

HCMA THIRD PARTY FUNDRAISING TOOLKIT

ABOUT THE HCMA



The HCMA is the preeminent organization improving the lives of those with hypertrophic cardiomyopathy, HCM and HCM spectrum disorders, preventing untimely deaths and advancing global understanding. Founded in 1996 we are committed to providing support, education, advocacy and advancing research, understanding and care to those with HCM. This website will provide information, support options and member services.

OUR MISSION

Providing support, advocacy and education to patients, families, the medical community and the public about hypertrophic cardiomyopathy, while supporting research and fostering development of treatments.

THE OBJECTIVES OF THE HCMA

- Develop and maintain a network of support for individuals with HCM and their families.
- Promote education about the symptoms and treatment options for patients, their families, and their medical providers.
- Heighten awareness and protect against sudden cardiac arrest and life threatening arrhythmias and their prevalence within the HCM community.
- Increase the number of, and access to, healthcare professionals providing evidence-based treatment of HCM.
- Promote research of HCM and broaden access to results with the ultimate goal of eradicating the disease.
- Increase awareness and provide education to the medical community about HCM.
- Positioning the Foundation with adequate budget, staff and volunteer leaders to fulfill the mission, vision and goals.

ABOUT THIRD PARTY FUNDRAISING

WHO:

Third party fundraising events are planned and organized by groups and individuals in the community who are passionate about supporting the HCMA.

WHAT:

Your options are endless for fundraising events – dining to donate, golf outing, walk-a-thon, car wash, etc.

WHEN:

Third party fundraising offers you the flexibility of planning an event anytime throughout the year.

WHERE:

You choose the most appropriate venue for your fundraising event. We would be happy to supply you with a letter of endorsement if required.

WHY:

Because you share the same values as we do for caring for the HCM community. You want to give back and help others affected by HCM. You want to make a meaningful difference for HCM. Any funds you raise can be designated to a specific program, or support to support the HCMA

HOW THE HCMA CAN HELP YOU

- Provide support via phone or email.
- Provide the HCMA's logo.
- Post your event on our online calendar and on our Facebook page.
- Advertise your event in our email newsletters.
- Provide an endorsement letter for soliciting prizes, sponsors or licenses.

WHAT WE CANNOT DO

- Guarantee advertising for your event.
- Guarantee staff or board member attendance at your event.
- Provide you with access to our donor list.
- Reimburse you for any fundraising/event related expenses.
- Provide insurance coverage for your event.

THIRD PARTY FUNDRAISING POLICY

Third Party events are required to:

- Be consistent with the mission and values of the HCMA.
- Provide positive exposure and increased public awareness of the HCMA.
- Benefit the HCMA's operations and programs.

The HCMA reserves the right to:

- Refuse involvement, and the use of its name and logo, to any event that does not have our expressed approval.
- Relinquish support of any third party that doesn't abide by the policies, criteria, and guidelines set out in this agreement without any liability or obligation.

PLANNING FOR YOUR EVENT

1. **CREATE A PLAN.** Think about what the event will look like, where it will be held, when it will take place, and how you will raise money.
2. Complete and submit the HCMA's **THIRD PARTY EVENT FORM** and email it to support@4hcm.org or fax it to 973-983-7870.
3. **RECRUIT FRIENDS**, family, or colleagues to help plan the event. You could also start a planning committee.
4. **CREATE A TIMELINE** to ensure your event is well organized and begin to assign tasks.
5. Prepare your **EVENT BUDGET**.
6. Start **BOOKING YOUR EVENT**. You will need to consider venue, food, décor and audio needs.
7. Determine if you need and permits, licenses, or special insurance.
8. **PROMOTE YOUR EVENT**. You can use posters, radio, social media, and event listings. Make sure you run all media through the HCMA.
9. Give yourself enough time to make sure everything can be done.
10. **SAY THANK YOU!** Acknowledge everyone who participated in and supported your event.

CHOOSING YOUR EVENT

Here are some suggestions for you third party fundraiser:

- Dining to Donate
- Shred-a-thon
- Pub Nite
- Golf Tournament
- Auction
- Paint-n-Sip
- Run/Walk
- Pancake Breakfast
- Car Wash
- Raffle
- Retail Promotion
- Sport Tournament

PROMOTING YOUR EVENT

- Recruit Participants.
- Recruit Volunteers.
- Create event specific material including posters and ads for printing and distribution.
- Promote your event via social media.
- Get the local media involved by submitting a press release.

EVENT DAY

- Have fun!
- Take photos (we would love for you to send us copies).
- Keep track of donor names and contact details for tax receipts (sample attached).

POST EVENT

- Update your social media with photos and your event total.
- Send thank you's to your participants and donors, letting them know how they have helped.
- Send event photos to the HCMA so we can update our social media (Instagram - #4hcm, #hcmwarriors / Twitter @4hcm / Facebook).
- Submit your event proceeds to the HCMA:

HCMA

18 East Main Street

Suite 202

Denville, NJ 07834



Hypertrophic Cardiomyopathy Association – 18 E. Main St. Denville NJ 07834
p. 973-983-7429 Email Support@4hcm.org Website: www.4hcm.org

GUIDELINES FOR THIRD PARTY FUNDRAISING

1. THE HCMA BRAND

It is important for the HCMA to maintain brand integrity and consistence in dealing with the public. The HCMA asks Third Party Event organizers to follow these branding guidelines:

- Organizers must have approval for the event before and announcements or press is released.
- ALL publicity and promotional materials for the proposed event must be approved by the HCMA prior to being released.
- The official HCMA logo should be used appropriately in conjunction with the event and may not be altered in any way.
- When using our name or logo it must include: “Proceeds from this event will be donated to the HCMA.”

2. PLANNING

Third Party Organizers are responsible for the complete planning and execution of the event including set up, promotion, staffing and liability.

Organizers are responsible for paying for all the expenses related to the event. An accounting of all expenses for your event, including copies of receipts, must be submitted to the HCMA.

Organizers will handle all monetary transactions for the event and present the proceeds to the HCMA within 30 days of completion of the event.

3. DONATIONS AND SPONSORSHIPS

Donations are eligible for a charitable tax receipt. Please provide a list of sponsors who have donated to or sponsored your event and include the value or description of the donation.

If donations are collected by the Third Party, official charitable tax receipts can be issued to individuals that make donations without receiving any goods or services in return. The full name and address of the donors and the amount of the donation must be provided to the HCMA, to help us prepare receipts. A blank donor form is attached at the end of this package for your use.

4. LICENSES AND INSURANCE

Organizers are responsible for obtaining and paying for appropriate licenses and insurance (i.e. raffle, 50/50, liquor permits, etc.). It is the sole responsibility of the Third Party Event Organizer to fill out and submit all such applications.

The HCMA insurance will not cover third party events. Please arrange for special event insurance coverage.

The HCMA is not responsible for any damage or accidents to persons or property at the event.

5. STAFFING AND VOLUNTEERS

The Third Party Organizer will provide all staffing and volunteers for the event.

6. PHOTOGRAPHS

The HCMA reserves the rights to display photos from individuals participating in third party events on the HCMA website, Facebook page or other promotional materials. Please ensure that photo releases are completed.

RECOGNITION

To thank you for your fundraising efforts, the HCMA will:

- Acknowledge your event and donation on our website and through our social media channels.
- Provide you and your donors with tax receipts for all donations.

THIRD PARTY FUNDRAISING INQUIRIES

Attention:

Carolyn Willis

18 East Main Street

Suite 202

Denville, NJ 07834

973-983-7429

carolyn@4hcm.org

THIRD PARTY EVENT FORM

CONTACT INFORMATION:

Today's Date: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Alt. Phone _____

Email: _____

Name and/or type of proposed fundraising event or promotion:

Event Date(s): _____

Event Time: _____

Location: _____

Fundraising Goal (if applicable): _____

Please provide any additional details/information about the event:

What are your publicity plans? (Invitations, Social Media, Press Releases, Advertisements, Posters, etc.)

I have read and agree to abide by the Guideline for Third Party Events. I agree that the HCMA has no financial or legal responsibilities for this event.

Signature: _____

Date: _____

Please return completed form to:

HCMA 18 East Main Street Suite 202 Denville, NJ 07834

Or email to carolyn@4hcm.org

Hypertrophic Cardiomyopathy Association – 18 E. Main St. Denville NJ 07834
p. 973-983-7429 Email Support@4hcm.org Website: www.4hcm.org

THIRD PARTY FUNDRAISER: DONOR LIST

HCMA PHOTO RELEASE

SIGNING THIS DOCUMENT, YOU AGREE AS FOLLOWS:

I hereby consent to be photographed or use my photograph or video in connection with the HCMA's "FACES OF HCM" publicity campaign. For good and valuable consideration, which I hereby acknowledge I have received, I hereby grant to the HCMA the right to photograph me and to use, edit, revise, and distribute my likeness (the "Photographs") as contained in the Photographs described below, for use on the HCMA internet site and for editorial, trade, advertising, stock, and any other purposes, in all types of media and markets now known or discovered or invented hereafter, throughout the universe and in perpetuity.

I further confirm that: (i) I waive any right to inspect or approve the Photographs, or HCMA's uses thereof or any associated material; (ii) HCMA is and will remain the owner of the Photographs and of all copyrights, trademarks, and other rights relating to them; and (iii) I am not entitled to any further consideration or payment of any kind in connection with any permitted uses of the Photographs.

I expressly release HCMA from any and all claims, liabilities, responsibilities, or damages arising from the use of the Photographs (including any claims for violation of my right of publicity or privacy or otherwise). I agree and understand that (i) the HCMA may use my name in connection with the Photographs and (ii) HCMA is under no obligation to use my name in connection with the Photographs or otherwise.

I represent, warrant and acknowledge that this agreement is the entire understanding between HCMA and myself regarding the Photographs, and that I have read the foregoing and fully understand and agree to the contents thereof.

I represent and warrant that (i) I am over 18 years of age or (ii) if I am not over 18 years of age, my parent or guardian must sign this agreement in the place provided below.

This release applies to, and will bind, each person who signs it. It also applies to, and will bind, each and every minor child for whom parent/guardian consent is given.

COMPLETE:

I wish my tag line to be (not required): (example: "Diagnosed 1989 and HCM hasn't stopped me yet."
Or "I am one of the Many faces of HCM") Your tag line: (Limit to 50 characters)

NAME: _____

SIGNATURE: _____ DATE: _____ 2017

ADDRESS: _____

EMAIL AND PHONE: _____

THIRD PARTY FUNDRAISING EVENT IDEAS

Want to donate to the HCMA, but don't have the funds? Are you interested in raising money for the HCMA, but unsure where to start? There are many ways to fundraise! Here are some ideas that you might want to consider:

SHOPPING NIGHT

You don't need a lot of convincing to get a few friends to go out for a night of shopping. Throw in that they will also help a good cause, and you have yourself a winning fundraiser. Many retail stores offer to assist non-profit groups by hosting shopping nights. Some stores will give your organization a percentage of the sales on a designated night for all the customers that your organization brings to their business. Others will have you sell tickets to a shopping night where the organization receives 100% of the ticket sales and the shoppers will receive discounted coupons to use while shopping.

A shopping night fundraiser requires virtually no planning and very little investment from your group. If the shopper requires a flyer or coupon to be presented for your group to receive credit, they will often print those up themselves.

What are some retail stores that hold shopping fundraisers? Almost any kind:

Alex and Ani:

<http://www.alexandani.com/cbd-form>

Charming Charlie:

<http://www.charmingcharlie.com/about/chic-charity-events>

Five Below:

<https://www.fivebelow.com/fundraisers>

Harris Teeter Neighborhood Food & Pharmacy:

<https://www.harristeeter.com/fundraising-events#/app/cms>

Lord and Taylor:

<http://www.lordandtaylor.com/webapp/wcs/stores/servlet/en/lord-and-taylor/content-view/SSDG-Application>

Macys:

<http://shopforacause.macysinc.com/Default.aspx>

Purpose Boutique:

<http://purposeboutique.com/purpose-party-1/>

Usborne Cards:

<http://www.usbornebooks.com/usborne-card-fundraiser.html>

Yankee Candle:

<https://www.yankeecandlefundraising.com/>

RESTAURANT NIGHT

Another way to raise money is by hosting a “Restaurant Night.” Restaurant Nights are offered by many restaurants to assist non-profit groups in their fundraising efforts, and are popular with many type of people.

Here's how it works:

The restaurant gives your organization a percentage of the sales on a designated night for all the customers that your organization brings to their business. Most of the time the restaurant will limit available nights to a week night- usually one their slow nights.

A restaurant night fundraiser requires virtually no planning and very little investment from your group. If the restaurant requires a flyer or coupon to be presented for your group to receive credit, they will often print those up themselves.

Why does a restaurant participate and even encourage this type of fundraiser?

- It makes the restaurant look good. Giving back to the community enhances their corporate image.
- It fills the restaurant on a slow night.
- It introduces people to the restaurant that might not visit otherwise.

What kinds of restaurants hold restaurants night fundraisers? Almost every kind:

Here is a list of chain restaurants throughout the United States:

Applebees:

<http://flapjackfunds.com/program.php?id=2>

Arbys's:

<http://www.usbeefcorp.com/giving-back/#benefit>

BD's Mongolian Grill:

<http://www.gomongo.com/2015/01/18/fundraising/>

Bertucci's:

<http://www.bertuccis.com/dining-dollars-fundraising>

BJ's Restaurant Brewhouse:

<https://www.bjsrestaurants.com/community/kids-and-families/fundraisers>

Blaze Pizza:

<http://blazepizza.com/fundraising/>

Boston Market:

<https://www.bostonmarket.com/community/fundraising/>

Bruster's Ice Cream:

<http://brusters.com/fundraising/>

Buffalo Wild Wings:

<https://ewrf.buffalowildwings.com/>

Burger King (Owned by Tri-City Foods in 6 Midwestern States):

http://www.3cityfoods.com/benefit_nights.aspx

California Pizza Kitchen:

<https://www.cpk.com/Company/KidsFundraisers>

Cheeseburger Bobby's:

<http://cheeseburgerbobbys.com/our-fundraising/fundraising/>

Chili's:

<https://qdi.com/chilis/chilis.htm>

Chuck E. Cheese:

<https://www.chuckecheese.com/birthday-events/fundraising#nonprofit>

54th Street Grill:

<http://www.54thstreetgrill.com/fundraisers.html>

Foster's Grill:

<http://www.fostersgrille.com/community/request-fundraiser-info/>

Friendly's:

<https://www.friendlys.com/business/fundraising/>

Isaac's Famous Grilled Sandwiches:

<https://www.isaacrestaurants.com/fundraising/>

Jamba Juice:

<http://www.jambajuice.com/more-jamba/fundraising?alias=partnerships/fundraising>

Kona Ice:

<http://www.kona-ice.com/giveback-programs/>

Lou Malnati's Pizza:

<https://www.loumalnatis.com/fundraising>

Maggie Moo's:

<http://www.maggiemoos.com/>

Maria Callender's:

<http://www.mariecallenders.com/community-fundraising>

Tio Juan's Margaritas Mexican Restaurants:

<https://www.margs.com/community/fundraisers/>

Max & Erma's:

<http://www.maxandermas.com/donations-%e2%80%a2-fundraising/>

Ninety Nine Restaurant & Pub:

<https://www.99restaurants.com/community/dining-for-a-cause/>

Noodles and Company:

<http://www.noodles.com/giving-back/>

Oberweis:

<http://www.oberweis.com/web/fundraising.asp>

Panda Express:

<https://www.pandaexpress.com/fundraiser-landing>

Panera Bread:

<http://fundraising.panerabread.com/>

Pei Wei Asian Diner:

<https://www.peiwei.com/local>

Pizzeria Uno Chicago Grill:

<http://www.unos.com/getstarted.php>

Ponderosa Steakhouse:

<http://ponderosasteakhouses.com/more-stuff/fundraising/>

Potbelly Sandwich Shop:

<http://www.potbelly.com/Company/FundraisingAndDonations.aspx>

Roti Mediterranean Grill:

<http://roti.com/fundraising/>

Rubio's:

<https://www.rubios.com/fundraisers>

Souplantation & Sweet Tomatoes:

<http://funraisers.souplantation.com/funraisers/funraisers.aspx#b>

Sweet Frog Frozen Yogurt:

<http://sweetfrog.com/fundraising>

Wendy's:

<http://www.wendavco.com/local-promotions/>

Be aware that although many chain and franchise restaurants are available for fundraising, the decision to do so is up to the individual restaurant operator. And terms of the fundraiser will vary from restaurant to restaurant, even within the same chain and city sometimes. Some may make you present a coupon, tell the waitress in advance, drop receipts in a box, or order only certain things on the menu to qualify.

Many locally owned restaurants are also eager to host your restaurant night fundraiser too. Don't forget to add them to your potential list of restaurants to call on. They often will offer you a better deal than the chains and franchisees.

Any restaurant that you, or a member of your nonprofit group, have a personal connection to via the owner, operator, manager, or worker also may offer you a better deal.

HOW TO HOLD A SUCCESSFUL RESTAURANT NIGHT FUNDRAISER

The secret to having a successful restaurant night fundraiser rests with you. You must advertise the event to your members and make sure they show up. Ensure a large turnout by asking your members to encourage family and friends to attend the restaurant night too.

Many restaurants will allow your members to work behind the counter during your restaurant night. This can be especially effective for schools when the familiar faces of teachers, staff, and administrators are encouraging your members to spend more by upgrading to a special meal or add a desert to their order.

Sometimes the restaurant will allow you to set up an area to inform the public of your cause and solicit donations via a donation box by the cash register. A popular method is to ask customers to donate the change they receive back from their meal purchase to your cause.

WHAT TO LOOK FOR WHEN SOLICITING RESTAURANTS FOR A RESTAURANT NIGHT FUNDRAISER

There are many variables to consider when choosing a restaurant to host your fundraiser:

1. What percentage will our group receive? Local restaurants tend donate higher percentages while chains and franchises trend toward the low side. Usually the range is between 10 and 25%.
2. What day or days are available? Some local restaurants will agree to a week-long promotion, but usually it is limited to one day or night.
3. What hours are available? Obviously the more hours available the more potential for income.
4. Is it limited to just my group? Or will we receive a percentage from everyone who dines during our time period?
5. If take out or drive through is available will we receive income from these sales?
6. Can our members work behind the counter or as "celebrity servers"?
7. Can we set up an informational display and solicit funds during our restaurant night?

A restaurant night is a very popular fundraiser for small groups like school PTO/PTAs, scout groups, sports teams, and other groups with a good size member base but few volunteers. While the potential for large profits from this fundraiser aren't very likely it can provide a steady source of income for your group with very little effort. And this discretionary spending by members of your group won't affect the regular fundraising dollars they give.

Just think of how many times your family eats out each month. If you could hold a restaurant night fundraiser once a month during the school year the money could add up! Make sure to rotate your restaurants for the best results.

THIRD PARTY PUBLICITY IDEAS

Traditional marketing techniques such as cold calling and mail are better suited for events geared towards older generations. If your target market is geared towards age groups fifty and above, then those traditional marketing practices are best.

There are several avenues for you to take when marketing your fundraising event. The internet has opened new doors for event marketing through **emails**, **social media**, and **content marketing**. Here are some best practices for each:

SOCIAL MEDIA

Social media is forever changing with updates and algorithm rewrites. There is no fix-all when it comes to social media marketing, but here are some guidelines to help improve your campaign.

FACEBOOK (best for events marketed to attendees between 18 to 49 years old)

- Create an event on Facebook featuring all the necessary information and registration links.
- Join groups relevant to your fundraising event in order to post event related content to those most likely to be interested.
- Vary your types of content (links, images, and videos) in order to keep your event advertising fresh
- Post at least twice a day on your page and once a day in each group in order to ensure the most people possible see your campaign without pushing viewers away

TWITTER (best for events with 18 to mid-20s attendees)

- Create a unique, concise hashtag for your event (i.e. #HCMAGala18) so followers can easily track event related tweets in real time.
- Use no more than two hashtags per tweet (engagement drops after two)
- Research your Twitter hashtags using tools like Hashtagify.me and Keyhole in order to ensure your hashtags have reach and popularity
- Tweet no more than three times per day (tweet engagement drops after three)
- Use visuals in your tweets (preferably GIFs and images) in order to increase their engagement and likelihood of being spotted

GOOGLE+ AND LINKEDIN (best for improving your overall content reach)

- No longer is the professional networking site simply a medium for digital resumes and crisp headshots. More and more, LinkedIn members have been taking advantage of group posts and networking for an interactive experience.
- Join groups relevant to your cause
- Be sure to engage with other posts in these groups, otherwise you will risk being marked as a link spammer

HCMA WEBSITE

- The HCMA will promote your third party fundraising event on the HCMA website.
- A link can be included to your event, if you have created one.

EMAIL

Despite the advent of social media channels over the last ten years, email is still a fundraising event's primary promotion strategy. Emails are free or low-cost to send, are easy to track and garner instant responses.

The trick to an effective email campaign: having new exciting content in each message.

The HCMA will also include your third party fundraising in its email newsletters.

TRADITIONAL MARKETING

PRESS COVERAGE

Free press coverage means the event is a story in and of itself. This is a huge opportunity and provides a totally unique perspective apart from an advertisement... as long as the press is good!

Check out just a few ideas of ways to get free mentions in the media.

RADIO Reach out to your local radio stations for an interview during morning or afternoon drive times to promote your fundraiser. Schedule this 3-4 weeks ahead of your event to maximize exposure and listener response.

NEWSPAPERS, MAGAZINES AND BLOGS Submit news releases either directly before or after the event. More tips on press releases directly below.

TELEVISION Work with your local television stations to secure a spot on a morning show. You, your executive director and/or a board member can talk for a few minutes about your charity and how the event will support your mission.

In all media spots, be sure to outline the nature and purpose of the event. Tie in the logistical details of your fundraiser, including a link to the registration or event page, and mention who would have a great time at your event.

PRESS RELEASES

Press releases, also called news releases, are great to have prepared for any written mode of communication. You can submit a press release to newspapers, magazines, local bloggers, specialty publications, radio and TV stations and more.

The idea is to **provide a press release giving these writers everything they need to write a story about your event**. For best results, editors will be most interested in your story if there's a newsworthy angle to your event.

Perhaps this year's gala is hosted in a historic venue; the event raised a record amount of money; your organization is celebrating a special 30th anniversary; or a celebrity guest emcee or performer is scheduled to appear.

Find a balance between keeping the focus on the cause, and having a unique, exciting element to show off in a headline.