

Fundraising Event Resource Guide



*Pssst....guess what?
You don't even need to be a
professional fundraiser!*



"Donors don't give to institutions. They invest in ideas and people in whom they believe".
- G.T. Smith

Why Plan an Event?

Events are a critical piece of our fundraising efforts & offer the opportunity to increase awareness & educate the community about Phelan-McDermid Syndrome.

This resource guide contains valuable information and tools you will need to carry-out a successful fundraising event in support of the Phelan-McDermid Syndrome Foundation. In the pages to follow, you will learn how to execute a well-planned and well-attended event and how to maximize your efforts. Each event is unique and the founders are individuals and families just like you, who are not professional fundraisers, but who have been **impacted** by Phelan-McDermid Syndrome and want to make a difference. Anything you are interested in can be turned into a fundraising event. People love to help causes and have fun doing it!

- **Why does the Foundation need your help?**

The PMS Foundation has a limited number of staff and relies heavily on the efforts of volunteers like you to aid in their fundraising efforts. Without the support of volunteers and their fundraising events, the PMS Foundation would not be able to increase awareness and money to support vital research and continue family support programs.

- **How Do I Get Started?**

This tool box will aid you in your efforts as well as be a reference guide for questions and ideas. However, it is a mere sample to guide you in the planning process. The wonderful part of events is that you can customize them to fit your community, interest and capacity. Read below to learn about the 10 general steps to a successful fundraising event and discover an event that fits your interests and tips from families in the pages to follow.

- **Who do you go to for help?**

The PMS Foundation is here to help! We can be reached at *1-941-485-8000* or contact the Associate Director of the PMS Foundation, Barbara Cruz at *barbara.cruz@pmsf.org* Monday through Friday 9:00am-5:00pm EST. You may also reach out to your regional representative or contact the coordinator for an existing event for questions and support. We want you to succeed and will offer our expertise and past knowledge to help!

- **What tools do you need?**

Included in this event resource guide are summaries for each event hosted by families throughout the United States. These families are here to help and so is the Foundation! Please contact us and we will provide you with tools to personalize an event to fit your interests or to create a new one!

The 10 Steps to a Successful Fundraising Event

1. Purpose:

Before doing anything else, you must decide what the purpose of your event is. Is this solely a fundraising event? Or does it have other goals? Perhaps the main function of the event is to raise money, but you may also be hoping to gain publicity, or identify new donors. Many charitable events have more than one goal. Figuring out the details for your event will depend on knowing what goals you are trying to achieve.

2. Fundraising Goal:

In conjunction with the event committee and key fundraisers, you must decide what amount of money you plan to raise at the event. Everything in the event plan will be geared to raising this specific amount of money. The amount you choose should be what you hope to net, that is, the amount you plan to raise after expenses are deducted.

3. Budget:

Create a complete budget listing all of the expenses that will be required to hold the event. Your budget should include invitations, space rental, catering, entertainment, transportation, security, utilities, and anything else that will be required to make the event a success. Your budget should take into account your fundraising goal, ensuring that you raise that amount above and beyond all expenses. Be sure to leave a little extra room in your budget for unforeseen costs and determine what in-kind donations you will try to obtain to cut down on expenses.

Because of third party fundraising restrictions, the PMS Foundation cannot manage outside event accounting. Therefore, event coordinators are responsible for budgeting and fiscal management of the event. Resources are available to help guide coordinators through this process.

4. Leadership:

Identify who your key volunteers are in coordinating the event and delegate responsibilities to them. These individuals will become your “event committee” and ensure all aspects of the event are covered.

5. Target Audience:

Who is the target audience for your event? Is this a general fundraiser where everyone will be invited? Or is this event geared towards a specific group like business people, parents, or young professionals? In short, you must decide whom you will invite to your event.

6. Set – Up:

Your event volunteers should plan the event set-up well in advance. The set-up includes all of the particulars of the actual event: Where will it be? Will food be served? Will there be entertainment? What kind of dress will be required? What is the itinerary for the event?

7. Marketing:

Your event needs to be marketed to your target audience. You need to convince your supporters that your organization and event are worthy of their time and money. Draw up plans for marketing and include possible methods of “getting the word out”.

8. Sales:

Once you market your event, there must be a procedure in place for making the actual ticket sales, or accepting donations for the event. You must decide whether there will be different contribution levels for the event (such as a flat ticket charge, an extra charge to be invited to a V.I.P. reception in addition to the event, etc.). You must decide who will sell the tickets, how they will be shipped or delivered, and who will be responsible for organizing the incoming information.

9. Practice:

While you probably won't need a full run-through of your event, it is essential that everyone who is working the event know, ahead of time, what their responsibilities are, where they should be during the event, and how the event is going to “flow.” If you are having a large or unusual event, the key event staff may want to have a practice run to make sure that your operation is running smoothly.

10. Thank – You:

Make sure that you take the time to send thank-you notes to everyone who is involved in your event, including contributors, volunteers, staff and vendors. These thank-you notes should come from you, the event coordinator, and will help acknowledge your supporters. Keep your donors happy... you're probably going to be asking them for another donation next year!

Logan's Heroes

Motorcycle run & dinner to support research, awareness and education



What is Logan's Heroes?

Logan's Heroes is an annual motorcycle run and dinner that takes place each summer in Davison, Minnesota and attracts over 100 bikes and over 130 riders. The event includes a 100 mile motorcycle run, dinner, raffle and silent auction which raised over \$8,000 last year to support research, awareness and education for Phelan-McDermid Syndrome.

The founder of the event is the LeClaire family whose son, Logan, was diagnosed at four months old with Phelan-McDermid Syndrome. Because of the Foundation's efforts, his family was pointed in the right direction for resources and services. Logan is now almost five and is a happy little boy who walks, says a few words and is able to communicate with other children through the assistance of a communication device, signing and pictures. With support from Logan's Heroes, the Foundation continues to be able to fund research studies which will make Logan's future, and the future of all children living with PMS, bright.

Jackson's Cornhole Tournament

"Raising money for research, one cornhole at a time"



What is Jackson's Cornhole Tournament?

Jackson's Cornhole Tournament was established in Louisville, Kentucky by Todd and Melissa Goldsmith in order to raise awareness, assist in funding PMS research initiatives, and to help families attend the family conference and scientific symposium. This past tournament raised approx., \$5,000 and included a bake sale, concessions, door prizes, silent auction and of course cornhole.

Jackson is a 5 year old all-star who is diagnosed with Phelan-McDermid Syndrome. Jackson struggles with communication skills and can say about ten words but primarily communicates in his own way. He is receiving occupational, physical and speech therapy and attends elementary school where he has made many positive strides. Jackson loves to run and play, watch cartoons, and swing, but he especially loves watching his daddy bowl in leagues and watching bowling on TV.

The Great Love Luncheon

“Where there is great love, there are always miracles”



What is The Great Love Luncheon?

The luncheon and silent auction is hosted by two friends of the Bliss Family. Ten additional friends make up an event committee and last year, through personal invitations, the luncheon brought together over 200 supporters and raised \$80,000. The lunch included short talks by a developmental pediatrician who talked about PMS, a psychologist who talked about the impact on families and a personal thank-you from Brad and Geraldine Bliss.

The Bliss Family has been profoundly impacted by this Phelan-McDermid Syndrome. During the last four years, they have struggled to keep their 11-year-old son, Charles, alive as he battles severe epilepsy resulting from PMS. Charles' struggles have touched the lives of many people, including physicians and researchers who have been inspired to understand Phelan-McDermid Syndrome more fully. The result has created a fundraising event that not only benefits the Foundation but also increases awareness and support of PMS.

Annie's Golf Classic

Golf Tournament to support research and therapy



What is Annie's Golf Classic?

Annie's Golf Classic is an annual golf tournament held in the Dallas, Texas area. Last year's tournament attracted over 80 golfers and raised over \$16,000 for Phelan-McDermid Syndrome Foundation. This year's tournament will benefit the Foundation and Rocky Top Horse Therapy Center, where Annie has hippo therapy. The tournament will be held on November 1, 2012 at Trophy Club Country Club in the Dallas area.

The event is organized by Richard and Veronica Frunzi, parents to Anthony (17), Joe (15) and Annie (13) who has PMS. Annie was diagnosed with PMS just before her first birthday. Her family has been active members of the support group since 2000, attending seven conferences and volunteering for the Foundation. Veronica is a Foundation board member and chair of the Foundation's communication committee.

Sammy's Run

Racing to raise awareness!



What is Sammy's Run?

Sammy's Run was developed from a father's love of running and his desire to share that experience with his son. The run, taking place in Sarasota, Florida consists of a 5k and 1 mile race as well as kid dashes which encourages all levels of skill and ability to participate. The event has been in existence since 2009 and attracts over 900 people annually with an additional 100 volunteers. This year, the race raised \$23,000 for the Foundation and Oak Park School where Sammy attends.

Sam Lomas was born 17 years ago, two months early and only 2.4 lbs. Sam was the 8th diagnosed case of Phelan-McDermid Syndrome and the first to be discovered in utero. With the help of Dr. Katy Phelan, the Lomas family joined forces with other PMS families and formed the Phelan-McDermid Syndrome Foundation to create an advocacy group which has grown to over 700 registered members.

In Conclusion....

The PMS Foundation is here to help you in your event fundraising efforts with resources, sample documents, timelines, and contacts. We encourage you to use your imagination in creating an event that fits your interests, your community and your goal.

Remember that you do not have to be a fundraising professional to be successful at coordinating an event. These events began as an idea from individuals and families just like you who wished to raise money and awareness for Phelan-McDermid Syndrome and they continue to do it one year at a time.

Thank you for supporting our fundraising efforts and we look forward to partnering with you!

Sincerely,

Phelan-McDermid Syndrome Foundation

