

# THIRD PARTY EVENT PLANNING MANUAL



## ALS Hope Foundation

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Dear Friend,

Thank you for your interest in hosting a fundraising event to benefit the ALS Hope Foundation. Your support is essential to our ability to continue innovative and collaborative work at the MDA/ALS Center of Hope – the first multidisciplinary clinic for ALS patients in the country – and the Neuromuscular Research Laboratory, both located at Drexel University College of Medicine.

To help you as you host your first fundraiser to benefit the ALS Hope Foundation, we have comprised a packet of informative materials and tips for hosting a successful event. Included is information about the ALS Hope Foundation, sample sponsorship packages, event guidelines and planning checklist, a special events agreement form, and much more. Please note: this packet is intended to guide you through the event planning process. However, we are more than happy to assist you – do not hesitate to call the Foundation office, where we can address your specific questions or concerns.

Thank you again for your dedication to the ALS Hope Foundation. I hope you will find good use for this packet and I wish you success in all your fundraising endeavors!

Sincerely,



Jeffrey S. Deitch  
Managing Director

## TIPS FOR SUCCESSFUL FUNDRAISING

Fundraising is a rewarding and meaningful way to give back to organizations that have touched your life and who support our community unwaveringly. Hosting a successful fundraiser can be an achievable goal and a gratifying experience. Consider the tips below when beginning to plan your fundraiser.

- ❑ **The first rule of fundraising is to ask.** The amount of money your fundraiser will generate increases exponentially when you approach anyone and everyone to support your cause! You can do this face-to-face, through direct mail appeals, or at special events leading up to your fundraiser. Identify potential donors within your network of contacts as well as outside donors, who might be interested in the mission of the ALS Hope Foundation or those who might simply be interested in giving back to their community. Raising funds requires leadership, creativity, planning, and a lot of hard work. It requires people like you!
- ❑ **Use what you know and like.** When planning your event, use an approach that you are comfortable with, setting goals and milestones that you are confident you will reach. If you like golf, consider planning a golf outing. If you think planning a summer barbeque will appeal to your network, run with that. Above all, remember that if you're excited about planning and participating in your event, it will be easier for you to appeal to your friends and contacts to do the same.
- ❑ **Solicit the help of a planning committee.** Without the help and support of your friends and family, it is much more difficult to produce a successful event. Think about asking a few people to help you reach your fundraising goal, not by contributing financially, but by joining your planning committee. When determining the attributes of a valuable committee member, bear in mind that person's organization and work ethic, community contacts and willingness to approach them, and time and energy they have to devote to your committee. Be sure to give each committee member specific tasks for which they are responsible and a mechanism to report on the progress of these tasks (i.e., monthly meetings, e-mails, phone calls). Regardless what medium you choose to communicate with your committee, make sure to do so regularly.
- ❑ **Start planning.** Once you have decided what type of event to host and have formed a committee, you are ready to get underway. Set your short-term and long-term goals for the event and start brainstorming unique, innovative ideas to maximize your fundraising efforts!

## EVENT PLANNING CHECKLIST

For us, checklists really do the trick! Keep track of your needs and goals ahead of time, so nothing falls through the cracks. Below are some items that you should address when planning and producing your ALS fundraiser. Of course, your checklist should be unique to your event, but this is a good starting point.

- ☐ Decide what type of event you would like to host and put together a planning committee
- ☐ Generate an event planning time-line, highlighting milestones, as well as the ultimate goals of your event
- ☐ Divide your committee into subcommittees including sponsorship, entertainment, publicity, logistics, volunteers, auctions, décor, and food.
- ☐ Confirm event date and secure a location
- ☐ Determine your event budget and ways to maximize event profits (i.e., sponsorships, auctions, raffles, &c.)
- ☐ Decide how your committee will handle expenses and collection of donations
  - Will the committee set up an account for funds raised or send funds directly to the ALS Hope Foundation?
  - Will money raised be restricted to an individual fund or purpose, or will your donation be unrestricted, allowing the Foundation to use the funds in a way that is most needed?
- ☐ Determine a way to track attendees during and after the event
- ☐ Solicit sponsors for the event
- ☐ Identify potential sponsors to donate items for raffles, auctions, and refreshments
- ☐ Design invitation, flyer, or posters to promote your event
  - Generate a list of specific targets who should receive your invitation
- ☐ Find volunteers to help on the day of your event
- ☐ Apply for permits and other necessary approvals (if necessary)
- ☐ Secure event entertainment (if necessary)
- ☐ Put together and send out a press release.

Of course, if you need assistance, the ALS Hope Foundation is very glad to help you produce the most successful event possible.

## HOW WE CAN HELP YOU

Here at the ALS Hope Foundation, we are here to help! We can provide several things to help make your special event a success. They include:

- ☐ Literature about ALS and the ALS Hope Foundation
- ☐ Auction/raffle items (when available)
- ☐ ALS Hope Foundation letterhead and envelopes
- ☐ ALS Hope Foundation banner
- ☐ Representative/speaker from the ALS Hope Foundation or MDA/ALS Center of Hope (when available)
- ☐ Help with mailings and other publicity materials (i.e., press release)
- ☐ Support and guidance
- ☐ Event listing on the “Upcoming Third Party Events” section of our website
- ☐ Use of ALS Hope Foundation logo on printed materials (pending approval)
- ☐ Sample solicitation letters and sponsorship packages
- ☐ Thank you/receipt letters for donors

## CHOOSING WHAT TYPE OF EVENT

Need help deciding on a special event? Here are a few ideas:

- ☐ Basket Bingo
- ☐ Basketball Tournament
- ☐ Bat-a-thon
- ☐ Beef and Beer
- ☐ Bike Ride
- ☐ Car Wash
- ☐ Celebrity Waiter/Bartender Night
- ☐ Concert
- ☐ Dance-a-thon
- ☐ Dress-down Day
- ☐ Gold Party
- ☐ Golf Outing
- ☐ Miniature Golf Event
- ☐ Pool Tournament
- ☐ Raffle
- ☐ Run
- ☐ Silent/Live Auction
- ☐ Tennis Tournament
- ☐ Walk
- ☐ Wine Tasting

## ALLOCATION OF FUNDS

Each year, the ALS Hope Foundation allocates money to three key areas – multidisciplinary patient clinic; innovative research; and general operations.

- ☐ **Patient Clinic.** The MDA/ALS Center of Hope at the Drexel University College of Medicine in Philadelphia takes a unique, multidisciplinary approach to patient care. Besides providing funding for general clinic operations, the ALS Hope Foundation also pioneers several clinical trials. Visit our website to learn more.
- ☐ **Research.** The Neuromuscular Research Laboratory out of Drexel University College of Medicine, is excited about its ongoing projects. To learn more, please visit our website.
- ☐ **General operations.** The money you raise can be restricted to specific areas; allocated to an individual fund, to be used for a specific program; or your contribution can be left unrestricted. When you submit a general, unrestricted donation, it allows the Foundation to use your contribution for the most pressing need at that time.

*For questions or concerns, contact the ALS Hope Foundation office directly.*

## HOW YOUR SUPPORT WILL IMPACT THE FOUNDATION...

In an age of miracle cures and advanced medicine, our desire to uncover the mysteries of ALS, specifically the cause and cure of this devastating disease, is pressing. However, in the face of diminishing funds available for research, we rely on contributions, like yours, to maintain our support of innovative and collaborative work. Please know that your generosity enables us to continue providing optimal patient care while developing advanced technologies to ensure that people living with ALS have the opportunity to remain as healthy and as independent as possible. The ALS Hope Foundation is very thankful for your contribution!

<b>When You Raise...</b>	<b>You Help Us...</b>
\$25	Keep the lights on in the research lab for a week
\$50	Add PALS* data to the PA ALS Research Consortium database
\$100	Collect DNA from SOD1 mice to look for genetic modifies of ALS
\$250	Provide PALS introductory training on assistive communications devises
\$350	Provide PALS transportation to and from our clinic or social event
\$500	Provide one patient visit to the MDA/ALS Center of Hope
\$1,000	Test the cerebrospinal fluid of PALS for evidence of inflammation
\$5,000	Provide new assistive devices to help PALS
\$10,000	Provide the research lab with new software to use for high-tech microscopic studies of ALS pathology

*\* PALS = Person with ALS*

# TERMS OF USE

The use of symbols, logos, and other designs are intended to instantly convey a distinct impression of an organization's identity and character. Please consider the following terms of use when generating materials to publicize your special event. We thank you in advance for your understanding and cooperation!

## ☐ **The ALS Hope Foundation Logo**

The ALS Hope Foundation's logo is unique to the organization and is protected by federal law through trademark legislation. Its use is restricted to the ALS Hope Foundation unless written permission is received from our office. The registration mark ® should appear in all instances.

The ALS Hope Foundation logo should appear on the front or back cover of all brochures and publications distributed at the event. For your convenience, the ALS Hope Foundation is happy to provide you with appropriate materials to use at your event. Please contact us to learn more.

## ☐ **Approval of Material**

The use of logos and titles is important when getting the word out about your event. Your collateral material reflects the ALS Hope Foundation, and must meet our standards. Therefore, before any material is printed and distributed for your event, you must receive the written consent of a Foundation representative. Simply fax or e-mail your material for review and a written authorization will be promptly returned. Revisions may be necessary. The Foundation must approve the final draft.

*For questions or concerns, contact the ALS Hope Foundation office directly.*

## SPECIAL EVENTS AGREEMENT OPTIONS

When organizing or chairing a special event for the ALS Hope Foundation, there are two options for tracking funds raised through the event.

- ☐ The first option requires that the chairperson or committee member tracks participation and/or donations on an excel spreadsheet to be given to the ALS Hope Foundation with regular updates leading up to the event. The spreadsheet should include donors' Name, Address, Phone number, Email Address, and Donation amount. All checks will be made payable to the ALS Hope Foundation, but sent to the event chair person. Following the event, the chair person will forward along all checks and a final spreadsheet that tracks donations. Thank you/receipt letters will be sent from the ALS Hope Foundation office.
  
- ☐ The second option is for the committee to open a bank account specifically for the event. Checks would be made to the event and expenses for the event would be paid through the account. Once all funds have been received and all expenses have been paid, the account would be closed and a check would be sent to the ALS Hope Foundation. This option allows you to track and control your finances. Please consult with your bank of choice for the requirements necessary to open an account.

### OPTION ONE

I, \_\_\_\_\_, am proud to pledge the proceeds from my ALS fundraiser solely to the ALS Hope Foundation. I understand that the ALS Hope Foundation is a non-profit 501.C.3 organization and will have checks payable to the ALS Hope Foundation. I agree to supply the required donor information in an excel spreadsheet format so that the ALS Hope Foundation can expeditiously account for the funds raised and can accurately supply receipts for tax purposes.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

### OPTION TWO

I, \_\_\_\_\_, am proud to pledge the proceeds from my ALS fundraiser solely to the ALS Hope Foundation. I understand that the ALS Hope Foundation is a non-profit 501.C.3 organization. I and/or the committee will establish a personal bank account to which checks will be made in the event's name. Upon completion of the event, I or the committee will prepare a check made out to the ALS Hope Foundation for the event's proceeds.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

# APPENDIX A: SAMPLE SPONSORSHIP MATERIALS



Incorporating sponsorship opportunities into your event can exponentially increase your proceeds. Please contact the ALS Hope Foundation to attain sample sponsorship packages that you may customize for your particular event.

**APPENDIX B:  
AUTHORIZATION TO HOST AN EVENT**



## **AUTHORIZATION TO HOST AN EVENT FOR THE BENEFIT OF THE ALS HOPE FOUNDATION**

Thank you for offering your support in the fight against ALS. In order to protect the Foundation's 501.C.3 status, we request you fill out the following agreement.

I, the undersigned, agree to represent The Group\* to be known as

---

which will organize and sponsor an event to be known as

---

I understand that the primary purpose of this event shall be to raise funds for the ALS Hope Foundation and that all funds raised shall be submitted to the Foundation in support of its programs and research. Expenses for the event will not be paid for by either the Foundation or from the funds received from the event. Payment of any expenses must be paid for directly by the sponsoring group.

I understand that The Group\* shall conform to all regulations and policies and practices of the ALS Hope Foundation, pertaining to fundraising.

This agreement shall be in force for the duration of the event. The ALS Hope Foundation Board reserves the right to cancel support of the event for any reason regarded by the Board to be sufficient.

In the event of termination of this agreement, the (event name) shall forward all funds raised in the name of (The Group) to the ALS Hope Foundation.

Further, if (The Group) continues to raise money for ALS, the ALS Hope Foundation shall take affirmative steps to inform the public and all persons with whom (The Group) has contact, including all persons who have contributed money to (The Group) that (The Group-) is no longer affiliated with the ALS Hope Foundation.

## RESPONSIBILITIES OF THE GROUP

\_\_\_\_\_ agrees:

The Group\*

To submit a description of the event.

To maintain a high standard of good taste and ethics in relation to all fundraising events.

To be responsible for all expenses incurred in conjunction with all fundraising activities and to absolve the ALS Hope Foundation of any such responsibility.

To submit all promotional material using the ALS Hope Foundation name and/or logo to the Foundation office for approval prior to printing or use.

To submit to the ALS Hope Foundation all net proceeds from the event within sixty (60) days following the event.

To submit to the ALS Hope Foundation a completed post-event report within sixty (60) days following the event.

## RESPONSIBILITIES OF THE ALS HOPE FOUNDATION

The ALS Hope Foundation agrees:

To supply, free of charge, reasonable amounts of materials about ALS and the ALS Hope Foundation.

To confer all proper use of the ALS Hope Foundation name and logo for The Group.

To maintain regular communications with the group leader.

To use all funds received from The Group to support the work of the ALS Hope Foundation. The Group may elect to restrict the use of funds to a specific program, individual fund, or research project, but not to a specific patient.

*\* The name of the group putting on the benefactor event shall be referred to as "The Group."*

**APPENDIX C:  
BENEFACTOR INFORMATION SHEET**



## ALS HOPE FOUNDATION BENEFACTOR EVENT INFORMATION SHEET

<b>Event Name:</b>	
<b>Group Name:</b>	
<b>Contact Information:</b>	First Name -
Company Name/Address -	Last Name -
	Address -
Business Phone - (    )	City -
Email Address -	State -                  Zip -
Fax - (    )	Home Phone - (    )
<b>Date of Event:</b>	<b>Event Location:</b>
<b>Estimated Donation:</b>	<b>Estimated Attendance:</b>
<b>Description of Event:</b>	
<b>Support Needed:</b>	
<input type="checkbox"/> Banner <input type="checkbox"/> Logo	<input type="checkbox"/> Other -
<b>Post-Event Report, Please Include:</b>	
<input type="checkbox"/> Copies of all Printed Material <input type="checkbox"/> Finalized Financial Report <input type="checkbox"/> List of Event PR <input type="checkbox"/> Actual Attendance	<input type="checkbox"/> Pictures of Event <input type="checkbox"/> List of Sponsors <input type="checkbox"/> Copies of Advertising <input type="checkbox"/> Other Pertinent Information

# Appendix D: Resources



## ALS HOPE FOUNDATION RESOURCES

When planning your upcoming fundraising event, consider using some of the resources the ALS Hope Foundation uses when hosting their fundraising events!

- ☐ **FirstGiving** ([www.FirstGiving.com](http://www.FirstGiving.com)) can be a very useful tool in boosting participation from your network and loved ones. An online fundraising site, FirstGiving allows you to create an individual fundraising page, where your contacts can donate directly toward your cause. Sending potential donors to a specific web address, rather than asking for a general donation can be more effective for those who prefer the privacy of donating online. Note: FirstGiving only accepts credit/debit cards. Always allow donors the option of mailing a personal check by indicating the mailing address where they should send their contribution.
  
- ☐ **VerticalResponse** enables us to send blast emails to all your contacts and invitees. Although to use this tool, an ALS Hope Foundation representative would have to set it up for you, it is still one of the most effective ways to engage your target audience. A VerticalResponse email blast can be “from” you and the “reply to” can be your email address, so after the email is sent you will have complete control. Consider using VerticalResponse to send your event Save the Date, E-vite, or Reminder to donate.

*For questions regarding any of these, please contact the Foundation office directly.*

# Appendix E: Contact Us



## CONTACT US

Mailing Address:

1333 Race Street, Suite 202  
P.O. Box 40777  
Philadelphia, PA 19107-0007

Important Numbers:

Office – (215) 568-2426  
Fax – (215) 543-3366

For general questions, contact:

Jeffrey S. Deitch, PhD  
*Executive Director*  
E: [Jeff@ALSHopeFoundation.org](mailto:Jeff@ALSHopeFoundation.org)

For questions regarding sponsorship opportunities or press kits, contact:

Stephanie Lantz  
*Director of Development*  
E: [Stephanie@ALSHopeFoundation.org](mailto:Stephanie@ALSHopeFoundation.org)

For questions regarding event communications or volunteer opportunities, contact:

Maegan T. Bracken  
*Director of Communications*  
E: [Maegan@ALSHopeFoundation.org](mailto:Maegan@ALSHopeFoundation.org)