

**THE ALS ASSOCIATION GREATER  
PHILADELPHIA CHAPTER  
COMMUNITY PARTNER EVENT  
MANUAL**



**Greater Philadelphia  
Chapter**

## **FUNDRAISING RECIPES FOR SUCCESS**

Fundraising is an art. It has techniques and practices that are like recipes and anyone can learn them. The first rule of fundraising is to ask. You raise money when you ask for it, whether it be face to face, through direct mail appeals or special events. Raising funds does not take place in a vacuum. It is done by people, for people. It requires leadership, creativity, planning and lots of hard work. It requires people like you!

Each person planning a special event takes a different approach and sets his or her goals differently. When planning a special event use what you know and like. If you are a golfer, maybe a golf outing is right for you. If you play pool, try to put together a pool tournament. If you are a runner, plan a road race or a walk. The important thing to remember is that the event should be something that you feel comfortable planning and participating in. If you are excited about the event, it will be easier for you to get your friends and others involved.

The second rule of fundraising is to ask for help. It is very difficult to put together a successful event without the help of friends and family (a committee). Ask your friends and family to join your committee and help plan the event. The size of the committee can vary but when choosing your committee you should look for people who are organized, can take direction but also work autonomously, have community contacts, are able to work in a team structure and have the time and energy to devote to the event. Make sure to give each committee member specific tasks for which they are responsible and a mechanism to report on the progress of these tasks. This mechanism can be monthly/ weekly meetings, e-mails or phone calls but you do need to keep in contact with your committee members on a regular basis.

Once you have decided on your event and have formed your committee you are ready to get started planning. Set your goals for the event and start brainstorming new creative, different ideas for your fundraising efforts. Remember you are only limited by your creativity!

## **EVENT PLANNING CHECKLIST**

Below are some areas that will need to be addressed when planning and executing your fundraiser to support The ALS Association. These are not the only areas that need to be addressed but they are a good start.

- 1. Put together a committee and decide what type of event you would like to hold**
- 2. Set event planning time line and goals for the event**
- 3. Divide committee into subcommittees including, but not limited to, sponsorship, entertainment, publicity, logistics, volunteers, auctions, decorations and food**
- 4. Set event date and secure event location**
- 5. Determine whether the event location requires insurance coverage and, if so, contact K & K Insurance for one-day event insurance at 1-877-648-6404.**
- 6. Create budget of anticipated revenue and expenses**
- 7. Decide cost of event and other ways that the event can raise money i.e., sponsorship, auctions, raffles, etc.**
- 8. Determine how committee will handle expenses and collection of money**
  - Will committee set up account for funds raised or send funds directly to the chapter**
  - Will money raised be restricted to a specific fund or purpose or unrestricted allowing the chapter to use the funds in the way that is most needed**
- 9. Determine a way to track attendees at event**
- 10. Solicit sponsors for the event**
- 11. Solicit donated items for raffles, auctions as well as donated refreshments**
- 12. Design invitation, flyer or posters**
- 13. Determine who should be invited to the event and send out invitations**
- 14. Start soliciting volunteers for the day of the event**
- 15. Apply for permits and other necessary approvals (if necessary)**
- 16. Secure entertainment if necessary**
- 17. Put together and send out press release**

## **WHAT WE CAN DO TO HELP**

The ALS Association Greater Philadelphia Chapter is here to help you. We can provide several things to help make your special event a success:

- Literature about ALS and The ALS Association
- Door prizes/ raffle/ auction items (limited supply)
- Community Partner letterhead and envelopes
- Community Partner banner
- ALS wristbands to sell for \$1
- Charity Boxes
- Event listed on The ALS Association calendar of events and website
- Event listed in The ALS Association monthly e-newsletter
- Use of the Community Partner logo on printed materials (requires chapter approval)
- Sample solicitation letters and sponsorship packages
- Representative/ speaker from The ALS Association when available (Please understand that due to the volume of community partner events, representation requests often exceed the number of staff available to attend events. Therefore, we can not guarantee that a representative will be able to attend your event).
- Help with mailings
- Support and guidance
- Thank you/ receipt letters for donors who write checks directly to The ALS Association
- Thank you letter templates for all other donors

## **WHAT WE CANNOT DO TO HELP YOU**

- Provide direct funding or reimbursement for expenses
- Solicit sponsorship revenue for your fund-raising activities
- Provide celebrities or professional athletes for your event
- Provide event insurance coverage – contact K & K Insurance at 1-877-648-6404 if your event needs event coverage

Need help deciding on a special event? Here are just a few ideas:

- Basketball, Softball, Football Tournament
- 5K Run/Walk or Bike Ride
- Silent/Live Auction
- Celebrity Waiter/ Bartender Night
- Dance-a-thon
- Golf Outing
- Pool Tournament
- Run a Marathon / Bike a Century Ride
- Tennis Tournament
- Wine tasting
- Bowl-A-Thon
- Beef and Beer
- Car Wash
- Concert with a Local Band
- Dress Down Day
- Miniature Golf Event
- Bingo/Poker Tournament
- Fashion Show
- Carnival
- Bake Sale

### **ALLOCATION OF FUNDS**

Each year, The ALS Association Greater Philadelphia Chapter, allocates money to three key areas – patient services, research and operations.

The ALS Association funds many vital programs and services for people with ALS and their families. The Greater Philadelphia Chapter offers two certified ALS clinics at The ALS Association Center at the Penn Neurological Institute at Pennsylvania Hospital in Philadelphia and the Penn State Hershey Milton S. Hershey Medical Center in Hershey. We also offer ALS clinics at Lehigh Valley Hospital and Geisinger Medical Center. In addition, we provide wheelchair accessible van transportation programs, regional resource groups, in-home care, equipment loan program, recreational programs, assistive technology programs and more.

Thanks to The ALS Association's support, there have been more significant scientific discoveries about ALS in the last decade than in the entire time since ALS was first identified in 1869. The ALS Association is dedicated to finding a cause and cure for ALS. This is truly an exciting time for ALS research.

Funds raised can be restricted for any of these general areas, for a specific program or left unrestricted. By not restricting the funds, you allow the Chapter to use the funds you raise in the area of most need at the time.

**SPECIAL EVENTS AGREEMENT OPTIONS**

When organizing or chairing a special event for The ALS Association, there are two options for tracking funds raised through the event.

The first option requires that the chairperson or committee member tracks participation and/or donations on an excel spreadsheet to be given to The ALS Association on a regular basis. All checks would be made payable to The ALS Association but sent to the event chair person and then forwarded along with an updated spreadsheet to The ALS Association’s office. Thank you/ receipt letters would be sent from The ALS Association office.

The second option is for the committee to open a bank account specifically for the event. Checks would be made to the event and expenses for the event would be paid through the account. Once all funds have been received and expenses have been paid, the account would be closed and a check and spreadsheet would be sent to The ALS Association. This option allows you to track and control your finances. Please consult with your bank of choice for the requirements necessary to open an account.

**Option One**

I, \_\_\_\_\_, am proud to pledge the proceeds from my ALS fundraiser solely to The ALS Association Greater Philadelphia Chapter. I understand that the ALS Association, Greater Philadelphia Chapter is a not-for-profit 501.C.3 organization and will have checks made payable to The ALS Association. I agree to supply the donor information in excel spreadsheet format so that The ALS Association can expeditiously account for funds raised and can accurately supply receipts for tax purposes.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Option Two**

I, \_\_\_\_\_, am proud to pledge the proceeds from my ALS fundraiser solely to The ALS Association Greater Philadelphia Chapter. I understand that the ALS Association Greater Philadelphia Chapter is a not-for-profit 501.C.3 organization. I and/or the committee will establish a personal account to which checks will be made. Upon completion of the event, I or the committee will prepare a check made out to The ALS Association for the proceeds. I agree to supply the required donor information in an excel spreadsheet format so that The ALS Association can expeditiously account for funds raised and send thank you letters.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

NOTE: Tax receipts can **ONLY** be supplied for checks written directly to The ALS Association.

## OTHER SPECIAL EVENTS AGREEMENT OPTIONS

Some event organizers choose to divide the proceeds of their event between a particular patient or a charity and The ALS Association. In this case, when The ALS Association is **not** receiving 100% of the net proceeds, we can help in the following ways:

- Provide literature about ALS and The ALS Association
- Door prizes/ raffle/ auction items (limited supply)
- Support and guidance
- Event listed on The ALS Association calendar of events and web site
- Event listed in The ALS Association monthly e-newsletter
- Use of the Community Partner logo on printed materials (pending chapter approval).
- All printed and promotional materials must state that “A portion of the proceeds will benefit The ALS Association”
- Sample solicitation letters and sponsorship packages

Because of our 501.C.3 status, The ALS Association is not able to provide receipts for tax purposes for these types of events.

I, \_\_\_\_\_, am proud to pledge \_\_\_\_\_% of the proceeds from my fundraiser to The ALS Association Greater Philadelphia Chapter. I understand that The ALS Association Greater Philadelphia Chapter is a not-for-profit 501.C.3 organization. I and/or the committee will establish a personal account to which checks will be made. Upon completion of the event, I or the committee will prepare a check made out to The ALS Association for the appropriate percentage of proceeds raised.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## TERMS OF USE

### **The Community Partner Logo**

The Community Partner logo is unique to the organization and its use is protected by federal law through trademark legislation. It may only be used with permission from a staff member.

Since its introduction, the logo has been incorporated into signage, stationary, publications and advertising. Thus, the identifying symbol has attained a high degree of recognizability among our most important audiences. The Community Partner logo should appear either on the front or back cover of all brochures and publications distributed by the event. If the logo is not used on the front cover, it may appear by itself, without the spelled-out name of the organization. In this case, it is recommended that it be printed on the back cover of a brochure, with address and phone number.

### **Identity**

Symbols, logos and other designs are intended to instantly convey a distinct impression of an organization's identity and character. The symbols and overall graphic designs, unique to an organization, give its products, services and publications a unifying "family" identity which is critical to its ability to compete for public recognition and support. These symbols, logotypes and phrases, are registered/copyrighted to protect them from use by others.

In addition to proper use of the logo and the logo type as described, you must also be correct and consistent when using the name of our organization in text, whether it is a letter, a brochure, newsletter, etc.

In text the first reference should always be The ALS Association. Note that the "t" in the "The" is a capital "T" regardless of where in the sentence the name appears. The first reference may also be The Amyotrophic Lateral Sclerosis Association, also with a capital "T". After the first reference, use The Association, always with a capital "T". Remember ALS is the disease. The ALS Association is the organization. It is also important to remember that we are The ALS Association not Foundation or Society. We use the phrase Lou Gehrig's Disease as a comprehension clue.

### **Approval of Material**

As stated above, the use of logos and titles is important. Your collateral material is a reflection on the Greater Philadelphia Chapter and must meet our standards. Therefore, before any material is printed and distributed for your event, you must receive the written consent of a Chapter representative. Simply fax or e-mail your material for review and a written authorization will be promptly returned. Revisions may be necessary. The Chapter must approve the final draft. We thank you in advance for your understanding and cooperation.

## The ALS Association Greater Philadelphia Chapter

### WHAT YOUR DOLLARS WILL BUY

<u>When You Donate</u>	<u>You Help Provide Patients</u>
\$25	Safety transfer belt
\$40	Two hours of in-home care (dressing, bathing, etc.)
\$70	Personal Pager to call for help
\$120	Lifeline emergency call device installation & month rental
\$150	Lightweight wheelchair
\$150	One resource (support) group session
\$200	Environmental control unit for patient to access television
\$225	Van transportation to and from our clinic
\$250	An in-home visit by mental health specialist
\$500	Communication device evaluation
\$700	Chair Lift
\$1,000	Three visits to one of our ALS Association certified clinics
\$1,350	Stair glide rental for one year
\$2,500	Average contribution for ramping
\$3,000	Laptop computer system for patient's communication and Internet access
\$4,000	Lightwriter communication device
\$7,000	Patient and Family Day (Example: Longwood Gardens)
\$10,000	Patient and Family Holiday Party
\$11,500	Nurturing the Nurturer Conference
\$58,000	Cost of new handicapped-accessible van for ventilator dependent patients

**Authorization to Operate an Event  
for the Benefit of  
The ALS Association Greater Philadelphia Chapter**

Thank you for offering your support of the fight against ALS. In order to protect the Chapter's 501 (c) 3 status, we request you fill out the following agreement.

I, the undersigned, agree to represent a group to be known as

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(The Group) which will organize and sponsor an event to be known as

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I understand that the primary purpose of this event shall be to raise funds for The ALS Association Greater Philadelphia Chapter (ALSA-GPC) and that all funds raised shall be submitted to The ALSA-GPC in support for its programs and research. Event expenses will not be paid directly by The ALSA-GPC. Payment of any expenses must be paid for directly by the sponsoring group, either by donation or event proceeds.

I understand that The Group shall conform to all regulations and policies and practices of the ALSA-GPC pertaining to fundraising.

This agreement shall be in force for the duration of the event. The ALSA-GPC reserves the right to cancel support of the event for any reason regarded by the Chapter to be sufficient.

In the event of termination of this agreement, the (event name) shall forward all funds raised in the name of (The Group) to the ALSA-GPC.

Further, if (The Group) continues to raise money, The ALSA-GPC shall take affirmative steps to inform the public and all persons with whom (The Group) has contact, including all persons who have contributed money to (The Group) that (The Group) is no longer affiliated with The ALSA-GPC.

## **Responsibilities of The Group**

\_\_\_\_\_ agrees:  
The Group

To submit a description of the event.

To maintain a high standard of good taste and ethics in relation to all fundraising events.

To be responsible for all expenses incurred in conjunction with all fundraising activities and to absolve The ALSA-GPC of any such responsibility.

To submit all promotional material using The ALSA name and/or Community Partner logo to ALSA-GPC for approval prior to printing or use.

To submit all net proceeds from the event within thirty (30) days to The ALSA-GPC for deposit in the Chapter bank account.

To submit a completed post event report within thirty (30) days following the event.

## **Responsibilities of The ALSA-GPC**

The ALSA-GPC agrees:

To supply reasonable amounts of materials about ALS and The ALSA-GPC free of charge.

To confer all proper use of The ALSA-GPC name and Community Partner logo to the group.

To maintain regular communications with the group leader.

To use all funds received from the group to support the work of The ALSA-GPC. The group may elect to restrict the use of funds to a specific chapter program, research or part of the service area, but not to a specific patient.



**ALS Association Greater Philadelphia Chapter  
BENEFACTOR EVENT  
INFORMATION SHEET**

<b>EVENT NAME:</b>	
<b>GROUP NAME:</b>	
<b>ORGANIZER CONTACT INFO:</b>	
FIRST NAME:	LAST NAME:
ADDRESS:	EMAIL ADDRESS:
CITY:	STATE: ZIP:
PHONE:	FAX:
<b>DATE OF EVENT:</b>	<b>LOCATION:</b>
<b>TIME:</b>	<b>COST:</b>
<b>ESTIMATED DONATION:</b>	<b>ESTIMATED ATTENDANCE:</b>
<b>DESCRIPTION OF EVENT:</b>	<b>REASON FOR HOSTING EVENT:</b>
<b>SUPPORT NEEDED:</b>	LITERATURE <input type="checkbox"/> Quantity:
BANNER <input type="checkbox"/> Quantity:	WRISTBANDS <input type="checkbox"/> Quantity:
LOGO <input type="checkbox"/>	LETTERHEAD/ENVELOPES <input type="checkbox"/>
OTHER	
<b>POST EVENT REPORT PLEASE INCLUDE:</b>	
COPY OF ALL PRINTED MATERIAL	PICTURES OF EVENT
ATTACH FINANCIAL REPORT	LIST OF SPONSORS
LIST OF EVENT PR	COPIES OF ADVERTISING
ACTUAL ATTENDANCE	OTHER PERTINENT INFORMATION