



# Fundraising Event Guidelines

## Our Mission

To amplify the love, hope and compassion in the world, making each health journey easier.

## Thank You!

We are honored that you have chosen to raise funds for CaringBridge.

## Introduction

Since 1997, CaringBridge has been serving and offering people many ways to care for one another during any type of challenging event. Now, over 500,000 people connect through CaringBridge every day, amplifying love, hope and compassion when it's needed most.

You are a valuable part of CaringBridge, enabling us to serve more people in more ways at no charge. By inviting your community to participate in your fundraising event, you are helping us expand our reach to ensure that no one has to face a difficult journey alone.

To help in the success of your event, please review the following:

- Event Ideas and Event Timeline
- Guidelines
- Publicity Tips

Once again, thank you for your interest in planning an event to support CaringBridge; it's people like you that make us possible.

## Event Ideas

Fundraisers are a creative and exciting way to give back. . If you have never hosted a fundraiser before, here are some ideas for how you can include your friends, family and local community in an event to raise money for CaringBridge:

### Golf Tournament

Contact a local golf course to plan a golf tournament to benefit CaringBridge. Charge a fee for participants; ask local businesses to sponsor holes and provide prizes to the winners of each hole or the whole round !

### Casual Friday

Ask your boss if you can host a Casual Friday for a specific week, month or even the whole year! Have your coworkers give a small donation if they choose to dress down on Friday.

### Garage Sale

Go solo or gather together with your neighbors, faith community, or group of friends to host a garage sale with proceeds benefitting CaringBridge.

### Wine/Beer/Cheese Tasting

Host a party at your house, a local pub, or a vineyard. Charge participants to enjoy a night of sampling and conversation.

### Corporate Party

For your next company party, ask your employer to include an opportunity for attendees to give back. You can feature CaringBridge, highlight the benefits of our service, share personal stories, and ask for donations.

### CaringBridge Night

Ask a local restaurant to donate a percentage of their earnings for a night. Then advertise to your community that whatever they purchase there on that evening, will benefit CaringBridge!

## Wedding, Anniversary, or Birthday Gifts

In lieu of wedding, anniversary, or birthday gifts, ask friends and family to donate a gift to CaringBridge in honor of your special day. And/or in lieu of wedding favors, give a gift to CaringBridge in honor of your guests.

## Game Night

Host a night of fun and board games for your family, friends and/or local community. Ask for a donation at the door.

## Run, Bike, or Swim for CaringBridge

Participate in an existing event or organize a race to benefit CaringBridge. Charge a registration fee and encourage participants to fundraise a certain amount to compete.

## Celebrate a Health Milestone

Invite your community to join you in celebrating a health milestone by having them donate to CaringBridge.

## Event Timeline

Community fundraising events require lots of time, energy and attention to detail. Fortunately, having a plan in place will contribute greatly to their success! Here are some steps to help ensure that your event runs smoothly:

1. **Pick your type of event.** Base your decision on what you know, what you do well or what you are passionate about.
2. **Form a planning committee.** (If needed...might not be applicable to all events) Collaboration is key! Choose people who can get the job done, and with whom you work well.
3. **Identify your audience.** Who are you trying to reach with your event? Think of the groups in your community that would want to get involved and support your event with donations and/or participation.
4. **Set a goal.** Make it realistic based on your event. Keep in mind that the more money invested in the event, the higher you should set your goal to avoid owing money at the end.
5. **Develop a budget.** (If needed...might not be applicable to all events) Use the worksheet provided in this packet to determine projected expenses versus revenue.
6. **Start early.** Give yourself plenty of time to plan and promote your event. Expect at least a 4 – 6 week timeframe depending on the scale of your event.
7. **Create a schedule.** (If needed...might not be applicable to all events.) Confirm the location, contact vendors, and determine the timeline for tasks that need to be completed before the event. **A tip:** plan backwards. Decide what time you want the event to end on what day and work from there!
8. **Promote your fundraiser.** Include in your schedule how and when you will promote the event. Determine the best methods to reach your audience. Use the press release template at the end of this document.

9. **Conduct your event.** Put your plan into action! Remember to relax and have fun.
10. **Wrap up.** Ensure all checks are made out to CaringBridge. Include a donation form (included at the end of this document) for CaringBridge to send tax receipts to participants. Mail donations to:  
  

CaringBridge Event Central  
PO Box 6071  
Albert Lea, MN 56007
11. **Thank You.** Shortly after the event, send thank you cards to those who attended, assisted and/or donated to your event!

## Guidelines

We would like to thank you for choosing to do an event that will benefit CaringBridge, and enable us to continue to provide personal websites at no charge to those who need to stay connected with friends and family during any challenging journey.

The following guidelines have been developed to make this process run as smoothly as possible. Some may pertain to your event, and some may not. However, we ask that all event coordinators review them to make sure they have all the information necessary to execute a successful event, while supporting the CaringBridge mission and maintaining the appropriate image of our organization.

## The CaringBridge Mission

To amplify the love, hope and compassion in the world, making each health journey easier.

## Event Promotion & Logo Usage

- CaringBridge reserves the right to approve the use of the CaringBridge name and logo that will appear on promotional materials. Promotional materials should be clear that your event is raising funds that will benefit CaringBridge, and is not an event organized by CaringBridge.
- We ask that event coordinators submit all promotional materials (including press releases, public service announcements, scripts, posters, etc.) 2 weeks before use for review, allowing us to provide copy that can enhance and ensure your materials convey correct messaging. Please email your promotional materials to [events@caringbridge.org](mailto:events@caringbridge.org).
- CaringBridge encourages spreading the word via personal networks, including email lists and social media, as well as free local media outlets.
- Promotional materials must be clear that your event is raising funds that will benefit CaringBridge, and any description of the CaringBridge service must be approved.
- CaringBridge is able to provide limited collateral based on your needs. These items include brochures, sign-up sheets, invitations, personal stories, etc. Please call us at 651-789-9350 for information.

## Financial Guidelines

- Events contributing 100 percent of the proceeds to benefit CaringBridge are easier to organize and manage. However, if this is not possible, we suggest that event expenses be no more than 30 percent of the total amount raised, excluding in-kind donations.
- Event coordinators are responsible for the cost of additional expenses if they exceed the total collected.
- Event coordinators are responsible for all sales tax requirements.
- CaringBridge sales tax-exemption (on purchases) cannot be extended to any event or fundraising effort.

## Donations

- CaringBridge accepts checks and money orders for donations (we do not accept cash.)
- To process credit cards, please have attendees fill out a donation form (included at the end of this document).
- CaringBridge can provide tax receipts to attendees if their check is made to CaringBridge. You can print donation forms and mail them to CaringBridge with the donation.
- Please send money orders and checks—payable to *CaringBridge*—within 30 days after the last day of the event along with a donation form.

CaringBridge Event Central  
PO Box 6071  
Albert Lea, MN 56007

## In-kind Sponsorship

- In-kind sponsorship is a donation of a product or service such as printing or silent auction items.
- CaringBridge will not give receipts for in-kind donations.
- CaringBridge cannot solicit sponsors for your event and does not provide any donor contact information.
- Please provide a list of all potential sponsorship and in-kind donation contracts to CaringBridge. This will allow us to provide you with information on their current financial support for CaringBridge and help us to steward our longstanding relationships within the community.
- CaringBridge does not solicit or accept alcohol, beer, wine, tobacco, or casino sponsorships as title sponsors for any events. Alcohol, beer, wine, tobacco or casinos may be event sponsors but may not be promoted with or by the event, e.g. using “sponsored by” language or using their logo next to or with the CaringBridge logo. Beer, wine and casino donations may be accepted for auctions.

## Cancellation, Liability, and Changes

- If circumstances warrant, CaringBridge may at any time through any of its directors, officers, and/or senior administrators direct you to cancel the event. You will hereby agree to cancel the event, if so directed, and further agree to release CaringBridge and its officers, directors, and employees from any and all liability and connection to such action.
- In this circumstance, the sponsors will agree to indemnify and hold harmless CaringBridge and all its officers, directors and employees from any and all claims and liability in any way related to the event.
- You must advise CaringBridge of any changes to your event.

## CaringBridge is Unable to Do the Following

- Distribute mailing lists of donors, staff, or other constituents.
- Provide promotion for your event.
- Provide on-site staff to support your event\*.

\*Any requests for CaringBridge to take these actions are reviewed on a case-by-case basis.

## What CaringBridge Can Do For You

- Acknowledge direct contributions to CaringBridge. These contributions will be added to your event donation total, but cannot be withdrawn for event purposes.
- Approve the use of the CaringBridge name and/or logo.
- Provide copy for you to include in promotional materials.
- Provide a letter of support to be used to validate the authenticity of the event and its organizers, if requested.

## Publicity Tips

Community fundraising events can benefit greatly from local promotion, especially if you have a personal connection to the organization you are supporting. We are here to assist you with any information you may need to promote your event via local media and other channels. We request that all promotional materials (including press releases, public service announcements, scripts, posters, etc.) be reviewed by a CaringBridge representative 1 week or more before they are used publicly. Please email your promotional materials to [events@caringbridge.org](mailto:events@caringbridge.org).

### Tips for contacting local media:

- Customize the press release template provided below.
- Visit websites for your local television and radio stations, newspapers and magazines, identifying sections that support community activities and/or events:
  - Begin with media outlets closest to your town, expanding toward larger outlets that feature regional activities.
  - Visit the web site's *Contact Us* section to identify how and to whom you can send press information.
- Call or email information about your event to the media outlet:
  - Include *Story Idea* in email subject headline.
  - Identify the reporter/editor's name when you call or in your email. Refer to them as *Mr.* or *Ms.*
  - Provide a short but compelling explanation as to why you are contacting them.
  - Refer to the press release that you have either attached or pasted in the body of the email. If they show interest, they will ask you to provide more information and/or conduct an interview later.
  - Inform them that you will follow-up soon if you were unable to talk to them directly.
- Follow-up within a few days or a week. Introduce yourself again, and explain that you emailed a story idea and would like to know if they are interested.

Along with standard mail and/or email, consider using social media channels to promote your event to your personal network. Encourage them to share information about your event with their connections.

## Press Release

### SAMPLE PRESS RELEASE

**DATE**  
**News Release**

**Contact:** Name  
Email  
Phone

#### **[Name or Business] Hosting CaringBridge Fundraiser**

**City, State. (Date)** — [Name or Business] is helping amplify the love, hope and compassion in the world by hosting a local fundraiser for CaringBridge. CaringBridge is a social network that keeps families and loved ones connected during any type of challenging event.

CaringBridge provides personal, protected websites where people can post health updates and stay connected during any difficult journey. There is also a Planner which helps families and friends coordinate care and organize tasks, such as bringing a meal, taking care of pets and other needs.

[Information about the event: date, time, location, activity, fundraising website, etc.]

[Quote from event host about why they are raising funds for CaringBridge]

More than 500,000 people connect through CaringBridge every day. Since 1997, CaringBridge has helped transform individual connections into powerful communities of support, offering hope and healing when it's needed most,

#### **About CaringBridge**

CaringBridge is a nonprofit offering many ways for people to care for each other during any type of challenging event. Its mission is to amplify the love, hope and compassion in the world, making each health journey easier. For more information, visit [www.CaringBridge.org](http://www.CaringBridge.org).

## Budget Template

REVENUE			
Category	Event Budget	Event Actual	Description (ex: # ads = \$ amt)
Registration/ticket fees			
Sponsorships			
Ad/tribute journal sales			
Auction – live			
Auction – silent			
Fund-a-need			
Merchandise sales			
Other income			
<b>TOTAL REVENUE</b>			

## Budget Template, Continued

<b>EXPENSES</b>			
<b>Category</b>	<b>Event Budget</b>	<b>Event Actual</b>	<b>Description (ex: mail = postage)</b>
Awards and prizes			
Catering and food			
Professional services			
Decorations			
Entertainment			
Equipment rental			
Mailings			
Merchandise			
Promotional materials			
Media and advertising			
Site rentals and permits			
Supplies			
Miscellaneous			
<b>TOTAL EXPENSES</b>			(We recommend expenses do not exceed 30% of revenue)
<b>NET INCOME/LOSS</b>			

## Budget Template, Continued

ACTIVITY INDICATORS		
Category	Event Budget	Event Actual
# of participants		
# of sponsors		
# of auction items		



## Mail-in gift form

### Fundraiser information

Amount \$

Enclosed is:  a check made payable to CaringBridge  cash

Name of person or group fundraising

Fundraising page URL

### Donor information

Name

Address

City, State/Province

Zip/Postal Code  Country

E-mail address  Daytime phone

Yes! Keep me posted on the latest CaringBridge news and happenings.

Contact me to discuss including CaringBridge in my estate plans.

#### CaringBridge mailing address

Please send your check and this gift form to :

CaringBridge  
1715 Yankee Doodle Road, Suite 301  
Eagan, MN 55121

CaringBridge is a nonprofit 501(c)(3) organization.

This gift is tax-deductible in the United States.

Check with your employer for a matching gift program.

Get answers to your questions. Call 651.789.2300