



THE ASSIST

HOW TO SUPPORT THE
ATHLETE SURVIVORS' ASSIST

FUNDRAISING TOOLKIT

WHAT IS A THIRD PARTY FUNDRAISER?

A third party fundraiser is put on by an individual, a group, or an organization throughout the community with an interest to help raise funds to benefit The Assist.

WHO PUTS ON A THIRD PARTY FUNDRAISER?

Anyone can host a fundraiser on behalf of The Assist to help support our annual funds! Individuals, organizations, groups, schools, and volunteers (just to name a few).

HOW WILL THIS TOOLKIT HELP?

This toolkit will be helpful for you while you plan for your third party fundraiser. Included are guides, timelines, worksheets and ideas to help make your fundraiser easy, beneficial, and fun, and will allow anyone to become a successful fundraiser for The Assist.

WHAT CAN YOU DO?

There are so many fun ways to raise funds for The Assist. Here are just a few examples:

Bike-a-thon
Golf tournament

5k run event
Car wash

Trivia night
Auction

Pledge driven challenges
Facebook fundraiser

Garage sales
Business give back

TIPS FOR A SUCCESSFUL EVENT

Form a planning committee

No event is successful without some sort of planning. Make sure you have a core team in place that will help your event go off without a hitch!

Set a goal

Do you want to raise \$2,000? Get 100 people to attend an event? Goals are helpful when planning and assist in making sure everyone is on the same page.

Submit a proposal form

You can find a Third Party Fundraiser Proposal Form at the back of this toolkit. Print off and share with the group or individual who wants to host a fundraiser on behalf of The Assist, and submit.

Schedule the event

Take a look at the calendar and make sure that the event doesn't coincide with any other events or appeals put on by The Assist.

Market the event

Create a Facebook event, share on social media, put out flyers, tell all of your family and friends. The more you get the word out, the better attendance will be!

Thank You's

Don't forget to thank your attendees and donors. You can thank them individually via e-mail, social media, or a hand written note.

ONLINE FUNDRAISING

If events aren't your thing, you can put on an online fundraiser by asking your friends and family to make a donation to your organization!

FACEBOOK FUNDRAISING

- 1** — **Click Fundraisers in the left menu of your newsfeed**
- 2** — **Under Raise Money click Select a Charity**
- 3** — **Type in The Athlete Survivors' Assist**
- 4** — **Personalize with description, cover photo, and fundraiser details**
- 1** — **Click CREATE and Start sharing & collecting!**

Donations will automatically go to The Assist through Facebook.

PEER TO PEER CAMPAIGN

Peer to Peer fundraising campaigns are another great way to get people involved with supporting your favorite organization!

- 1** — **Create a Facebook Fundraiser as outlined on the previous page.**
- 2** — **Set a goal or specific ask: Example: 10 friends to give \$100 dollars. 20 friends to give \$10 dollars. 50% of your friends to give ANYTHING!**
- 3** — **Share your story. Explain why YOU think this campaign is so important.**
- 4** — **Start sharing & collecting!**

Donations will automatically go to your organization through Facebook as long as you designate them as your non-profit/charity when creating your campaign.

HOW CAN THE ASSIST HELP?

If events aren't your thing, you can put on an online fundraiser by asking your friends and family to make a donation to your organization!

Although staff and board time is limited for assistance on third party fundraiser events, this is what we can provide to ensure a successful event. We can:

- Answer questions, inspire new ideas and provide tips
- Supply you with organizational materials such as logos & branding guides, donation forms, case statement, signage, etc.
- Promote your event on our website or through social media
- Send a Board Member to speak on behalf of the organization on the details of the campaign (subject to availability)

THIRD PARTY FUNDRAISING PROPOSAL FORM

Name of Person/Group Sponsoring Fundraiser: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Phone: _____ Email: _____

Please give a brief description of the event: _____

Date and Time of Event: _____ Location of Event: _____

Please describe how the event will be publicized: _____

Estimated number of participants: _____

Please describe what assistance, if any, you are requesting from the organization staff and/or volunteers:

Date

Signature of Responsible Party

Print Name