



# Fundraising Guide

**A guide to help you, help us.**

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# Fundraising Guide

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# How to Get Started

## 1. Anybody Can Fundraise... YOU Can Do It!

You can volunteer to host a fundraising event or project. With your help CARES can continue our mission of advancing CAH research, education, and support. Host a CAH Awareness Walk at a local park or any other event or project at a time that best suits you and your schedule.



## 2. One Step at a Time!

***Make sure to set goals...***

***How much money do you want to raise?***

### **Who is going to attend the fundraiser?**

Your attendees could be family, friends, colleagues and/or open to the community.

### **Who is going to help you** with the fundraiser?

Form a committee and ask for assistance from friends, family, local CARES families and from CARES' staff.

### **What type of fundraiser** are you going to hold?

Choose your fundraiser event based on your financial goal and who your attendees are. Use your imagination or select an idea from this Fundraising Guide.

*HINT: Something fun and new always gets a good response.*

### **When are you going to have** the fundraiser?

Make a deadline and set the date. When choosing a date, consider when would be a good time of year (i.e., warm, not rainy, etc.) to host such an event.

*HINT: Check into the local calendar, school calendar, etc. to avoid conflicts that could limit your success.*

### **Where** are you going to hold the fundraiser?

Secure a location for the fundraiser. Think about places you go frequently, or you have a connection with.

*HINT: Ask the venue manager if they would be willing to donate the space. Remind them that this will be great publicity for their business.*

### **How** are you going to do this?

Start by sending in your fundraiser idea/s and an estimated budget to CARES Foundation. Wait for approval of your fundraiser. At any time during your planning please feel free to contact CARES for assistance. We would be happy to help you and we are excited you have chosen to help us.



## 3. Raise \$\$\$!

Here are some ideas to help you raise more revenue.

- Raffle
- Auction
- Product sales
- Food & Beverage sales
- Matching Funds from Corporations
- Contests/Challenges
- Individual & Corporate donations
- Sponsor/Advertising sales for t-shirts, event programs and banner

#### **4. Get Attention!**

Inform your local schools, religious and community organizations and businesses about the event. Display and distribute event flyers. Post the event on social media (Facebook, Twitter, LinkedIn, Instagram, etc.) and encourage your audiences to SHARE!



#### **5. Alert Your Local Media!**

Send a letter to the editor or lifestyle section of the local newspapers and/or television stations to inform them of the fundraiser event.

#### **6. CARES Foundation Will Help!**

We will send you a sponsorship letter and form along with CARES Foundation and CAH brochures to hand out during the event. We will also help promote your event via social media and email. We will send thank you letters to people that helped organize and implement the event. Contact us at any time and we will assist with advice and/or support.

#### **7. Have Fun!**

A fun event is one that keeps everyone happy and engaged. Make sure to have entertaining activities for all ages. For kids: games, face painting, etc.; for adults: music, raffles, etc. are fun. **PLEASE MAKE SURE YOU ASSIGN A VOLUNTEER or VOLUNTEERS** the job of recording the event. Choose a volunteer to take pictures and perhaps even some video of your event. (May require consent form). Make sure to share these photos/videos with CARES as soon as possible.

#### **8. Wrap It Up!**

When the event has come to an end, send the funds to CARES Foundation, Inc. Include names and addresses of donors and sponsors so we can acknowledge their gift appropriately. In addition, please mail us a fundraiser summary describing your event and how it was implemented, so other families can use your event as a template. If you have any pictures, we would love to showcase them in our next newsletter and on our website.

## 10 Common Mistakes Fundraisers Make

1. Lack of planning
2. Not allowing yourself enough planning time
3. Lack of publicity
4. Bad timing
5. Picking the wrong fundraiser
6. Weak internal communication
7. Low quality merchandise
8. Letting problems fester
9. Repeating the same unsuccessful fundraiser
10. Spending too much money on the event.



# Fundraiser “How To” Ideas

## *FAMILY FUNDRAISERS*

### Auctions, Casino Night, Dance Marathon, Karaoke, Treasure Hunt, Variety Show:

If you have an imagination, then these events are great for you. Be creative, fun and include as many people as possible.



**Location-** Ask the local American Legion, Kiwanis Club, VFW, Elks Club, church, synagogue, YMCA, or community center. These organizations could sponsor you or donate the space.

**Equipment-** Casino games and audio equipment can be rented from a party rental store.

**Ticket Sales-** Think about what the ticket is including. Does it include food and entertainment? Casino night typically includes food and a certain amount of chips.

**Auction Items & Prizes-** Ask local businesses for donations, i.e., Walmart, Best Buy, Sam’s Club, supermarkets, florists, etc.

**Auction Someone’s Services-** Not only can you auction items, but you can auction someone’s services. For example, a personal trainer to give sessions, an IT specialist to give IT support, a decorator to help with your home improvement, etc.

### Bake Sales, Candle Sales, Car Washes, Garage Sales, etc.:

#### Service/Item Sales:

**A. Service Sales-** Can be implemented by community organizations (boy scouts, girls scouts, etc.) or by you and your family. Inexpensive- Supplies are limited. Event is mostly labor intensive.

**B. Item Sales-** Includes homemade or donated goods bought for resale, i.e., Krispy Kreme Donuts, Dunkin Donuts, local bakeries, etc.

*\*One family raised \$2,000 from a bake sale!*

**Costs-** Homemade goods usually give best return for your money. If you purchase items, you should be able to get at least 25% back at the end of the event. Make sure unsold items are returnable!



**Home Parties-** Mary Kay, Tupperware and Pampered Chef are a few examples. Look into these companies or similar ones, they usually have fundraising programs available.

**Garage Sales-** Clean out your garage or basement and donate proceeds to CARES.



### Cooking Classes, Dinner, Luncheons, Open House, BBQs, Cook-offs, Block Party, Potlucks, Progressive Dinner Party:

These events have a lot of flexibility with themes and variations.

Enjoy a casual picnic or a formal dinner.

**Location-** If a hotel or restaurant is holding your event, make sure to negotiate services. These agreements must typically be approved and signed by CARES.

**Tickets-** Review who you want your attendees to be, market and publicize accordingly. Make sure to give everyone enough time to check their schedules and RSVP.

**Themes-**

**Valentine's Day:** Learn how to cook for or with your loved one.

**Neighbor's Reunion:** Invite your neighbors for a fundraising dinner to rekindle your sense of community. This would be great in any venue, home or even a progressive dinner.

**Taste of the Town:** Ask local chefs and bakers to showcase by preparing their specialty for a gourmet variety dinner.

**\*RESTAURANT NIGHT\*** – Many dining establishments offer a 'percentage of proceeds' events at their establishments. When patrons eat during the event, they tell them they are supporting CARES Foundation and CARES will get a percentage of that events sales. Super easy, all you must do is get the word out! Chipotle Grill is a popular restaurant for this type of event but really **any** service establishment has the capacity to sponsor one of these events and they realize of the value they gain from the exposure.

**Additions-** *Don't be conservative, add fun activities like auctions, raffles, games, and dancing.*

### Raffles\*:



Sell raffle tickets to family, friends, school personnel, co-workers etc. \*Check your town ordinances to see if you need to obtain a permit to hold a raffle. Call your town/city clerk or town hall for information. You can hold a **raffle for donated goods or services**, or you can do a **50/50**, where the winner receives half of the proceeds from sold tickets and CARES receives the other half; or hold a **300 Club Raffle:** For this raffle, you must sell 300 tickets. These ticket holders are given the opportunity to win \$500. Have 300 tickets printed with tear off for name and phone number. Include a CARES brochure with each ticket sale. Sell each ticket for \$5. Another popular raffle is the **Tricky Tray**, offering goods,

gift baskets, certificates for services. Items are set up on tables. Folks can purchase tickets and then put one half of those tickets into baskets, or another receptacle placed near the item. Later, a drawing is held wherein the winning ticket is drawn from the basket. **FOR ALL RAFFLES**, make sure to pick a winner in a fair way; do it in a public place so there are witnesses to the winner drawing. CARES must approve all raffle licenses.

**FACEBOOK FUNDRAISERS** – Hosting a Facebook fundraiser in honor of your birthday, anniversary or other special occasion is also simple and easy to do! We've compiled a [2-page guide](#) with step-by-step instructions for your convenience. CARES has benefited by



thousands of dollars every year from Facebook fundraisers!

### **Walkathons, Hikes and Bike Rides:**

These events are great for all ages and families. They are very flexible with length of the walk/ride and can incorporate any theme or tone.

**Location-** Choose a backyard, community park/field or a school track for the startup registration area.

**Prizes-** Ask local businesses to donate prizes to give to the individuals that raise the most money for the event or for a Tricky Tray\* Raffle \*Check if permit is required.

**Additions-** Think entertainment, music, games, raffles etc.

**Ad Sales-** Sell t-shirts, sponsor ads, sign ads and program ads to local businesses.



**CAH Awareness Walks** – If you are interested in hosting a Walk for CAH, please contact Dina Matos, [dina@caresfoundation.org](mailto:dina@caresfoundation.org) or call our office.

Our **CAH Awareness Walks** are our biggest fundraisers! They are a great way to RAISE AWARENESS OF CAH – a rare disease, to BRING MEMBERS OF THE CAH COMMUNITY TOGETHER, and to RAISE FUNDS FOR CARES. CARES hosts approximately 6-8 Walks per year.



## **Getting Started**

### **How to Register online for CAH Awareness Walks**

Go to our website and find the Walks page, find the event you are interested in registering for, click on it and choose “Register Only”. If you are registered as part of the CARES community, then you should re-enter via the CARES Community Login page with your username and password. This will make the registration process simpler for you. Complete the registration form, proceed to payment and you’re done. A confirmation email will be sent with your registration information. You can register up to 12 people per registration transaction.

**For Peer-to-Peer (Social) Fundraising** in conjunction with a walk event we highly encourage supporters to “Fundraise and Start/Join a Team”. This is a great way to spread the word, raise awareness and secure more donations!



**\*YOU MUST SET UP A PEER-TO-PEER (SOCIAL) FUNDRAISING PAGE IN ORDER TO START (BE A TEAM CAPTAIN) OR JOIN A TEAM.** If you'd like to start a team and have additional registered walkers join you, use this option to become a Team Captain. Friends and family will be able to register for the Walk, create their own personal webpage to fundraise, and join your team. You can also choose a team to join when registering. *SEE MORE on Peer-to-Peer fundraising BELOW.*

### **CHECKLIST:**

- Start your campaign by setting up a web page
- Make a personal donation
- This website will enable you to reach out to family, friends, and colleagues for their support! Don't forget to ask them to share!
- Track donations online
- Make reminder calls and emails
- Kick back and watch your team's donations grow!
- Thank your supporters.



### **Event Timeline**

Make sure to download our [Walk Planning Toolkit](#) – a planning timeline for a Walk event. This handy guide will start you out at 6-months prior to the event all the way through to post-event. This guide also works well for all types of fundraisers.

**PEER-TO-PEER SOCIAL FUNDRAISING-** Not quite ready for the challenge of a full-scale event? Then you can start an online fundraising campaign with your very own web page. It's quick and easy to do, and you never have to leave the comfort of your favorite sofa or lounge chair. These fundraisers can be held in conjunction with a Walk, during CAH Awareness Month (June), in honor of a special event, i.e., birthday, anniversary, etc. or even a tribute to a special person affected by CAH.

- You will create your very own webpage fundraiser, PEER-TO-PEER (SOCIAL) FUNDRAISING
- You can include your own story: why you are raising money, who or what is your focus
- You can include photos

- You can SHARE on social media right from your page

Use this [helpful guide](#) to creating a fundraising page.

## **FUNDRAISING SUMMARY**

- Fundraisers are a great way to raise awareness, make connections, and raise much-needed funds for CARES.
- Fundraisers don't have to be elaborate to be successful, some of the simplest fundraisers raise the most money
- Sometimes it takes a while for a fundraising event to catch on. Be patient, have fun and know that it will get more popular each year
- Peer-to-Peer fundraising will broaden your impact for your fundraising event. It's a great way for those who can't attend to participate and donate to your event.
- REMEMBER: Fundraising helps CARES provide the following: Emergency Medical Response for Adrenal Insufficiency in children and adults; CAH comprehensive care centers (Centers of Excellence); CAH research; Patient and Physician education; patient support, tools, and resources; Advocacy for patient rights and expansion of newborn screening.
- *CARES is very grateful to our fundraisers out there! We couldn't help the CAH community without you!*

If you have any additional questions, please don't hesitate to email Dina, [dina@caresfoundation.org](mailto:dina@caresfoundation.org) or call our office at 908-364-0272(direct), or 866-227-3737(toll-free). THE CARES STAFF IS HERE FOR YOU!

# **THANK YOU FOR YOUR INTEREST IN HELPING CARES!**

