ENHANCING HEALTH, LIFE AND SURVIVORSHIP

COMMUNITY PARTNER FUNDRAISING TOOLKIT

for the benefit of cancer patients and their families

CANCER SERVICES
Enhancing Health, Life, & Survivorship

3175 Maplewood Avenue, Winston-Salem, NC 27103
(336) 760-9983 | www.CancerServicesOnline.org
Thank you for your interest in learning more about hosting a community partner fundraiser for Cancer Services! These events not only help raise much needed funds to support the important work we do, they also help raise awareness and may even connect us with cancer patients, their families and new volunteers! Your help is needed now more than ever! No amount that you raise is too small; whether it’s a simple email to your family and friends or a virtual campaign on social media, any funds you raise will help!

**ABOUT CANCER SERVICES**

Cancer Services is a local nonprofit agency that assists any patient with any type of cancer. We strive to “Enhance Health, Life, and Survivorship” in the lives of cancer patients and their families who live in our community. Since 1955, Cancer Services has been the Triad’s community of caring, proving resources to cancer patients and their families during one’s cancer journey. Our services include:

- Cancer-Related Information
- Medical Supplies
- Wigs and Turbans
- Home Health Equipment
- Transportation Resources
- Local, State, and National Resources
- Nutritional and Ostomy Supplies
- Medication Assistance
- Mastectomy and Lumpectomy Supplies

We also offer wellness and education programs to the community that include:

- Virtual Survivor Seminars & Conferences
- Cancer Care Team
- Virtual Cancer Dietitian Nutrition Programs
- Virtual Gynecologic Support Program
- Virtual Programs for Your Family
- Virtual Survivor’s Day Celebration
- Virtual Pink Broomstick ® Support Program
- Virtual Spanish-Speaking Support Programs
- Virtual Survive & Thrive Wellness Groups & Programs

We are not affiliated with a national organization and all of our services are offered to cancer patients at no charge. In 2019, Cancer Services assisted over 5,700 cancer patients and their families and accessed over $48 million in medication and financial assistance for these patients. 93% of our annual budget is spent on direct patient services while only 3% is spent on administrative and fundraising expenses.
About Community Partner Fundraisers

Community Partner Fundraising events are planned and executed by individuals, churches, businesses, or other groups. Proceeds benefit Cancer Services and may be designated to a specific program. This toolkit is intended to serve as a helpful guide as you plan and execute a successful fundraising event! We want to make it as easy as possible. Feel free to contact us if you have any questions.

WHAT WE CAN DO:
- Provide the necessary platforms for virtual fundraising (ie. campaign pages, text-to-give, P2P), including credit card processing.
- Post your event on our online calendar and share it on our social media pages (if requested)
- Advertise your event in our monthly e-newsletter
- Provide informational materials (agency overview, program specific)
- Provide a letter of authorization to validate the authenticity of the event and its organizers
- Offer advice and expertise in event planning
- Provide and approve use of our “in support of” logo on materials related to your fundraiser
- Issue charitable tax receipts where applicable

WHAT WE MAY BE ABLE TO DO:
- Provide some volunteers

WHAT WE CAN’T DO:
- Underwrite any event costs
- Provide insurance or liability coverage
- Provide our tax exemption number
- Provide a mailing list of our donors, staff, or other constituents

If you have any questions or special requests for support, please don’t hesitate to contact us. We appreciate your efforts and we want to help make your fundraiser a success!

CONTACT INFORMATION
Willonda Thomas, Marketing & Development Director
(336) 760-9983
Willonda@CancerServicesOnline.org
STEPS TO A SUCCESSFUL EVENT

STEP 1: Choose Your Event Idea
Who do you want to invite to your event and what kind of event would excite them? What kind of event do you have the time, energy, and resources to plan? We have a long list of ideas for inspiration! (see page 6)

STEP 2: Pick a Day and Time

STEP 3: Connect with Cancer Services and Submit Your Proposal
Get in touch so we can address all of your questions about hosting a fundraiser and provide the most recent information about or programs, current efforts, and goals! We’ll get back to you on your proposal within 10 business days.

STEP 4: Prepare a Budget
Set a target fundraising goal, donors like to help meet goals! Determine what you are comfortable spending and carefully keep track of your expenses. Think about a strategy for raising funds. Will you sell tickets? Ask local businesses to sponsor the event? Hold an auction?

STEP 5: Create a Timeline
Create a detailed to-do list for planning a successful event and set target dates to make sure you’re staying on track.

STEP 6: Recruit Help
Planning an event can be a lot of work, and it’s more fun with a team! Recruit some friends, family members, neighbors, coworkers, and/or others to help you plan. You’ll also want some help on the day of the event.

STEP 7: Confirm Venue, Date, and other Vendors (Not Applicable at this Time)
It’s important to reserve a venue and secure the proper insurance several months before your event. Consider asking the venue to cover the cost of the rental as an in-kind donation.

STEP 8: Invite Guests and Plan Publicity Efforts
Make sure you get the word out so people know who the fundraiser is benefiting, how they can participate, and how they can invite others to be a part of it! You can send hard copy invitations, use an email invitation service, share about the event on social media, and use word of mouth! Submitting a press release to local news agencies is another great way draw attention to your event and raise awareness for Cancer Services.

STEP 9: Hold Your Event
Make sure you set aside some time to thank guests for participating and to share about the cause! If you’d like a representative from Cancer Services to join you, let us know early on and if schedules allow we will be there. Don’t forget to take photos!
STEP 10: Event Wrap-Up and Celebration

After the event, send a thank you letter/email to participants, sponsors, and volunteers who helped make the event a success. If you send us their emails/addresses, we’re happy to send a Thank You on behalf of the organization too! It’s also a good idea to share photos and some information about your fundraiser on social media afterwards—those who couldn’t make it will still get to learn about the cause and may come next year if you make it an annual event. Finally, send photos, donations, and the Donor Collection Sheet to Cancer Services within 30 days of the event. We hope you will stay connected, we would love to work with you again in the future. We are so thankful for the generosity and support of ambassadors like you!
Virtual Fundraising Options
Click to view a sample

- Virtual Walk, Run or Bike Ride
- Online Auction
- Virtual Raffle Fundraiser
- Email or Letter Campaign to Supporters with a link to your own Fundraising Page
- Text-To-Give Fundraiser - Text "SOLARBEARS" to 44-321
- Facebook or Instagram Live Fundraiser
- Virtual Team Fundraising
FREQUENTLY ASKED QUESTIONS

What is a community partner fundraiser? Community Partner fundraising events are planned and executed independently of Cancer Services by an individual or group. Proceeds benefit Cancer Services and may be designated to a specific program or project.

Why should I hold a fundraiser for Cancer Services? If you share our vision and are passionate about our mission, holding a fundraiser is a great way to help us raise the funds we need to continue the work! No amount is too small; every dollar that you raise will be used to support cancer patients and their families.

Can I designate the area I would like the funds to go? Yes, you can decide on a specific program or project that you’d like to designate funds to or you can allow us to use the funds wherever they are needed most.

Will Cancer Services help to cover the expenses incurred? Cancer Services is unable to accept any financial responsibility or liability for your event.

Can you provide tax receipts for the people who contribute to my event? Tax receipts will be issued for donations of $50 or more. We will issue receipts for smaller amounts, if requested. Receipting requires the amount, full name, contact information, and address of the donor. Donors will receive a receipt for the donation portion only; regulations only allow us to issue a receipt for the ticket or donation amount less the value received by the donor. This means the price of dinner or the golf game, for example, has to be subtracted. Please note that there are complex regulations around the distribution of charitable tax receipts. This includes donations of money, in-kind items, and donated services.

Can I use the Cancer Services logo on my marketing materials for the event? Once your fundraiser is approved, we will provide you with a special Cancer Services logo for use on your materials. We must review all materials before they are printed or distributed.

Can you help market the event? We will gladly share your event on our online calendar, on our social media pages, and in our monthly e-newsletter, if requested.

How long will it take to get my fundraiser proposal approved? Proposals will be approved within 2 business days.

Can I pay myself back for expenses I’ve incurred? Cancer Services cannot reimburse you for any expenses, so as you collect money you will need to keep some funds on hand to help pay for your expenses. This amount should not exceed 25% of the gross revenue.
How do I send the proceeds of my event to Cancer Services? Funds raised can be donated as cash or a check made payable to Cancer Services. Please deliver all cash to our office, attention: Tara O’Brien or Willonda Thomas. Or you can mail a check to us at 3175 Maplewood Avneue, Winston-Salem, NC 27103.

PROMOTION
To make sure your event is successful, it’s important to spread the word so others can get involved! A few ways you can use to spread the word are:

- Send a “save the date” and invitations to your event through the mail and encourage your guests to RSVP. If you’re catering the event, set the RSVP deadline a week or so before you need to give final numbers to the catering company.
- Send out an evite (email invitation). If you want to invite a really large group, you may choose to mail hard copy invites to a select group and then send out an email invite to everyone else to save on postage. There are a number of great free email invite services, and it makes the RSVP process really easy for your guests! (www.evite.com is one option)
- Use social media. If you use Facebook, post about the event on your page and create an event page. You can keep the event private so only you can invite guests, or you can open it up and encourage people to share it with their friends and family! Create an event hashtag to use on Facebook and on Twitter (for example, #PartyWithAPurpose #BingoForCancerServices #FamiliesHelpingFamilies).
- Create flyers for community bulletin boards. Many local libraries, coffee shops, grocery stores, and other businesses have a place for people to post flyers. Take advantage of this to promote your event!
- Don’t underestimate word of mouth promotion! As you interact with people, make sure you mention the event and have some invites on hand. Get some volunteers to do the same!
- Write and submit a press release to local media outlets.
- A lot of churches, businesses, neighborhood associations, and other groups send out email newsletters. Contact them about including your event in the next email blast!
- If you need volunteers for your event, consider using a service like Sign Up Genius (www.signupgenius.com) to list all available volunteer roles. It makes it easy for people to fill slots, and easy for you to keep track of your progress recruiting helpers.

SAMPLE SCHEDULE
The promotion schedule depends on the size and scope of your event, but here is a sample to get you started.

- 3 months out, send a “save the date” invitation (consider email invitations). Share your “save the date” on Facebook and create a Facebook event page.
- 1 month out send a hard copy invitation and a follow up with an email invitation. Ramp up your social media efforts and remind guests to RSVP.
- 2 weeks out, send reminder and continue social media efforts. Develop a social media plan for the day of. Who will take photos? Will do you a Facebook live stream at any point?
- 2–3 days send out final event logistics and other details to event attendees.
- Event day, coordinate social media coverage on site.
- 1-3 days after the event, send thank you notes (mail or email), share photos from the event, and write a post about the event on social media.
Fundraising proposal must be submitted 30 days in advance (some exceptions may be made)

To maintain brand integrity and consistency, all invitations, publicity and promotional materials for the proposed event must be approved by Cancer Services prior to being released (email willonda@CancerServicesOnline.org, we will do our best to respond quickly!)

Approved community partner fundraiser materials must specify that the event is “benefiting Cancer Services” not “sponsored by” or other similar terminology.

Organizers are responsible for paying all expense related to the event.

Organizers will present the proceeds to Cancer Services within 30 days of completion of the event.

Organizer is responsible for meeting all local, state, and federal regulations and attaining the proper authorization(s), permit(s), license(s), and/or general liability insurance.

If tax receipts are requested, organizer must collect names, addresses, and contact information for all donors and submit the Donor Collection Sheet within 30 days of the event.

Taking commission, for any purpose, on funds raised as part of a third-party event is prohibited.

Cancer Services' good name and reputation in the community is priceless, so we need to ensure that any events or activities connected to the organization are not in conflict with the mission or vision, and meet the following requirements:

**REQUIREMENTS**

Established in 1955
EVENT PROPOSAL FORM

This form provides us with a clear understanding of your event so we can support you and verify the legitimacy of your event if we receive inquiries. Cancer Services is accountable for fund-raising activities carried out in our name, so we need to make sure all fundraisers align with our mission and values.

ORGANIZER INFORMATION
Name: _____________________________________
Company/Church/Organization Name if Applicable: ________________________________________
Address: ____________________________________________________________________________
Home or Office Phone: ___________________________ Cell Phone: _____________________________
Email: ______________________________________ Website: ________________________________

FUNDRAISER INFORMATION
Name: ____________________________________ Type: _________________________________________
Date(s): __________________________________ Time: _________________________________
Location: __________________________________________________________________________
Description: _______________________________________________________________________
__________________________________________________________________________________
How can Cancer Services support you? (providing informational materials, sending a representative, etc.)
__________________________________________________________________________________
Do you want Cancer Services to promote the event on the agency social media pages and website?
__________________________________________________________________________________

FUNDRAISING AND BUDGETING INFORMATION
Will Cancer Services be the sole beneficiary of the event? ___________________________________
If no, please list the other beneficiaries: _________________________________________________
How many people do you expect to participate? _____________________________________________
Briefly describe how funds will be raised (sponsors, ticket sales, auction, raffle, etc.):
__________________________________________________________________________________
__________________________________________________________________________________
Will your gift be designated to a specific program? If yes, which one? _______________________
What amount or percentage of the proceeds will be donated to Cancer Services? _______________
I agree that it is important not to misrepresent Cancer Services' name or logo, and will send all materials using the name and logo to Cancer Services for approval before publicizing them. By publicly naming Cancer Services as the beneficiary of my event, I agree to donate the agreed upon dollar amount or percentage within 30 days following the event. The information in this event proposal is accurate to the best of my knowledge.

ORGANIZER
Printed Name: ________________________ Signature: _________________________________

CANCER SERVICES REPRESENTATIVE
Printed Name: ________________________ Signature: _________________________________

On behalf of the staff and Board of Directors at Cancer Services, thank you for reaching out to support our mission “Enhancing Health, Life and Survivorship.” We cannot possibly do all that is needed in our community without support from compassionate and generous people like you!

QUESTIONS?
If you have any questions, please don’t hesitate to contact Willonda Thomas, our Marketing and Development Director. You can email Willonda@CancerServicesOnline.org or call (336) 760-9983.