

Third Party Fundraising

TOOL KIT



Thank you for choosing Epilepsy-Pralid, Inc. as your charity of choice. By partnering with us, you are helping us further our mission.

Epilepsy-Pralid, Inc. is a non-profit organization that serves children, adults, and families affected by brain injury, epilepsy, or developmental disability. Our mission is to be a successful partner for all people as they strive to remove barriers to their personal fulfillment.

We support more than 6,000 people in twenty-two counties in the Finger Lakes, Central and the Southern Tier regions of New York State. We provide education, advocacy, and tailored support solutions to meet the physical, behavioral, and social needs of each person we serve. Our services include day and community habilitation, home care, residential, respite and self direction programs.

Third party fundraisers are initiatives or events organized by individuals, groups, or companies to benefit Epilepsy-Pralid, Inc. Third party fundraisers are an important resource for raising funds and increasing awareness of our organization.

This tool kit will provide you with tips and guidelines as you plan your fundraiser. It will also provide you with information on how we can support you and with some useful tools to help make your initiative a success!

For questions or brainstorming sessions, please do not hesitate to contact our Development Department at events@epiny.org or 585-442-6420

FUNDRAISING AGREEMENT

Please review and sign a copy of this form and return it Epilepsy-Pralid. This form is due 30 days prior to the proposed fundraiser.

I agree that Epilepsy-Pralid, Inc., employees, volunteers and members are not responsible for any injuries, damage or theft sustained during the event and cannot assume any type of liability for our event, participants, volunteers or employees.

Printed Name _____

Signature _____ Date _____

Please return this form by mail, fax or email to:

Epilepsy-Pralid, Inc.
2 Townline Circle
Rochester, NY 14623

Fax: (585) 442-6964

Email: events@epiny.org

WHAT TYPE OF FUNDRAISER ARE YOU PLANNING?

Here are some options you might consider:

- Friends & family walk, 5k, 10k, or another distance race
- Cycling event
- Collecting pledges for a challenge– from running a marathon to kayaking the full length of Erie Canal!
- Dinner, barbecue, bake sale
- Dodgeball, softball, golf or bowling tournament
- Donations in lieu of gifts for a birthday, a wedding or an anniversary
- Workplace giving from casual Fridays to corporate matching programs
- A kids' fundraiser like a classroom challenges or a car wash or container drop

Be creative! We'd love to hear your ideas and help you brainstorm new ones!

SET YOUR FUNDRAISING GOAL AND REVIEW YOUR BUDGET

Set your fundraising goal and review your expected expenses. Share your goal with everyone, put it on your emails, on social media posts and in your fundraising appeal letters.

NAME YOUR FUNDRAISER, SET THE DATE AND PLACE

Decide how to name your fundraising initiative. If the fundraiser is an event, begin by considering how many people you expect to participate and what type of venue will be necessary. Before announcing a date, be sure that you have secured your venue and have met the requirements of that venue. In some cases, you may need to secure a permit, provide one day liability insurance and/or meet additional requirements. In selecting a date, give yourself enough time to plan and prepare.

DETERMINE HOW YOU WILL RAISE MONEY

There are many options to raising money. Below are some of the most common:

- Registration fees
- Donations from individuals and/or teams
- Fundraising minimums (per individual or team)
- Drawings/raffles
- Auctions
- Pledges

Also, don't forget:

- **In-kind Donations** are non-cash contributions of goods and/or services that offset the expenses of your event. Refreshments, equipment, printing of signage, photographer, DJ to provide music, clowns to provide entertainment, or items for raffle baskets are all examples of in-kind donations.
- **Sponsorship** is a cash contribution made directly to the event in return for benefits associated with the event. Sponsorship promotes a company and offers access to your audience and on-site sampling.

INVITE YOUR GUESTS

When inviting people to support your fundraising initiative, be upfront about what you are doing, why you are doing it and what your goal is. If you are going to have raffles, an auction or other ways for people to give at an event, be sure to let participants know in advance so they are prepared to make donations.

TELL EVERYONE YOU KNOW

The more people know of your fundraiser, the more money you can raise. It's that simple! Start your marketing plan with your own personal network including:

- Family members
- Friends
- Colleagues/co-workers
- Neighbors
- Fellow club members
- Classmates
- Service professionals (doctor, lawyer, accountant, etc.)
- Ask your friends and supporter to share the information with their friends, family, colleagues, etc.

PROMOTE YOUR FUNDRAISER

Below are a few tips on how to cultivate community engagement. Included in this kit are templates you may use.

- Word of mouth
- Flyers/posters
- Email
- Social media
- Media announcements
- Press releases

If you are having your event at a public venue, ask the proprietor/manager to invite their "house" list, post information in advance or share the venue's social media.

CELEBRATE, SHARE AND THANKS!

Celebrate what you have accomplished. Be sure to take tons of pictures and share them with us and on social media. Thank your participants and donors. Be sure to recognize those who have gone above & beyond to support your fundraiser. If donations for your fundraiser are made directly to EPI, we can provide thank you letter for IRS purposes.

EPI SUPPORT

Here is how we can help you:

- Provide a letter of authorization to validate the authenticity of the fundraiser
- Provide and approve the use of our logo on materials related to your fundraiser
- A web banner about your fundraiser on the homepage of our website
- Listing of your fundraiser on our website's event calendar
- Postings about your fundraiser on EPI social media
- Online registration and donation page
- Templates, included in this kit:
 - Solicitation Letter
 - Solicitation Email
 - Thank you letter and email
 - Media Release
- Talking Points
- EPI education and marketing materials for distribution at your event
- Coordination of check presentation after your fundraiser

We are here to support you. However, there are some services we are unable to provide:

- Our tax exemption number
- Insurance or liability coverage
- Permits and/or licenses
- Mailing list of donors and/or vendors
- Reimbursement of any expenses associated with your fundraiser

TALKING POINTS

Following are key messages and language you can reference as you promote your fundraising initiative.

About Epilepsy-Pralid Inc.

Epilepsy-Pralid, Inc. is a non-profit organization that serves children, adults, and families affected by brain injury, epilepsy, or developmental disability.

We support more than 6,000 people in the Finger Lakes, Central and the Southern Tier regions of New York State.

Epilepsy-Pralid provides education, advocacy, and tailored support solutions to meet the physical, behavioral, and social needs of each person we serve. Our services include day and community habilitation, home care, residential, respite and self-direction programs.

About Your Fundraiser

[Name of Initiative] is a [fundraiser description] benefiting Epilepsy-Pralid Inc.

If applicable, include your personal story or connection to Epilepsy-Pralid.

Provide contact information, and or the link to a website or Facebook page.

If applicable, provide the link to the registration page we can create for you on the EPI website.

Create and use hashtags for your initiative and use them when promoting your fundraiser on social media. Please always add our hashtags #epiny and #lifeofyourchoosing.

SAMPLE SPONSORSHIPS

Here are some ideas on how you could implement sponsorship levels for your event or fundraiser.

Presenting Sponsor

- *Logo inclusion on the front of event T-shirts*
- *Logo inclusion on event website with a link to sponsor's website*
- *Registration Table Signage*
- *Starting Line Signage*
- *Finish Line Signage*
- *Day of Event signage (as agreed upon in level)*
- *Inclusion on all printed event materials*
- *Social Media Inclusion*
- *Opportunity to provide promotional item to all participants*
- *6 event Tickets*

Charter Sponsor

- *Logo inclusion on event website with a link to sponsor's website*
- *Day of Event signage (as agreed upon in level)*
- *Inclusion on all printed event materials*
- *Social Media Inclusion*
- *Opportunity to provide promotional item to all participants (coupon, etc. at sponsor's expense)*
- *4 event tickets*

Family Fun Sponsor

- *Family Fun Area Signage*
- *Company name listed on the back of the event t-shirt*
- *Company Name on the event website*
- *Inclusion on all printed event materials*
- *Social Media Inclusion*
- *2 event tickets*

Mile Sponsor

- *Day of Event Mile Marker Signage*
- *Company name listed on the back of the event t-shirt*
- *Company Name on the event website*
- *Inclusion on all printed event materials*
- *Social Media Inclusion*
- *1 event ticket*

Half-Mile Sponsor

- *Day of Event Half-Mile Marker Signage*
- *Company name listed on the back of the event t-shirt*
- *Company Name on the event website*
- *Inclusion on all printed event materials*
- *Social Media Inclusion*

Stride Sponsor

- *Day of Event Route Signage*
- *Company name listed on the back of the event t-shirt*
- *Social Media Inclusion*

SAMPLE SOLICITATION LETTER

[Date]

[Name]

[Title]

[Company]

[Address]

[City, State, Zip]

Dear [Name],

I am writing to ask for your support. On [insert date] at [insert location] we will be hosting [insert event name] to benefit Epilepsy-Pralid, Inc.

Epilepsy-Pralid, Inc. is a non-profit organization that serves children, adults, and families affected by brain injury, epilepsy, or developmental disability throughout the Finger Lakes, Central NY and the Southern Tier. Their mission is to be a successful partner for all people as they strive to remove barriers to their personal fulfillment. EPI provides education, training, advocacy, and tailored support solutions to meet the physical, behavioral, and social needs of each person who chooses their agency as a trusted resource.

[Insert personal reason why you are holding the fundraiser for Epilepsy-Pralid, Inc.]

[FOR DONATIONS:]

Your support will have a significant impact. Here are ways you can contribute:

- Make a donation online at [URL Provided by EPI]
- Send a check made up to [name of initiative or EPI] to [address]
- Come to my fundraiser event [DATE LOCATION]

[FOR SPONSORSHIP:]

I hope that you will review the following partnership proposal and consider becoming a sponsor of our event.

I greatly appreciate your consideration of our request. If you have any questions, please feel free to contact [insert name and title] at [insert contact information].

Thank you again!

Sincerely,

[Your Name]

SAMPLE SOLICITATION EMAIL

[SUBJECT LINE:]

Dear [Name],

I am writing to ask for your support. On [insert date] at [insert location] we will be hosting [insert event name] to benefit Epilepsy-Pralid, Inc.

Epilepsy-Pralid, Inc. is a non-profit organization that serves children, adults, and families affected by brain injury, epilepsy, or developmental disability throughout the Finger Lakes, Central NY and the Southern Tier. Their mission is to be a successful partner for all people as they strive to remove barriers to their personal fulfillment. EPI provides education, training, advocacy, and tailored support solutions to meet the physical, behavioral, and social needs of each person who chooses their agency as a trusted resource.

[Insert personal reason why you are holding the fundraiser for Epilepsy-Pralid, Inc.]

[FOR DONATIONS:]

Your support will have a significant impact. Here are ways you can contribute:

- Make a donation online at [URL Provided by EPI]
- Send a check made up to [name of initiative or EPI] to [address]
- Come to my fundraiser event [DATE LOCATION]

[FOR SPONSORSHIP:]

I hope that you will review the following partnership proposal and consider becoming a sponsor of our event.

I greatly appreciate your consideration of our request. If you have any questions, please feel free to contact [insert name and title] at [insert contact information].

Thank you again!

Sincerely,

[Your Name]

SAMPLE THANK YOU LETTER

[Date]

[Name]

[Title]

[Company]

[Address]

[City, State, Zip]

Dear [Name],

Thank you for your support of [EVENT/FUNDRAISER NAME] to benefit Epilepsy-Pralid, Inc. Your donation in the amount of [DOLLAR AMOUNT/IN KIND] is greatly appreciated.

Your gift is helping Epilepsy-Pralid, Inc. be a successful partner for all people with epilepsy, brain injuries, and other disabilities as they strive to remove barriers to their personal fulfillment.

Thank you for joining me in support of this critical work. If you would like to support Epilepsy – Pralid, Inc. in other ways you can contact them at (585) 442-6420.

With thanks,
[YOUR NAME]

SAMPLE THANK YOU EMAIL

[SUBJECT LINE: Thank you for your donation!]

Dear [Name],

Thank you for your support of [EVENT/FUNDRAISER NAME] to benefit Epilepsy-Pralid, Inc. Your donation in the amount of [DOLLAR AMOUNT/IN KIND] is greatly appreciated.

Your gift is helping Epilepsy-Pralid, Inc. be a successful partner for all people with epilepsy, brain injuries, and other disabilities as they strive to remove barriers to their personal fulfillment.

Thank you for joining me in support of this critical work. If you would like to support Epilepsy-Pralid, Inc. in other ways you can contact them at (585) 442-6420.

With thanks,
[YOUR NAME]

SAMPLE MEDIA RELEASE

Contact:

[Event point of contact]

[Phone number]

[E-mail address]

FOR IMMEDIATE RELEASE

[Headline/name of the fundraiser]

Fundraiser to benefit Epilepsy-Pralid, Inc.

City, State, Date of release – [Summarize what is being announced. Opening paragraph should get the reader's attention while providing information about:

What?

When?

Where?

How?

Why?

For more information, visit (event URL or call xxx-xxx-xxxx).

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