Showdown Fundraiser to Honor its Student with Spina Bifida**

City, State, Date of Release — On September 15, the Super School is inviting the community to a pancake breakfast showdown fundraiser in its cafeteria to raise funds for the Spina Bifida Association (SBA) in honor of its 1st grader, John Doe, who lives with this complex birth defect.

Three “celebrity” chefs will compete for the title of “BEST PANCAKE IN SUPER CITY” - will it be Susie Q, Principal at Super School, Pancake Bob, local owner of Pancake Bob’s, or Apple B, Mayor of Super City? You can cast your vote with a donation in the chef’s donation jar!

Pancakes are \$2 each, or buy 3 for \$5 and try one of each! To cast your vote, make a donation in your favorite pancake donation jar. Donations will also be accepted ahead of time for those unable to attend the event. Cast your early vote in the Super School main office, at Pancake Bob’s, or at the mayor’s office.

The winning chef with the highest donations will have the opportunity to throw a pancake pie in the face of the remaining two chefs! Want your chef to win? Be sure to attend the pancake breakfast showdown and cast your vote.

For additional information, Contact: (all Contact information)

About the Spina Bifida Association®: Since 1973, SBA has been the only national voluntary health agency dedicated to preventing Spina Bifida in future generations and improving the lives of all those affected through education, advocacy, research, and service. SBA has a presence in more than 125 communities nationwide and touches thousands of people each year. Lives are changed by the programs SBA creates, the services the organization provides, and the gains achieved through its programming. For more information about SBA, please visit [www.spinabifidaassociation.org](http://www.spinabifidaassociation.org).

###



# SAMPLE SPONSOR LETTER

Date

Name

City Address

City, State, Zip

Dear [Name]:

On [date], I am hosting a [describe event] to raise money for people affected by a challenging birth defect called Spina Bifida. I am writing to see if you and [name of company] would be interested in sponsoring this event to support the Spina Bifida Association (SBA), which is a 501(c)(3) nonprofit organization.

My goal is to raise \$1,000 or more to support the thousands of families in the U.S. affected by Spina Bifida, which results when a baby's spinal column fails to close properly during fetal development, leaving a gap or lesion behind. This birth defect can lead to paralysis or other mobility challenges, neurological complications, bladder/bowel control issues, and learning disabilities.

The event will be held on [date] at [location]. Your generous sponsorship would be highlighted in announcements to the community, during the introduction at the event itself, all press releases and media advisories, and in an article about the event to be published in the local newspaper. You and any other representatives of [name of company] would be most welcome to attend so that we could thank you personally for your support.

The estimated audience of [number] would benefit tremendously from your generosity. The cost to sponsor the educational program is [\$\$]. Please call me at [phone number] or e-mail me at [e-mail] if interested in getting involved or send back the enclosed sponsor form. I look forward to hearing from you.

Thank you for considering this request.

Sincerely yours,  
Your Name





# SPONSOR FORM

EVENT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

## SPONSOR LEVELS

**Gold // \$500**

includes: \_\_\_\_\_

**Silver // \$250**

includes: \_\_\_\_\_

**Bronze // \$100**

includes: \_\_\_\_\_

## SPONSOR'S INFORMATION

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

I will sponsor in the amount of \$ \_\_\_\_\_

Credit Card Number \_\_\_\_\_ EXP \_\_\_\_\_ CVV \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

Enclosed, please find my check payable to the Spina Bifida Association.

## PLEASE MAIL THIS FORM TO

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

This fundraiser benefits the Spina Bifida Association (SBA), a charitable, non-profit organization. All contributions are tax deductible to the extent allowed by law. IRS Tax ID #58-1342181



# DONATION FORM

EVENT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_  
PARTICIPANT: \_\_\_\_\_

## YES!

I would like to make a donation of \$ \_\_\_\_\_

## DONOR INFORMATION

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Credit Card Number \_\_\_\_\_ EXP \_\_\_\_\_ CVV \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

Enclosed, please find my check payable to the Spina Bifida Association.

My company matches donations! I have included the paperwork or made the request online.

## PLEASE MAIL THIS FORM TO

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Your contribution is tax-deductible to the full extent allowed by law. IRS Tax ID # 58-1342181.  
The Spina Bifida Association is a 501(c)(3) non-profit organization.





# DONATION SUBMISSION FORM

You must enclose this form with every batch of checks you submit to SBA to ensure proper crediting.

Make additional copies of this sheet as needed.

**PARTICIPANT NAME** \_\_\_\_\_

**EMAIL** \_\_\_\_\_ **PHONE** \_\_\_\_\_

## DONATION SUMMARY

Number of Donations Enclosed: \_\_\_\_\_

Total Amount Enclosed: \_\_\_\_\_

## DONATION DETAIL

Donor Name: \_\_\_\_\_ Amount: \_\_\_\_\_

Donor Name: \_\_\_\_\_ Amount: \_\_\_\_\_

Donor Name: \_\_\_\_\_ Amount: \_\_\_\_\_

Donor Name: \_\_\_\_\_ Amount: \_\_\_\_\_

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Donor Name: \_\_\_\_\_ Amount: \_\_\_\_\_

Donor Name: \_\_\_\_\_ Amount: \_\_\_\_\_

Donor Name: \_\_\_\_\_ Amount: \_\_\_\_\_

**MAIL TO:** Spina Bifida Association, Attn: 100 Ways to Make a Difference, 1600 Wilson Blvd #800, Arlington VA 22209



# CASH DONATIONS FORM

Convert cash into a check / money order payable to the Spina Bifida Association. If donors would like a receipt, list them here to ensure proper acknowledgement. NAME & FULL ADDRESS REQUIRED FOR CASH DONATIONS TO BE RECEIPTED. Duplicate this form as needed.

**HOST NAME** \_\_\_\_\_

**EMAIL** \_\_\_\_\_ **PHONE** \_\_\_\_\_

## CASH DONATION #1

Name: \_\_\_\_\_

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

City, ST, Zip: \_\_\_\_\_

Gift Amount \$ \_\_\_\_\_

## CASH DONATION #2

Name: \_\_\_\_\_

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

City, ST, Zip: \_\_\_\_\_

Gift Amount \$ \_\_\_\_\_

## CASH DONATION #3

Name: \_\_\_\_\_

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

City, ST, Zip: \_\_\_\_\_

Gift Amount \$ \_\_\_\_\_

## CASH DONATION #4

Name: \_\_\_\_\_

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

City, ST, Zip: \_\_\_\_\_

Gift Amount \$ \_\_\_\_\_

## CASH DONATION #5

Name: \_\_\_\_\_

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

City, ST, Zip: \_\_\_\_\_

Gift Amount \$ \_\_\_\_\_

## CASH DONATION #6

Name: \_\_\_\_\_

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

City, ST, Zip: \_\_\_\_\_

Gift Amount \$ \_\_\_\_\_

### MAIL TO:

Spina Bifida Association  
Attn: 100 Ways to Make a Difference  
1600 Wilson Blvd, Suite #800  
Arlington VA 22209



# FAQS



## WE HAVE ANSWERS!

### 1 // WHO DO I CONTACT IF I HAVE QUESTIONS?

Contact Liz Merck, SBA Director of Development, at (202) 618-4754 or [emerck@sbaa.org](mailto:emerck@sbaa.org).

### 2 // WHAT DO I DO WITH MONEY COLLECTED OFFLINE?

Checks should be mailed to SBA, Attn: 100 Ways, 1600 Wilson Blvd #800, Arlington, VA 22209. Include the Donation Submission Form in this toolkit to ensure credit to your campaign.

### 3 // WHAT IF SOMEONE GIVES ME CASH?

Deposit the cash collected and then write a check for the total. Do not send cash by mail! If you absolutely must, send via UPS or Fed Ex. SBA is not responsible for cash donations lost in the mail. Include the Cash Donations Form for receipts.

### 4 // WHAT IF A DONOR WANT A RECEIPT?

All donors who contribute online will be e-mailed a receipt. Provided you give us the name, amount, and contact information for your offline donors, we will mail a receipt to them automatically.

### 5 // HOW WILL THE MONEY I RAISE BE USED?

Funds raised cannot be given directly to individuals or families since we are a public charity. The funds will be used to further SBA's mission, which is to promote the prevention of Spina Bifida and enhance the lives of all those affected. We fulfill this mission through education, advocacy, research, and support. Some of our activities include Education Days, our National Conference, Spina Bifida University, our National Resource Center, and the Spina Bifida Collaborative Care Network. To learn more about SBA, visit [spinabifidaassociation.org](http://spinabifidaassociation.org).

### 6 // WHAT IS SBA'S FEDERAL TAX ID?

The Spina Bifida Association's Tax ID # is 58-1342181.

### 7 // CAN I USE SBA'S LOGO FOR MY EVENT?

Yes. Please contact Liz Merck at [emerck@sbaa.org](mailto:emerck@sbaa.org) or (202) 618-4754 to request logo use. All materials using the logo must be approved by SBA.

### 8 // HOW CAN I GET MATERIALS FOR MY EVENT?

Visit [spinabifidaassociation.org](http://spinabifidaassociation.org) to print PDFs of our information sheets. Alternately, you can order materials by clicking on "SHOP" in the upper right corner of our website.



# SPINA BIFIDA FACTS

Every day in the United States, approximately eight babies are born with Spina Bifida or a similar birth defect of the brain and spine. Spina Bifida is the most commonly occurring, permanently disabling birth defect in the nation. Today, there are an estimated 177,000 individuals living with the condition.

Spina Bifida occurs when a baby's spinal column fails to close properly during fetal development, leaving a gap or lesion behind. Those with the condition may live with challenges such as hydrocephalus (fluid on the brain), full or partial paralysis, bladder and bowel control difficulties, neurological complications, learning disabilities, depression, deadly latex allergy, and other issues.

There are 65 million women of childbearing age in this country and all are at risk of having a child born with Spina Bifida. However, if a woman takes 400 micrograms of folic acid daily prior to and during pregnancy, she can reduce her risk of having a child born with the condition by up to 70%.



# ABOUT SBA

Our mission is to promote the prevention of Spina Bifida and to enhance the lives of all affected. Since 1973, SBA has been the only national, voluntary health agency dedicated to preventing Spina Bifida in future generations and improving the lives of those affected through education, advocacy, research, and service. Through its National Resource Center and network of chapters and support groups across the nation, SBA touches the lives of thousands of people each year - assisting individuals with Spina Bifida and their families to lead productive and fulfilling lives. For more information about SBA, please visit [spinabifidaassociation.org](http://spinabifidaassociation.org).

## MAILING ADDRESS

Spina Bifida Association  
Attn: 100 Ways to Make a Difference  
1600 Wilson Blvd, Suite 800  
Arlington, VA 22209

## FIND US ONLINE

[www.spinabifidaassociation.org](http://www.spinabifidaassociation.org)  
[www.facebook.com/spina.bifida.learn](https://www.facebook.com/spina.bifida.learn)  
[www.twitter.com/SpinaBifidaAssn](https://www.twitter.com/SpinaBifidaAssn)  
[www.100waysforsb.org](http://www.100waysforsb.org)

## 100 WAYS MAIN CONTACT

Elizabeth (Liz) Merck  
Director of Development  
[emerck@sbaa.org](mailto:emerck@sbaa.org)  
(800) 621-3141 Ext. 23  
Direct: (202) 618-4754

