

### THANK YOU!

Thank you for hosting your own Community Fundraiser to benefit One Mission. We know that your event will be a big success and we are excited to have you join our mission. This guide is a starting point to help you in planning of a successful community fundraising event.

#### 5 Steps to Success:

- 1. Plan:** Pick a venue, date, time and name for your event.
- 2. Promote:** Make your event stand out and encourage people to come! Make use of the promotional materials One Mission will provide to you and get creative with your own.
- 3. Recruit Volunteers:** Ask your friends, family and anybody you know to volunteer! The Buzz Off is an inspirational event to be a part of and you will need the extra help.
- 4. Event Day:** Think of fun ways to raise money on the day of your event. Remember that the funds you raise at your event will support important One Mission programs and services that benefit pediatric oncology patients and their families.
- 5. Post-Event:** Wrap up your event and start planning your next – send us the funds you raised on event day and tell us how it went!

#### In this guide, you will find:

1. General information & support overview
2. Information on how to begin planning your event
3. Volunteer recruitment suggestions and tips
4. Promotional materials to promote your event and market your event
5. How to utilize social media to make your event a huge success
6. Tips and tools to help you make your event a success
7. Event day suggestions
8. Post-event instructions



## ONE MISSION GENERAL INFORMATION & SUPPORT

As a Community Fundraiser, we know you'll represent the very best of what One Mission stands for by following these guidelines.

### Guidelines

- Your event must represent One Mission in a positive light
- Online fundraising must be done through the Community Fundraiser [website](#)
- Use of One Mission logo must be approved by One Mission
- Funds raised must be submitted to One Mission, along with the Community Fundraiser Revenue Log, within 45 days of your event
- Any events that have been created on the Community Fundraiser [website](#) that have not become active within one year of event creation will be taken off the website
- Raffles are NOT PERMITTED, however, the event host may conduct an opportunity drawing (a.k.a. sweepstakes) if the proper regulations are followed. Please see Step 5.

### Support One Mission Provides

- Access to this guide containing suggestions on set up, entertainment, etc.
- Access to the [Fundraising Guide](#), which can be found on the One Mission Buzz Off [website](#) in the [Community Fundraising Center](#)
- A [flyer](#) that can be customized with event name and date and printed
- One Mission liaison to answer questions on an as-needed basis

## Step 1: Plan

### When, where and what time?

- **Pick a venue.** A school gymnasium, your company's foyer, a car showroom, the options are endless! We do recommend an indoor spot though, so you don't have to worry about the weather and it's easy to clean!
- **Choose a day and time that suits you.**
  - **Hold your event on a day when many people can attend.** For example, weekends tend to work best, or if you plan to host your event at a school or a business, the end of the school day/business day might work best (typically hair stylists are off and available to help on Sundays and Mondays).
  - **We recommend** limiting your event to 3 hours maximum.
- **Be creative!** Choose extras to have at the event to make it fun (face painters, a local celebrity, moon bounce, etc) and let all of your family and friends know about them! These are selling points for your event beyond the excitement of shaving heads.
- **Book it!**

*“Fundraising was so much easier than I expected! Once people heard I was shaving my head to help kids beat cancer they were eager to support me. I enjoyed sharing my story and felt great pride that I was doing something good.”*

*– Mary, Buzzee*

## INTRODUCTION

Thank you for participating in a Community Fundraiser. Every dollar you raise will help fund vital One Mission programs and services that are helping kids get through cancer. Since 2009, One Mission has raised over **\$14.6 Million** for kids fighting cancer and their families!

We know fundraising can be a little daunting at first, but we're here to help you every step of the way! This guide contains helpful tips and tools that will assist you in meeting (or better yet) exceeding your fundraising goals.

## CONTENTS

- Create Your Fundraising Page
- Make the “Ask”
- Why it Matters
- Social Media
- Host a Fundraiser
- Templates, Promotional Tools and Downloads
- Donation Form for Check & Cash Gifts

## CREATE YOUR FUNDRAISING PAGE

Creating an impactful personal fundraising page is the first step to fundraising success. Share your personal reasons for fundraising for One Mission and explain why people should support you. The following are some tips to help you create an impactful fundraising page.

Set a fundraising goal – and when you reach it, increase it!

Include a photo – include a picture of yourself prior to shaving so donors who may not know you personally can put a face to the name.

Make it personal – making a personal connection to the mission increases your fundraising. Be sure to customize the content on your fundraising page to include:

- Been touched by cancer in some way
- Why you were inspired to help kids with cancer

Why it is important – Tell donors why making a contribution to your fundraiser in support of kids fighting cancer matters. See the Why It Matters section for compelling facts and information on how the money YOU raise helps kids with cancer and their families. People want to feel good about their donations. It's important to share this info on your Fundraising Page as well as when you Make the ASK for donations.

### What do I need to get organized?

**How is this going to work? Here are some suggestions:**

- **Work with your venue to determine if any permits are needed.**
- **See if you can get anything donated** to help put on your event (food, decorations, t-shirts). It never hurts to ask! Explain what your fundraiser is and how their in-kind donation will benefit kids fighting cancer and their families.
- **Hire an emcee/DJ.** Or appoint an outgoing colleague, friend or family member to keep the excitement up! This helps to keep event day organized as well (this person will be responsible for making announcements, introducing speakers, etc).
- **Hire a photographer.** Or try to get your hands on a professional camera or at very least, a digital camera. You will want to capture these moments and sometimes an iPhone camera just doesn't cut it!



### Step 2: Promote

**You need participants!**

- **Publicize your event.** Customize our fundraiser [flyers](#), print them and post them at your venue and around town on public notice boards. Hand out small flyers to passersby or leave them in a public space for people to pick up (libraries, gyms, etc – ask permission first!)
- **Utilize your social media** and Tweet, Facebook and Instagram as much as possible to get the word out!
- **Send out email blasts.** To your friends, family and professional database.
- **Snail mail.** People appreciate a hand written old-fashioned letter a lot – now is a great chance to write your friends and family to ask for support.
- **Spread the word.** Talk about your event everywhere you go to anyone who will listen. Most people have been touched by cancer in some way or another and will be willing to help.
- **Call people.** Don't be afraid to pick up the phone and make personal calls asking for participation, sponsorship and in-kind donations to help support your event.

### Marketing and Communications

One Mission will provide approved language that should be used on marketing materials and for public relations. These materials can be found on the One Mission [website](#) in the [Fundraising Center](#).

### Social Media

#### How should I utilize social media?

As you know, social media is a driving force in today's society. It is a great place to ask your friends, family members, clients and supporters for help.

Here are some ways to use social media:

- **Event promotion.** Social media channels like Facebook, Twitter, Instagram, YouTube and Pinterest can be very effective tools in helping you achieve your fundraising goals...and they are FREE!
  - Like the One Mission [Facebook](#) page
  - Follow One Mission on [Twitter](#) and [Instagram](#)
  - Add a link on the signature line of your email to your personal fundraising page
- **Fundraising ask.** You can post the link to your online fundraising page and ask your friends to share.
  - Every update about your event should include a link to your fundraising webpage
  - Highlight fundraising milestones as you reach them. Include stories about why you are hosting an event.
  - Tag your donors, sponsors, etc in your posts that thank them for their contribution
- **A place for your participants to congregate.** Urge participants to share their stories about why they are planning to participate!
- **A place to make event announcements.**
- **A place to connect with One Mission!** Use our hashtag, #Buzzforkids or #OneMission, so that we can follow along!



### Step 3: Recruit Volunteers

In order for your event to be a success, **you need volunteers.**

You can get volunteers by:

- **Posting notices** on community noticeboards requesting volunteers with specific skills.
- **Utilizing social media.** Post on your Facebook, Twitter, Instagram, and LinkedIn that you are looking for volunteers for your event.
- **Spreading the word** throughout your venue via posters, flyers and word of mouth. Urge your employees, friends, family, colleagues, students, etc to spread the word!

Depending on the size of your event, you will likely need **at least two volunteers** at your registration table and **two** at your donation table.

#### Volunteers on Event Day:

You should have a contact list containing the information of all of your volunteers, especially a phone number if you need to get in touch with them. They should have the same information from you.

You might want your volunteers to look uniform so that they stand out to your participants. Whether you supply them with a t-shirt or ask them all to wear a similar outfit is up to you (ex: all should wear black shirt)

#### An example of what volunteers can be in charge of:

- Welcoming people
- Collecting donations (and urging people who walk in to make one!)
- Directing participants in the right direction (to the merchandise table to pick up their t-shirts, to the auction table, etc)

#### Step 5: Event Day

While your event is a fun way to get a group of people together to support children and families battling pediatric cancer, it is important to remember that you are holding your event to **raise money**.

So, what kind of fundraising opportunities could you have the day of the event?

- **Set a registration fee for walk-ins.** We recommend charging a walk-in fee of \$15 to people who want to participate, but did not pre-register online.
- **Have an auction or opportunity drawing.** Ask local businesses to donate gift cards or items for an auction or opportunity drawing. Restaurants, boutiques, gas stations, and travel agencies are great places to start. Please note that **raffles are NOT permitted**, however, opportunity drawings (where no payment is required to participate) are allowed if conducted according to the [Opportunity Drawing Conduct & Disclosure Guidelines](#), which can be found on the One Mission Buzz Off website in the [Fundraising Center](#).
- **Sell items that were donated to you.** For example, ask a local business to donate t-shirts to your event and then sell them as merchandise to event attendees

#### Set-up:

You should plan to arrive at your venue 1-2 hours prior to the event start time to set up. Plan to have everything completely ready at least ½ hour in advance in case you have some early arrivals.

- **Volunteers should arrive** at minimum, 1 hour prior to the event start.
- **Set up a registration table** with enough chairs for your volunteers assigned to registering participants and collecting donations.
- Make sure that all **decorations are hung**, this may include, but is not limited to: flyers, posters, balloons, etc.



#### Example Event Day Checklist (these are just some of the things you may need):

##### General Event Supplies:

- Tables, linens, chairs
- Brooms, dustpans, garbage bags and trash barrels
- First aid kit
- Community Fundraiser Revenue Log, calculator, money box
- Pens, markers, highlighters, scissors, tape, scrap paper

#### Step 5: Post-Event

##### What do I do with the money I have raised?

Make sure to record all of the money you raised, along with the contact information of the donors, on the Community Fundraiser Revenue Log, which is at the end of this guide. Utilize a trustworthy volunteer or event lead to count the money and have someone double check their math.

- All cash should be brought to the bank and made into a cashier's check
- For donations that come in after event day, it is important to note that while you can mail checks to One Mission, you cannot mail cash
- One Mission's address is:  
69 Milk Street, Suite 308  
Westborough, MA 01581



##### Share your success!

We want to hear about your event and what you think made it a success. We want to share your stories and photos! Email them to [dana@onemission.org](mailto:dana@onemission.org) or share them on our [Facebook](#) page, [Twitter](#) feed, or [Instagram](#) account. Don't forget to use our hashtags! (See Social Media section of [Guidebook](#))

##### Start planning next year's event!

We hope that you had an amazing experience and we would be thrilled if you would consider making it an annual event.

## FAQS

### **Can I use the Community Fundraisers to Benefit One Mission program name and logo to promote my event?**

Yes! However, you must obtain approval from One Mission in advance. So, be sure to refer to our logo usage guidelines and submit the materials to One Mission prior to use.

### **How much will One Mission help me with my event?**

We are here to guide you every step of the way, from registration, to planning, to execution! However, due to staff time constraints, we are unable to manage your event for you. We suggest you seek assistance from friends and family, and divide up the tasks.

### **Who will pay my event expenses?**

The event host is responsible for covering all expenses for their event and won't be reimbursed by One Mission. Also, One Mission is unable to provide its tax-exempt number to event hosts to make purchases related to their Buzz Off. However, if the event host keeps receipts from their event-related purchases, they may be able to claim the total as an in-kind donation during tax season.

### **Will One Mission solicit sponsors/donors for my event?**

We cannot solicit participation from our donors for community events. However, we'd be happy to review your list of potential sponsor or in-kind donors, and provide you with feedback, before you start your outreach.

### **Can One Mission provide me with letters and receipts for my donors?**

Yes, we can provide tax receipts for anyone that donates to your online fundraising page, makes a contribution by check made payable directly to One Mission, or makes a cash donation that is properly recorded. So, please be sure to track all the donations you receive on the attached Community Fundraisers Revenue Log.

### **Who can I contact if I have other questions?**

Our Events & Community Development Coordinator, Dana Tuccelli, is here to help! She can be reached at 508-861-2884 or [dana@onemission.org](mailto:dana@onemission.org).