



FUNDRAISING TOOLKIT

HOW TO SUPPORT THE
ARMY OF SURVIVORS!



THE ARMY
OF SURVIVORS

WHAT IS A THIRD PARTY FUNDRAISER?

A third party fundraiser is put on by an individual, a group, or an organization throughout the community with an interest to help raise funds to benefit The Army of Survivors.

WHO PUTS ON A THIRD PARTY FUNDRAISER?

Anyone can host a fundraiser on behalf of The Army of Survivors to help support our annual funds! Individuals, organizations, groups, schools, and volunteers (just to name a few).

HOW WILL THIS TOOLKIT HELP?

This toolkit will be helpful for you while you plan for your third party fundraiser. Included are guides, timelines, worksheets and ideas to help make your fundraiser easy, beneficial, and fun, and will allow anyone to become a successful fundraiser for The Army of Survivors..

WHAT CAN YOU DO?

There are so many fun ways to raise funds for The Army of Survivors. Here are just a few examples:

BIKE-A-THON

GOLF TOURNAMENT

5K RUN EVENT

CAR WASH

PLEDGE DRIVEN CHALLENGES

AUCTION

TRIVIA NIGHT

FACEBOOK FUNDRAISER

GARAGE SALES

BUSINESS GIVE BACK

TIPS FOR A SUCCESSFUL EVENT

Form a planning committee: No event is successful without some sort of planning. Make sure you have a core team in place that will help your event go off without a hitch!

Set a goal: Do you want to raise \$2,000? Get 100 people to attend an event? Goals are helpful when planning and assist in making sure everyone is on the same page.

Submit a proposal form: You can find a Third Party Fundraiser Proposal Form at the back of this toolkit. Print off and share with the group or individual who wants to host a fundraiser on behalf of The Army of Survivors, and submit.

Schedule the event: Take a look at the calendar and make sure that the event doesn't coincide with any other events or appeals put on by The Army of Survivors.

Market the event: Create a Facebook event, share on social media, put out flyers, tell all of your family and friends. The more you get the word out, the better attendance will be!

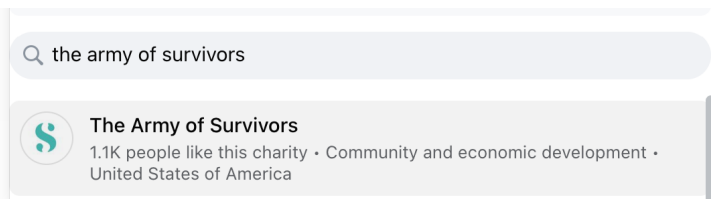
Thank you's: Don't forget to thank your attendees and donors. You can thank them individually via e-mail, social media, or a hand written note.

ONLINE FUNDRAISING

If events aren't your thing, you can put on an online fundraiser by asking your friends and family to make a donation to your organization!

FACEBOOK FUNDRAISERS

1. Click Fundraisers in the left menu of your newsfeed
2. Under Raise Money click **Select a Charity**
3. Type in The Army of Survivors



4. **Personalize** with description, cover photo, and fundraiser details
5. Click **CREATE** and **Start sharing & collecting!**

Donations will automatically go to The Army of Survivors through Facebook.

ONLINE FUNDRAISING

Peer to Peer fundraising campaigns are another great way to get people involved with supporting your favorite organization!

PEER TO PEER CAMPAIGN

1. Create a Facebook Fundraiser as outlined on the previous page.
2. Set a goal or specific ask: Example: 10 friends to give \$100 dollars. 20 friends to give \$10 dollars. 50% of your friends to give ANYTHING!
4. Share your story. Explain why YOU think this campaign is so important.
5. Start sharing & collecting!

Donations will automatically go to your organization through Facebook as long as you designate them as your non-profit/charity when creating your campaign.

HOW CAN THE ARMY OF SURVIVORS HELP?

Although staff and board time is limited for assistance on third party fundraiser events, this is what we can provide to ensure a successful event. We can:

- Answer questions, inspire new ideas and provide tips
- Supply you with organizational materials such as logos & branding guides, donation forms, case statement, signage etc.
- Promote your event on our website or through social media
- Send a Board Member to speak on behalf of the organization on the details of the campaign (subject to availability)

THIRD PARTY FUNDRAISING PROPOSAL FORM

1. Name of Person/Group Sponsoring Fundraiser: _____

2. Address: _____

City: _____ State: _____ Zip: _____

3. Contact Person: _____

4. Phone (day): _____ E-mail: _____

5. Please give a brief description of the event:

6. Date and time of event:

7. Location of event:

8. Please describe how the event will be publicized:

9. Estimated Number Attendees/Participants: _____

10. Please describe what assistance, if any, you are requesting from the organization staff and/or volunteers:

Date.

Signature of Responsible Party

Print Name

Please submit this form to Julie Ann at jrivers-cochran@thearmyofsurvivors.org.



THANK YOU!

 **THE ARMY
OF SURVIVORS**