



CURESEARCH GOLD

MOBILIZING TO END CHILDREN'S CANCER



GOLD RIBBON EVENTS

# VOLUNTEER GUIDEBOOK





**CURESEARCH GOLD**

MOBILIZING TO END CHILDREN'S CANCER

## **Welcome to CureSearch Gold!**

I'm so excited to launch this pioneer program. I am thrilled to be working with you and your community. Volunteer involvement and passion is what will make this model really thrive and become something special. Please don't hesitate to reach out to me to get started with an event in your community or should you have any questions.

I look forward to growing this program together!

Sincerely,

Kristen Anderson

(240) 235-2209

[Kristen.Anderson@curesearch.org](mailto:Kristen.Anderson@curesearch.org)





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# Proposal to Conduct a Gold Ribbon Event

**Name of City Participating in the Gold Ribbon Event:** \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Person's Address: \_\_\_\_\_

City: State: Zip: \_\_\_\_\_

Phone (day): \_\_\_\_\_

Phone (evening): \_\_\_\_\_

E-mail: \_\_\_\_\_

Fax: \_\_\_\_\_

**Optional:**

Would you like to host a Gold Ribbon Event? \_\_\_\_\_

Please give a brief description of the Event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Proposed date and time of the Event: \_\_\_\_\_

Estimated number of Event attendees: \_\_\_\_\_

How much money do you expect to raise? \$ \_\_\_\_\_

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Mail to the address listed below or fax to (240) 235-2209.

You may also scan and email as an attachment to

[gold@curesearch.org](mailto:gold@curesearch.org).

For assistance, please call (800) 458-6223.

*CureSearch for Children's Cancer*

*4600 East West Highway Suite 600 - Bethesda, MD 20814*

For CureSearch use only:

Date received: \_\_\_\_\_

Copy to Community Development Director: \_\_\_\_\_



# Volunteer Planning Checklist

*Use this easy checklist to make sure that you have taken care of all the necessary tasks for your event day*

- \_\_\_\_\_ Recruit Volunteer Planning Committee (the more, the merrier)
- \_\_\_\_\_ Find a venue to hold the event (preferably free to make sure as much money as possible goes to children's cancer research)
- \_\_\_\_\_ Get the word out in the community... invite as many people to attend as possible
- \_\_\_\_\_ Plan the day...make sure you have enough volunteers, activities, parking, etc.
- \_\_\_\_\_ Have fun and enjoy the event!

## Suggested Volunteer Timeline

*If you are planning in advance,*

*completing anything or everything on this Timeline can help you accomplish your goals*

Months Out	TASK TO BE COMPLETED
11	Work to develop volunteer meeting schedule for event and begin contacting other volunteers.
10	Make phone calls to potential event sites and schedule visits.
9	Site Visits and Walk throughs -- Goal is to confirm date with a site location.
8	Follow up on potential sites and work through contract process.
8	Confirmed Site and Date
7	Volunteer Meeting 1 -- Focus on participation -- GOALS (Also basic event Logistics, Date, time, Location)
6	Work to develop Invite List for Kickoff Event.
6	Discuss Kickoff Event and Split up logistical tasks among volunteers -- Decorations, Agenda, Food, Speakers
6	Volunteer Meeting 2 -- Focus on Event Participant Recruitment and Kickoff Event Planning
6	Develop Invitation List for Kickoff Event.
6	Volunteer Meeting 3 -- Focus on Event Participant Recruitment -- Finalize Kickoff Logistics and Agenda.
6	Invite potential sponsors to kickoff.
6	Visit potential sponsors and invite to kickoff.
5	Remind individuals of Kickoff Event.
5	KICKOFF Event
5	Ensure that Logistics are in place and know what needs to be donated.
5	Volunteer Meeting 4 -- Event walk through -- Logistics.
4	Volunteer Meeting 5 - Revisit Goals, Participation Recruitment, Follow Up plan to Kickoff Event (Sponsors, potential participants).
3	Volunteer Meeting 6 - Fundraising Development and Event Logistics -- Food, DJ, Water all should be donated.
2	Final check in meeting with event site location -- In person.
1	Volunteer Meeting 7 - Participation numbers, revisit event goals, potential sponsors, logistics.
1	Ensure that all logistics items are donated that are needed: Food, water, etc.
3 weeks	Confirm what signage, brochures, handouts might be needed for event.
3 weeks	Volunteer Meeting 8 - Final Event Logistics, Goal Check-in, final event participation push
2 weeks	Outreach to see if there are any questions about event day. Provide event information to all participants.
1 week	Final Volunteer Meeting -- All event logistics, volunteer assignments day-of event, any sponsor involvement.
1 week	Pick up donated items for event.
0	<b>Event Day! Enjoy it and try to make connections towards growing the event!</b>
-2 weeks	Event Wrap-up & Debrief -- Succession planning/new volunteers



# Guidelines for Fundraising Events and Activities Organized by Volunteers

*The information below is important to keep in mind while you are making plans for your fundraising event.*

1. All expenses you incur are the sole responsibility of the individuals contracting to raise funds. Reimbursement from CureSearch for purchase of goods used for your fundraising activity or event is not permitted.
2. When organizing a fundraising event where expenses will be incurred, you will want to keep costs to a minimum, ensuring your charitable intent to contribute to CureSearch.
3. No bank accounts can be opened under the CureSearch name. Nor may bank accounts contain the name "CureSearch."
4. If your event is conducted and promoted to benefit CureSearch, all proceeds, after reimbursement of out-of-pocket expenses, must go to CureSearch. The sponsor or any individuals involved with the event may not take any fees, commissions, or salary.
5. Any checks received must represent an outright donation and cannot be used as an exchange for product. CureSearch will provide receipts for these donations.
6. You may not purchase goods under the CureSearch name. Federal regulations do not allow you to use CureSearch's sales tax-exempt or federal employer identification numbers when directly purchasing materials or supplies from suppliers/vendors.
7. The use of the CureSearch name and/or logo is only allowed through prior approval by a CureSearch staff person. Appropriate wording for any promotion is as follows: "The net proceeds from (event name) will benefit the CureSearch for Children's Cancer." The CureSearch name and logo may not be used in any way that may appear as a trademark or endorsement of the event.
8. If you are deducting expenses before remitting net proceeds to CureSearch, you may not state or imply to your donors that any funds given to you are tax-deductible and you may not use the word "donation" because this implies that they are tax-deductible. If you are selling goods or services (e.g., t-shirts or admittance to an event), you may not state or imply that the funds paid are fully tax-deductible. If the amount paid is \$75 or more, you must disclose the portion of the donation that is non-deductible, because it is attributable to the value of the goods or services received. This is an IRS rule. If you are selling product, checks connected with your activity cannot be made out to CureSearch.
9. CureSearch reserves the right to request you not approach a particular donor, business, or organization for the purpose of underwriting or contributing to your event\activity due to potential conflicts of interest that may arise among other income development initiatives and your plans.
10. CureSearch cannot be responsible for insurance coverage liability or liquor licensing for any volunteer-led fundraising activity or event.





11. Contact the staff of your local city government and/or the CureSearch Donor Services staff for guidance if considering a raffle. The local or state government often requires a permit to conduct a raffle. In addition, the amounts paid to purchase raffle tickets are not considered charitable gifts and are therefore not tax-deductible.
12. CureSearch is a public charity that cannot support or oppose political candidates or parties. If you intend to involve an elected official, you should emphasize to him\her in writing that CureSearch is a non-profit, charitable organization that may not engage in political activity and request that they refrain from doing any campaigning at your event. Any involvement of political figures should be discussed with a CureSearch staff person.
13. CureSearch reserves the right to decline use of the CureSearch name as beneficiary of your fundraising event or activity at will. Additionally, CureSearch reserves the right to terminate relationship with you or your business/organization at will.





# Finding the Perfect Venue

***When making plans for your event day, finding the right venue can enhance the participant experience and make the day run smoothly.***

## **Choosing the geographic location**

When identifying a city to host an Event, there are many things to take into consideration:

- Time of event, especially if it will be taking place outdoors
- Season of the Event and the past couple of years' temperatures on the potential date
- Geographic city location – consider how many CureSearch fundraising events take place in your area to be sure that you will reach as many people as possible

## **Event Location**

When determining the event location, there is a lot to think about:

- Consider the safety of the location
- Popular/well known location that is easily accessible
- Ample parking
- Restrooms
- Walking path, if needed
- Venues that have worked well for other events:
  - Schools
  - Hospital
  - Local parks
  - College campuses
  - Sports team venues/stadiums
  - Outdoor shopping centers

*Keep in mind, any rental fees will have to come from the money raised for the event and CureSearch cannot provide these funds in advance, so it's important to keep expenses to a minimum.*





# Volunteer Development

***A CureSearch Fundraising Event can be a large undertaking that requires large amounts of planning and outreach. Therefore a strong volunteer planning committee is essential to a successful event.***

## **Volunteer Structure**

You'll want to have a strong leader in the planning effort. This is normally someone who is well connected in the community, often times has corporate contacts, and works to ensure things are organized and moving on the right track. Once your volunteer committee is established begin to assign roles based on their individual strengths and experiences.

## **What is an "A" volunteer**

In order to have productive and successful planning, you'll need a group of high--level volunteers to make up that group. The best--rounded volunteers contain individuals with a diverse set of talents and backgrounds. At a minimum, volunteers should be reliable, hardworking, and be able to fulfill the tasks that are asked of them. Often, high level volunteer members are strong fundraisers, connected in their community, and have a strong personal connection to CureSearch's mission. Often they have been involved with CureSearch events in the past. Additionally, it is beneficial to have volunteers that have relationships with the media (print and television), the business community (for sponsorships), or medical community (nurse, social worker, etc.)

## **Create a Volunteer List**

The first place to begin recruiting your volunteer planning committee is with people you know and past CureSearch event supporters. In addition, any contacts at the local children's hospital can serve as great contributors and volunteers for the event as well.

## **During the first volunteer meeting, focus on building committee connections:**

Each of the following meetings will be good for brainstorming potential volunteer members:

1. Contact civic organizations to try to get a meeting (Rotary, Lion's Club, Kiwanis, etc.).
2. Set up a meeting with the local Chamber of Commerce (Director of Membership, Director of Marketing).
3. Set up a meeting with local school officials and ask if they of know of anyone in the community (parents) that would be a good fit.
4. Contact young professional groups and business networking groups. Perhaps you can attend a meeting and explain the event. If not, at least try to meet with the leadership of the group to get the word out.
5. Set up a meeting with local colleges and universities (particularly student involvement or community engagement offices).





## Team Development & Event Marketing

***There are many great ways to make sure that your CureSearch fundraising event is a success. The more people you can get to attend the event, the more funds will be raised for children's cancer research and the more people will become aware of the fight against childhood cancer.***

How to recruit more event attendees and market the event:

- Reach out to everyone in your network
- Encourage your contacts to reach out to their networks
- Be sure to use the 50 Teams document for ideas on who you should reach out to
- Complete the Who Do You Know chart for a unique perspective on who you can get involved
- Post information about the event on your social media pages and be sure that your friends and family share the information also
- Share information about the event on local calendars and event websites
- Use the press release template to reach out to your local media outlets and encourage them to air/publish a story about your upcoming event
- Distribute your fundraising event flyer (template available online) to businesses and organizations in your area:
  - Coffee shops
  - Hospitals
  - Grocery stores
  - Restaurants
  - Dry cleaners
  - Salons
  - Churches/community organizations
  - Other businesses frequented in your community
- Hold an event Kick-Off to market the event to your contacts and in the community
  - At a Kick-Off you can provide information about the event, the opportunity for people to register and get involved, and even a chance to donate then and there
  - Kick-Offs can take place anywhere and everywhere
    - Your local restaurant incorporated with a give back night
    - Local library branch
    - Community room at your YMCA/local gym
    - Conference room at a hospital or local business
    - Local park

You can use the following tools to be sure that your group is promoting the event to all of your contacts:

- Who Do You Know? Worksheet
- Where to Find 50 Teams for Your Event Worksheet
- Press Release





# WHO DO YOU KNOW?

The key to building a Team and the key to a successful fund-raising campaign both depend on asking people you know for support. Think about everyone whose lives you touch and ask him or her to join your team or make a donation.

Your list can be overwhelming, so use this chart to help you identify people that you know and organize them into categories. Start with the easiest people to reach – your family and friends. Next, ask acquaintances and service providers.

Before you know it, you will have a complete list of people that you know!





# Where to Find 50 New Teams For Your Event!

## 2 Bank Teams

1. \_\_\_\_\_
2. \_\_\_\_\_

## 2 Family Teams

1. \_\_\_\_\_
2. \_\_\_\_\_

## 5 Church/Place of Worship Teams

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## 3 Large Business Teams

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## 2 Service Club Teams

1. \_\_\_\_\_
2. \_\_\_\_\_

## 1 Municipality/City Staff Team

1. \_\_\_\_\_

## 2 Media Teams (Newspaper/Radio/TV)

1. \_\_\_\_\_
2. \_\_\_\_\_

## 3 Gym/Athletic Club Teams

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## 5 School Teams

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## 1 Fire Company Team

1. \_\_\_\_\_

## 1 Police Station Team

1. \_\_\_\_\_

## 4 Restaurant Teams

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## 1 Real Estate Agent Team

1. \_\_\_\_\_

## 2 Utility Company Teams (Electricity/Water/Cable)

1. \_\_\_\_\_
2. \_\_\_\_\_

## 3 Service Organization Teams

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## 2 Grocery Store Teams

1. \_\_\_\_\_
2. \_\_\_\_\_

## 2 Car Dealership Teams

1. \_\_\_\_\_
2. \_\_\_\_\_

## 1 Health Related Organization Team

1. \_\_\_\_\_

## 5 Small Business Teams

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## 1 Homeowner's Association Team

1. \_\_\_\_\_

## 2 College/University Teams

1. \_\_\_\_\_
2. \_\_\_\_\_



# Gold Ribbon Event Fundraising

*There are many ways to make sure your event is successful, below is great information to help you raise as much money as possible for CureSearch.*

## Personalize Team and Personal Fundraising Webpage

- The CureSearch Gold website, [www.curesearchgold.org](http://www.curesearchgold.org), allows participants to personalize their pages with pictures and text to tell their story and share why they are involved in the fight against children's cancer.
- Once participants personalize their Event pages, they can then send out blast emails from the CureSearch Gold website. These emails will provide a link to the participant's personal fundraising page where contacts can make secure, online credit card donations. The website is equipped with sample emails that can be used and the site will then track who opens emails, make donations, etc. for easy use. This system is the quickest way to make a large impact on Team and personal fundraising.

## Letter Writing/Email Blast Campaign

- Team Captains can refer to the **Sample Fundraising Letters** for ideas.
- Things to include:
  - Personal story and how they are affected by children's cancer.
  - Pictures can also be very affective in communicating their story
  - It can be helpful to include a self-addressed, stamped envelope in the mailing so that contacts can respond quickly and easily to the donation request.
  - **Get Creative!**
  - Make it more personal by including a **note written by the child affected by cancer** or **include a picture** in the mailing.

## Team Fundraising Events

There are many great ways enhance your event fundraising. Whether you choose to hold a Team fundraising event to contribute to your Team or start a new event in your community, there are a lot of options to efficiently and effectively support the fight against children's cancer.

## Event Sponsorship

*Get those connections in your community involve!*

- Your best advocates for sponsorships are those who are **connected to our mission**.
- Give the sponsorship packet to members to have the best connections.

Be sure to take a look at the following information to help your Team fundraising efforts:

- Family and Friends Team Fundraising Plan Checklist
- How to Manage My Team & Personal Online Fundraising Pages
- Who Do I Send a Letter or Email To? Worksheet
- CureSearch Team Fundraising & Event Ideas
- Identify Event Sponsors
  - CureSearch Gold Ribbon Event Sponsorship Packet
  - CureSearch Gold Ribbon Event In-Kind Sponsorship Form



## Family and Friends Team Fundraising Plan Checklist

Please indicate the activities that you will include in your fundraising plan.

**Name:**

---

**Goal:**

---

**Home Phone:**

---

**Work Phone:**

---

**E-Mail:**

---

\_\_\_\_\_ **Recruit participants who will raise \$300 each \$** \_\_\_\_\_

- ❖ Co-workers in your office or other branches
- ❖ Customers/Vendors
- ❖ Family/Friends
- ❖ Neighbors

\_\_\_\_\_ **Send out a letter-writing campaign on-line at [www.CureSearchGold.org](http://www.CureSearchGold.org) \$** \_\_\_\_\_

Send letters via e-mail and/or traditional mail to lists you already have:

- ❖ Work email contacts
- ❖ Vendors at your work
- ❖ High school/college alumni list
- ❖ Wedding list
- ❖ Your doctor, dentist, dry cleaner and hair dresser
- ❖ Holiday card list

\_\_\_\_\_ **Encourage team members to send out e-mail letter-writing campaign \$** \_\_\_\_\_

- ❖ Co-workers (current and past)
- ❖ Friends
- ❖ Siblings, grandparents or other family members
- ❖ Neighborhood

\_\_\_\_\_ **Plan an event \$** \_\_\_\_\_

- ❖ Bake Sale
- ❖ Raffle
- ❖ Yard Sale
- ❖ Portion of Proceeds night at a local restaurant
- ❖ Guest Bartending night at your favorite bar
- ❖ Themed house party – Margarita Night, Halloween Party, Wine Dinner, etc





**Involve your company or your spouse's company \$\_\_\_\_\_**

- ❖ Ask for matching gifts
- ❖ Recruit participants
- ❖ Recruit other Team leader(s)
- ❖ Dress down day or Jeans for Genes Day
- ❖ Ask vendors to donate money
- ❖ Raffle (Day off with pay, gift certificate to local restaurant)
- ❖ Bake sale (Valentine's Day, Mother's Day)
- ❖ Sell pin-ups or rose imprinted gifts
- ❖ Ice cream social – have your CEO make the sundaes!
- ❖ Organize a 50/50 raffle

**Involve a local business \$\_\_\_\_\_**

- ❖ Recruit participants (customers and/or employees)
- ❖ Initiate pin-up campaign
- ❖ Initiate portion of the proceeds
- ❖ Ask for sponsorship

**Involve your place of worship \$\_\_\_\_\_**

- ❖ Recruit Team leader(s)
- ❖ Initiate pin-up campaign
- ❖ Sell plush toys
- ❖ Sell rose imprinted gifts
- ❖ Initiate fund-raising activity (bake sale, dress down day, hat day, etc.)
- ❖ Initiate jar wars
- ❖ Other \_\_\_\_\_

**Use Social Networking Tools**

- ❖ Post your fundraising page on FaceBook
- ❖ Twitter about your fundraising
- ❖ Search through your FaceBook and Twitter contacts for new contacts that could support your campaign

**TOTAL: \$\_\_\_\_\_**

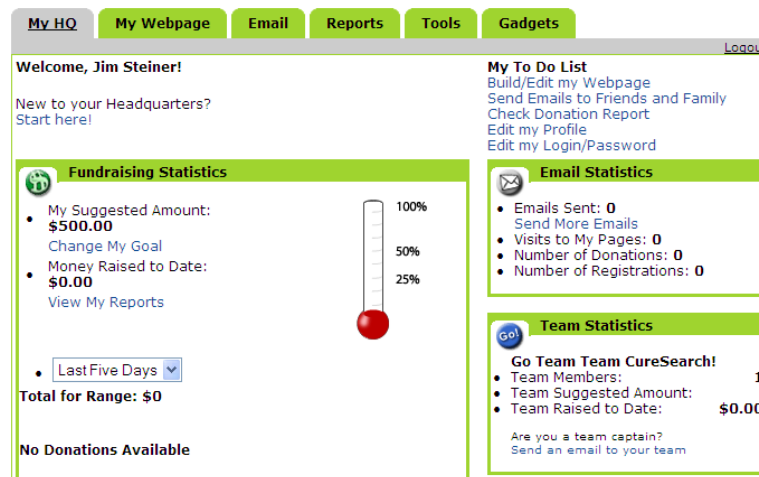


# How to Manage My Team & Personal Online Fundraising Pages

*Using the online tools available to enhance your fundraising and recruitment is easy, and helps you reach more people.*

## CREATE/EDIT YOUR CURESEARCH GOLD PAGE

Once your Team/Individual Participant page is up, you have full access to personalize your page, send and track emails to friends and family, and check reports to see how you're doing.



The screenshot shows a user dashboard for Jim Steiner. At the top, there are navigation tabs: My HQ, My Webpage, Email, Reports, Tools, and Gadgets. A 'Logout' link is in the top right. The main content area is divided into several sections:

- Welcome, Jim Steiner!**: Includes a link to 'New to your Headquarters? Start here!'.
- My To Do List**: A list of tasks: 'Build/Edit my Webpage', 'Send Emails to Friends and Family', 'Check Donation Report', 'Edit my Profile', and 'Edit my Login/Password'.
- Fundraising Statistics**: Shows 'My Suggested Amount: \$500.00' and 'Money Raised to Date: \$0.00'. A progress bar indicates 0% completion. A dropdown menu is set to 'Last Five Days'.
- Email Statistics**: Shows 'Emails Sent: 0', 'Visits to My Pages: 0', 'Number of Donations: 0', and 'Number of Registrations: 0'.
- Team Statistics**: Shows 'Go Team Team CureSearch!' with 'Team Members: 1', 'Team Suggested Amount: \$0.00', and 'Team Raised to Date: \$0.00'. It also includes a link to 'Send an email to your team'.

**Click on *Build/Edit my Webpage* under *My To Do List* to get started on your Gold Raiser Page!**

On this page you can upload your own photo (under 50KB), choose one of 10 backgrounds and personalize your page. CureSearch supplies some facts on children's cancer for your page but be sure to add your voice. Why are you participating? Who is Your Cancer Hero?

## SENDING FUNDRAISING EMAILS AND POSTING TO FACEBOOK AND TWITTER

**Click on *Send Emails to Friends and Family* under *My To Do List* or simply click *Email* to get your email campaign started!**

You can send up to 30 emails at a time to your friends and family. Again, CureSearch provides a sample email. But your family and friends want to know why you are participating. Share with them.

You want to make sure you send at least three (3) emails before Event Day. Emails get looked over, go into SPAM or are simply forgotten.

Your family and friends want to support you so make sure they know how!





Under the Email tab, you can update both your Facebook and Twitter status!



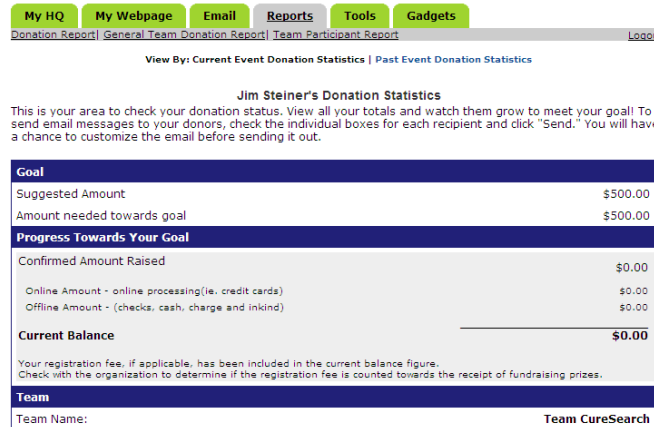
### Update your Facebook Status

Communicating with your friends and family on Facebook to reach your fundraising goal is easy!

- Click the 'Connect with Facebook' button and login
- Allow permission for the event to update your Facebook status

Fill out the textbox and click the 'Update your Status' button

## HOW AM I DOING? – CHECKING REPORTS



**Jim Steiner's Donation Statistics**

This is your area to check your donation status. View all your totals and watch them grow to meet your goal! To send email messages to your donors, check the individual boxes for each recipient and click "Send." You will have a chance to customize the email before sending it out.

Goal	
Suggested Amount	\$500.00
Amount needed towards goal	\$500.00
Progress Towards Your Goal	
Confirmed Amount Raised	\$0.00
Online Amount - online processing (ie. credit cards)	\$0.00
Offline Amount - (checks, cash, charge and inkind)	\$0.00
<b>Current Balance</b>	<b>\$0.00</b>

Your registration fee, if applicable, has been included in the current balance figure.  
Check with the organization to determine if the registration fee is counted towards the receipt of fundraising prizes.

**Team**  
Team Name: **Team CureSearch**

Be sure to visit your "Reports" area often and see how you are doing! You can check your online and offline (donations that come into the CureSearch Office) donations as often as you'd like.

Showing 1-1 of 1 record (1 page), 20 records per page. Export XLS Choose Columns Printable

Send	ID	First Name	Last Name	Company	Amount	Outstanding Amount	Payment Status	Payment Date	Desc	Check Number
<input type="checkbox"/>	122049112	Jim	Steiner		\$0.00	\$0.00	Paid	04/28/2011		



# WHO DO I SEND A LETTER OR EMAIL TO?

WHO CAN YOU ASK FOR DONATIONS TO SUPPORT YOUR FUNDRAISING CAMPAIGN?  
Everybody! Here are some suggestions to get you started to make a list that is sure to get you well on your way to your fundraising goal.

Name five members of your family

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Name five former coworkers

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Name five of your closest friends

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Name five of your coworkers

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

List five businesses that you can ask to get involved (either as sponsors, or as a fundraising host, or having a change jar)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

List five groups you are a part of (religious, intermural sports, book clubs, etc.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_





Who is your doctor?

Who is your dentist?

Who does your pest control?

Who is your landscaper?

Who is your accountant?

Who is your veterinarian?

Who is your travel agent?

Who are your sports/poker buddies?

Who is your lawyer?

Who sold you your car?

Who is your stylist/barber?

Who is your insurance agent?

Where do you grocery shop?

Who is your dry cleaner?

Where does your child go to day care?

Does your pet go to daycare?

Who does your nails?

Who is your relator?

Who is your stock broker?

Who is your plumber/electrician/etc.?

Who is your banker?

Who is your pharmacist?

Who is your child's doctor?

Who is your barista?

Who is your podiatrist, endocrinologist, orthodontist, etc.?



## CURESEARCH GOLD FUNDRAISING AND EVENT IDEAS

*You want to organize CureSearch Gold Event in your local area – go for it!  
CureSearch can provide you with “Celebration in a Box”  
material to make your Event a great success.*

*Here are some of the great fundraising event options:*

### **Parties...What's more fun than a party?**

**Children's Party:** Throw a themed party for kids (dinosaurs, princesses, etc.) and charge a fee to attend. Parents would gladly pay a fee for a free afternoon while their children have fun, especially for a good cause.

**Game Night:** This can be anything from basketball to Monopoly to PS3 to poker. Charge an entrance fee and give 30-50% to the winner and the rest to CureSearch.

**Big Game/Show/Event Night:** Show the Super Bowl, Olympics, Reality Show Finale, Academy Awards or any other popular TV show. Ask for a \$20 donation and provide papers for attendees to guess things like who will win, who will score the most points, which company will have the most commercials, etc. Give 30-50% of the money to the winner and the rest to CureSearch.

**House Warming, Bridal Shower, Birthday, Etc:** Throw yourself or a friend a party and ask for CureSearch donations in lieu of gifts.

**Movie Night:** Pick up the hottest new release and have friends over to watch. You could even rent a projector to show it on a wall or outdoors during the summer. Admission is a donation to CureSearch!

**Dinner/Cocktail/Wine and Cheese Party:** Throw a fancy party and charge guests a fee for attending. Try and get items donated or plan on a budget so you can donate at least 50% of the funds raised to CureSearch.

### **Events...They take a bit of planning, but are also a ton of fun!**

**Plastic Duck Race:** Secure prize donations and charge people to purchase a duck. Number the ducks, release them in a pool or stream, and the first one to reach a certain destination wins a prize! Just for kicks, you can add a kiddie pool and charge kids to pick a duck out of the pool to win a small prize.

**Poker Run (Can be done for bikers, walkers, rollerblades, skiers, etc.)** Charge a fee and give participants a map or clues. At each check point they are given a playing card. At the end of the event, the best poker hand wins a prize. This could be coupled with a party where non-participants pay admission.

**Silent Auctions:** Get items donated and arrange for an auction at a local venue. Or, send out forms and have people submit their bids via mail or email. This is a great event to combine with a party, poker run, or other event. It also can be done online, and is a great way to involve friends and family that live far away.

**Holiday Event:** Host an Easter Egg Hunt, Breakfast with Santa, St. Patrick's Day Party, and Valentine's Dinner, etc. and charge a fee. Donate the proceeds to CureSearch.



**Restaurant Night:** If you have contacts at a local restaurant or bar, or even if you are just a frequent customer, see if they would let you plan an event. Maybe they donate a certain percentage of their sales, maybe their tips, or you could organize a celebrity bartending night.

**Counting on You:** Perfect for your business, restaurant, classroom, etc.! Count jelly beans, pennies, candies, etc. and charge participants to guess. The one who guesses correctly wins the prize, and CureSearch get the donations. Great as a standalone fundraiser or can be combined with another event.

**Flower Sale:** Partner with a local florist and sell flowers for Valentine's Day, Mother's Day, or just because! You could also charge extra for a volunteer to deliver the flowers with a special message. This is also a great fundraiser for a large corporation or school, and flowers can be replaced with suckers, chocolates, cookies, etc.

**Go to Bat for Kids:** Have a slow-pitch baseball or softball game and recruit teams from local businesses or groups to pay an entry fee. Get volunteer umpires, donated door prizes, and sell food at the event.

**Concession Stand Take-Over:** Many sports venues and high school stadiums allow groups to work the concession stand to raise funds for charity. Look into the arenas near you. Or, if your child's little league does not have a concession stand, ask if you can sell water and treats!

**Sporting Events:** Work with a local sports team to sell tickets with a portion of the proceeds going to CureSearch. See if you can get the athletes involved!

**Home Team Challenges:** Have a community group or other organization challenge a local sports team to a game. Advertise and sell tickets, with proceeds going to CureSearch.

**Spaghetti Dinner or Pancake Breakfast:** Great ways to raise funds, build community, and educate others about CureSearch! See if you can partner with a local restaurant that already has the equipment.

**Carnival:** Great for corporations, hospitals, or groups of teams. Have a CureSearch carnival and combine several ideas from this guide with some of your own and hold a carnival for kids.

**Workplace/Business Ideas...Fundraising at work is good for morale and employee bonding... just make sure to check with your company policy or ask your boss first!**

**Round Up for a Cure:** If your business sells goods or services, ask customers if they want to round up to the nearest dollar and donate their change to CureSearch. That change can add up fast!

**Matching Gifts:** Check to see if your employer has a matching gifts program where they match your donations to CureSearch. Or, see if they will donate money for each hour you volunteer for CureSearch.

**Sponsorship:** CureSearch is always looking for sponsors! See if your company can sponsor the Event, or if they can make an in-kind donation of items like water or bananas.

**Promotion:** See if you can promote the CureSearch Gold Ribbon Event at meetings, place posters in the break room, or an announcement in your company newsletter.



**Dress Down Day/Big Game Day/Casual Friday:** See if you can charge your co-workers a donation to CureSearch for the privilege of coming to work in casual attire. Or, perhaps your company would let them wear team colors the Friday before the big game!

**Fundraising Challenge:** Pick a period of a few weeks and challenge your coworkers to raise as much money for CureSearch as they can on their own. The person who raises the most wins a prize. Perhaps you can persuade the company into giving them a bonus day off!

**Tip Night:** If you typically receive tips for services provided, ask your co-workers to have a day where all tips go to CureSearch.

**Donation Canister:** Place a donation canister with information about CureSearch in an area that is highly visible to customers. Ask businesses that you frequent to do the same. Have them put Event brochures up...perhaps you can even recruit a new team!

**CureSearch Day/Night:** Ask your place of business to give a percentage of sales to CureSearch for a day. Make sure to promote the event so lots of people stop in!

**Good to the Last Drop:** If your business has coffee or soda fees, commit one month of fees to CureSearch. If you cannot do that, place a CureSearch fundraising canister up in the coffee area and encourage coworkers to add their spare change.

**Chow for a Cure:** Tell your coworkers that you will be bringing in breakfast or lunch to benefit CureSearch. You could take advance orders and get carry out, or do some cooking! Bring in bagels, muffins, sandwiches, and charge for each item. Perhaps you can get a local business to donate the food so there is no cost to you!

**Celebrity Baggers:** Invite local celebrities (mayor, athletes, coaches, TV personalities) to bag merchandise for customers and ask for tips.

**Crazy Hat Day:** Great for retail stores or events where lots of people are present. An employee or group member has to wear a crazy hat until he or she raises a set amount for CureSearch and then passes the hat on to a coworker of his choosing. You can continue this event all day!

#### **Sales of Goods or Services...**

**Anytime you do a sale it is worth a try to call businesses and see if you can get items donated.**

**eBay Sale:** If you are computer savvy, list your items online and donate what you earn to CureSearch.

**Car or Dog Wash:** A car wash is always fun! Make it a dog wash for extra excitement.

**Bake Sale:** Feel free to jazz up the old standby by pairing with contests, non-traditional items, or plan it around a holiday.

**Garage/Yard Sale:** Invite friends and neighbors to donate their items. Or, make it a multi-team event and have each team add donations from their items to their own team totals.



# Identifying Event Sponsors

*Event sponsorship can be a great way to bring more fundraising to your event and to offer great benefits to local businesses and organizations.*

Sponsorship should be a part of your year round market plan.

- New sponsors should be approached in the earliest stages of planning to:
  - Be able to find the right “decision maker” and meet with company reps early
  - Collaborate all sponsorship information, levels, and incentives
  - Make the company’s budget timeline
  - To ensure the company receives full benefits for being a sponsor

Create a comprehensive list of potential sponsors for your event.

- As a first step to brainstorming, use a “who do you know” document to help develop your personal list, as well as the addition of companies you have worked with in the past, or have a local reputation of sponsorship. Similar formatting can be used with this, as is seen on the “Where to Find 50 Teams” document. (Target: Banks, Media, Gyms, Sports Teams, Corporate Businesses, Local Businesses, City Office, Restaurants, Grocery Stores, Service Organizations, College and Universities, etc.)

## **Next Steps in Securing Sponsors**

Move forward with approaching those you are connected to.

- Set up meetings through email or phone – follow up as necessary
- During meeting, be sure to bring pictures, or anything that can help recreate the event for them



## CureSearch Gold Sponsorship Benefits

	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000
Sponsor Level	National	City	Gold	Silver	Bronze
<b>Digital</b>					
<b>Logo on CureSearch Gold Website</b>	Large; Bottom of Home page; with Hyperlink; All City pages	Large; Bottom of Home page; with Hyperlink	Large; on City page	Medium; on City page	Small; on City page
<b>E-Newsletters</b>	Prominent Logo Placement;; Hyperlink; Bi-Weekly CureSearch Gold Email Blast	Large Logo;; Hyperlink; Bi-Weekly CureSearch Gold Email Blast	Large Logo; Bi-Weekly CureSearch Gold Email Blast	Medium Logo; Two (2) Mentions Bi-Weekly CureSearch Gold Email Blast	Small Logo; One (1) Mention Bi-Weekly CureSearch Gold Email Blast
<b>Social Media</b>	Exclusive Post on Facebook (1); Tweets on Twitter (4)	Tweets on Twitter (2)	Tweet on Twitter (1)	--	--
<b>Media</b>	Featured in State Media Advisory	Featured in Event Media Advisory	--	--	--
<b>CureSearch Website</b>	Logo (with Hyperlink); CureSearch Website: "Sponsors/Partners" Page	--	--	--	--
<b>Print</b>					
<b>Recognition in Ceremony Box</b>	Prominent Logo; on Mailing Label; Brochure Included	Large Logo; on Intro Sheet	Small Logo; on Intro Sheet	Name Only; on Intro Sheet	--
<b>Annual Report</b>	Honor Roll	Honor Roll	Honor Roll	--	--
<b>Live</b>					
<b>Invitation to Lab Visit</b>	Two (2) Complimentary Registrations	One (1) Complimentary Registration	--	--	--







# Gold Ribbon Events In-Kind Commitment Form

Yes, I/we will proudly donate product to the Gold Ribbon Event!

Description of goods or services donated \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Estimated dollar value \$ \_\_\_\_\_

**Gold Ribbon Event Name & Location** \_\_\_\_\_

**Company/Organization** \_\_\_\_\_

**Website** \_\_\_\_\_

**Name** \_\_\_\_\_ **Title** \_\_\_\_\_

**Address** \_\_\_\_\_ **City, State and Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email Address** \_\_\_\_\_

\_\_\_\_\_ I want to register as an **Individual Participant** or **form a Corporate Team**

\_\_\_\_\_ I would like information about **volunteer opportunities**

CureSearch for Children's Cancer Tax ID: 95-4132414  
(National Childhood Cancer Foundation)

Kindly mail completed form to:  
CureSearch for Children's Cancer  
4600 East West Highway, Suite 600  
Bethesda, MD 20814



# Event Day Logistics

***There are many great things you can do to make sure your event day runs smoothly and is enjoyable for all attendees. Be sure to keep the things below in mind when making your plans.***

- Event Day Volunteers – keep in mind that you will need adequate numbers of people to help with:
  - Registration/check-in
  - Snacks/water
  - Activities
  - Distribute collateral materials
  - Set-up & tear-down
  
- Event Day Essentials – the things that you need to have to make your day run smoothly
  - Tables
  - Chairs
  - Stage (if you are holding a program)
  - Electricity/generator (if needed)
  - Restrooms
  - Walking path (if needed)
  - DJ/sound system (if needed)
  
- Event Day Extras – the things that you can have to enhance your event and offer more for attendees
  - Beverages/snacks
  - Activities
  - Mascots/entertainers
  - Face painters
  - Post-event food/picnic
  - Photographer
  - Band



# Registration and Accounting

*Proper Registration and accounting are important to ensure a safe and accurately measured event.*

## Registration and donations

If your event includes any type of registration, encourage online donations to be made AHEAD of your event date to limit cash and checks handled in person.

- **For any donations received on site, please use the attached.** This form is necessary for ALL money received that is a donation and therefore tax-deductible.
- **All cash and checks received on site must be kept in a secure location.** We strongly recommend obtaining CureSearch envelopes available for this purpose. Donations can be sealed in each envelope until money can be brought to a secure location after your event.
- **Checks should always be made payable to CureSearch for Children's Cancer.**

## Accounting

- **All money counting should happen in a secure location and not at or during the event itself.**
- If CureSearch envelopes were used, they can then be opened, removing and noting all cash, and leaving all checks and credit card in the envelopes, to be shipped to CureSearch Donor Services immediately.
- Cash received as part of your event should be taken immediately to obtain a money order (your local bank, CVS, or grocery store typically offer this service). Money order should be made out to CureSearch for Children's Cancer, and it will also be mailed with the other checks and credit card donations received.
- **Complete the attached Volunteer-Led Accounting Form** to include: location of event, date, total cash contribution, name of volunteer who recorded the cash count, and the date which it will be sent to Bethesda. Paper clip (DO NOT staple) the cashier's check/money order to the form and put with Event envelopes.



# GOLD RIBBON EVENT

## Registration/Donation Form

I am registering for a Gold Ribbon Event.     
  I am donating to a Gold Ribbon Event.

Event City: \_\_\_\_\_ Team Name: \_\_\_\_\_  
 Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Company: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Home Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
 My Donation is in  Honor or in  Memory of \_\_\_\_\_

**Registration Fee \$10 Per Participant 16 years and older, no charge under 16**

*If registering more than one person, print name, email and date of birth of additional participants not listed above.*

NAME	EMAIL (adults only):	DOB
<b>Registration Fees (number of participants 16 years and older: _____ x \$10)</b>		\$
<b>Additional Contribution:</b>		\$
<b>Payment Type and Total Amount Enclosed: ( Circle one: Cash    Check    Credit Card )</b>		\$

**Kindly make all checks payable to: CureSearch for Children's Cancer**    Check Number: \_\_\_\_\_

When you provide a check as payment, you authorize us to use information from your check to make a one-time electronic fund transfer from your account.

Credit Cardholder's Name: \_\_\_\_\_

Cardholder's Address (if different from above): \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

I understand that participating in the event can potentially be a hazardous activity presenting risk. For consideration of participation in the event, I freely accept and voluntarily assume the risks of personal injury or property damage that may result. I, and anyone entitled to act on my behalf, waive and release from all claims and liabilities of any kind arising out of my participation even though that liability may arise out of negligence or carelessness on my part. I agree to hold harmless CureSearch for Children's Cancer, corporate sponsors, cooperating organizations and all parties connected with this event from any liability as a result of my participation. I will permit emergency treatment in the event of injury or illness while participating and I understand that by participating in this event, photographs and video recording may be made of me. For consideration of participation in this event, I hereby give permission for my image, likeness and/or voice and to use same in any and all medium, including the Internet, without any financial compensation, including for any commercial use. I acknowledge that CureSearch, in its discretion, may choose not to use my image, likeness and/or voice. I further understand that CureSearch is and shall be the exclusive owner of all right title and interest (including copyright) in and to the resulting materials. I understand that CureSearch withholds the right to dismiss anyone that may cause disturbance. I certify that I have read and understand the intent of this waiver and release.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**\* Must be signed by a parent or legal guardian if participant is under age 18.**

Please return completed form and payment to CureSearch for Children's Cancer, 4600 East West Highway, Suite 600, Bethesda, MD 20814.



# CureSearch Accounting Form for Volunteer Led Events

Location of Event: \_\_\_\_\_ Date: \_\_\_\_\_

Type of Event: \_\_\_\_\_

Form completed by (name): \_\_\_\_\_

CureSearch Staff Partner (if applicable): \_\_\_\_\_

## **ACCOUNTING INFORMATION**

Total of Cash Contributions: \_\_\_\_\_

Money order enclosed (circle one): YES NO

If no, please explain: \_\_\_\_\_

Total of Check Contributions: \_\_\_\_\_

Total of Credit Card: \_\_\_\_\_

Total donation being sent: \_\_\_\_\_

Mailed to Bethesda on: \_\_\_\_\_

## **Who should CureSearch contact for questions and/or confirmation?**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# Event Wrap-Up

***After your wonderful event has concluded, it is important to follow-up and thank all of your donors and participants. Be sure to have discussions about being involved next year when you say thank you.***

## **Communications/Thank You**

A key element to the continued growth of the event is to make sure you stay in contact with other event personnel (volunteers, participants, hospitals, potential sponsors, etc.) The CureSearch event should be a year-round fundraising program with a small break post-event so that everyone can begin to work on income growth shortly thereafter for the following year.

Strategic communication is the key to this relationship building in order to stay in touch. This communication can take many forms throughout the year. Post-event the initial communication should be a "Thank You" email that is sent to event participants (based on contact information captured from participants). This email should be sent within a few days after the event. **This email should include how much the event raised, how individuals can submit additional donations, and how participants can stay involved with the organization throughout the year (i.e. Sock it to Cancer, Ultimate Hike, etc.)**

**Thank You Notes** – Within a few weeks of the event, thank you notes should be sent to other volunteer planning members, hospital contacts, sponsors, etc. **Preferably these notes should be hand-written and sent within a couple of weeks after the completion of the Gold Ribbon Event.**

## **Following Year Planning**

As the event concludes, you can plan a follow-up meeting with the volunteer planning committee to discuss the event and the things that you can work to grow and change in the future. This is a great opportunity to record everyone's thoughts and learn from the participant perspective on event day. It is important to record these things while they are fresh in everyone's minds to make the most of the feedback from the event.

This follow-up meeting also serves as a great time to discuss the date and location of the event **for next year**. To begin planning for the next year's event, you must know if you will plan for a similar date and if you will use the same park or facility. Once these questions are discussed the volunteers can begin moving forward with park reservation for the next year.

Once the event date and location are reserved for the following year, this can serve as an excellent time to recruit new volunteer members. Planning an "Event Information & Planning Meeting" can be a great way to engage new people from the community and let them know more about how they can help prepare for their local CureSearch event. Engaging these additional members early allows for more time for the group to work together and prepare for event day. As with every aspect of the CureSearch event planning process, more hands make lighter work!

