

THIRD PARTY EVENT FUNDRAISING GUIDE

GET INSPIRED AND LEARN
HOW YOU CAN HELP RAISE
IMPORTANT FUNDS FOR
GILDA'S CLUB.



GILDA'S CLUB
METRO DETROIT

An Affiliate of the
CANCER SUPPORT COMMUNITY



LET'S GET STARTED

Thank you for your interest in hosting an event, We are grateful for supporters like you who go the extra mile to ensure everyone impacted by cancer receives the support they deserve throughout their experience, completely free of charge.

Third party fundraisers account for about 13% of our annual budget. Anything from jeans day, comedy shows, fun runs, or percentage of your proceeds going toward GCMD go directly toward supporting our participants.

This guide is created to help you plan and execute the most successful fundraiser possible. Be creative, have fun and no that we are here to help make you day(s) a success.

OUR MISSION Gilda's Club Metro Detroit and our Cancer Support Community Partners uplift and strengthen people impacted by cancer by providing support, fostering compassionate communities, and breaking down barriers to care.

OUR WORK Gilda's Club Metro Detroit is a 100% FREE, non-profit, cancer support community that provides social and emotional support to anyone impacted by cancer. We focus directly on our five pillars of programming, Support Groups, Healthy Lifestyle Activities, Educational Presentations, Social Gatherings and Resources and Referrals.

YOUR GILDA'S CONTACT:
Megan Hengesbaugh



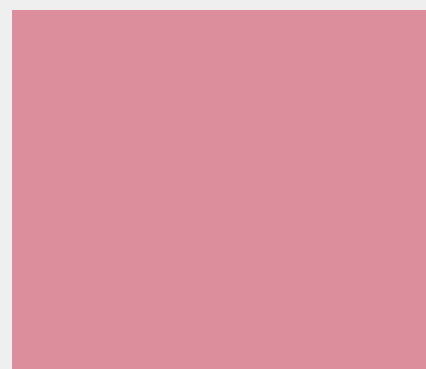
517.410.9574 cell



mhengesbaugh@gildasclubdetroit.org



www.gildasclubdetroit.org



STEPS FOR SUCCESS

STEP 1: Choose your fundraising idea

Examples: bake sale, walk-a-thon, yard sale, dress down day at work, donating a % of proceeds from your business, host a dinner party with donation as a ticket, ask for donations in lieu of gifts.

STEP 2: Set goals, develop a plan, and go for it!

Where is your event going to be held? Who is your target audience and how will you reach them? What is your total fundraising goal to donate to GCMD and how will you get there (ex: auction, ticket sales, sponsors, etc.)? Who will help you plan the event? What goods or services will you purchase and what will you get donated?

STEP 3: Talk with GCMD staff and solidify your plan

Chat with GCMD staff at least 2 weeks before your event. This will help us to provide you with assistance and maximize fundraising at your event!

STEP 4: Promote the event and recruit help

Create an eye-catching flyer to help get the word out about your event, then share it with friends, post it on social media, put it on the local coffee shop community board, and submit a press release for the newspaper! Ask friends to help with preparations (shopping, booking a venue, etc.) and day-of event tasks (set up, watching the auction, etc.)

STEP 5: Collect donations

GCMD can help set up an online donation page for your event, just ask! Collect cash, checks or use our business Venmo account!

STEP 6: Enjoy the event

Once all the set up and preparations are finished, you can take a deep breath and enjoy! Don't forget to thank your donors, sponsors, and volunteers and take some pictures to remember all your hard work.

STEP 7: Celebrate your success with GCMD

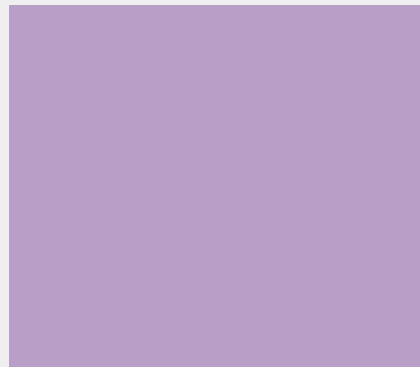
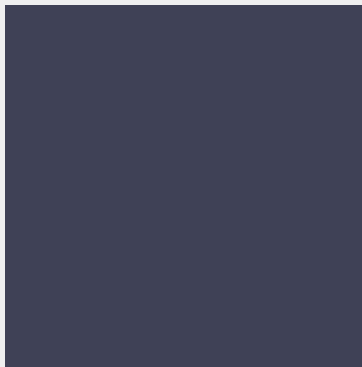
Bask in your job well done! Want to have a check presentation of all your donations with the GCMD staff? Let's make it happen! Send all event donations to GCMD, along with any photos and donor information for us to send out thank you cards. *We are so grateful you believe so strongly in our mission and appreciate all the work you put into your fundraiser!*



HOW WE CAN HELP

Gilda's staff is here to help. Some examples of how we can back your event are below. These are not limited, so please, if you have an idea, ask!

- Offer event planning expertise and advice, such as assistance in creating promotional materials and suggestions for outreach tactics.
- Acknowledge direct contributions to GCMD. These contributions will be added to your event donation total, but cannot be withdrawn for event expenses.
- Approve the use of GCMD's name and/or logo.
- Provide a letter of support to be used to validate the authenticity of the event and its organizers.
- Provide existing GCMD materials for your event such as pens, photos from our programming, and brochures.
- When possible, GCMD will offer a representative to attend your benefit event.
- GCMD can acknowledge your event's donation by publishing the event name, event description, locations, and contact information.



MORE DETAILS

Event Promotion & Logo Usage

- GCMD must review all promotional materials that include the GCMD logo (including press releases, public service announcements, scripts, posters, brochures, etc.) before they are used.
- The GCMD logo is a registered trademark and cannot legally be reproduced without permission.
- GCMD can promote the event, when appropriate, through:
 - GCMD website (with a link to the event's/organization's website if appropriate), e-newsletter, Clubhouse Community Boards, annual report, etc.

Event Language

- All promotional materials must properly characterize the use for which the donations will be made. For example, "Proceeds benefit Gilda's Club Metro Detroit."

Sponsorship

- GCMD cannot solicit sponsors for your fundraising event and does not provide any donor or member contact information.
- Please provide a list of all potential sponsorship contacts (including all potential in-kind donors). This will allow us to provide you information on their current financial support for GCMD and help us to be good stewards of our longstanding relationships within the community.

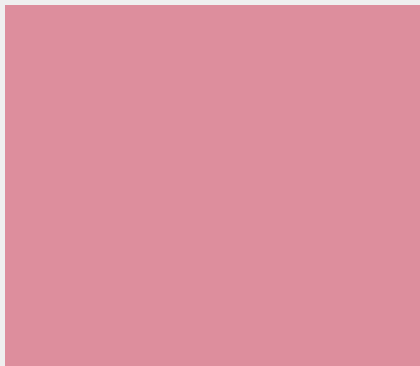
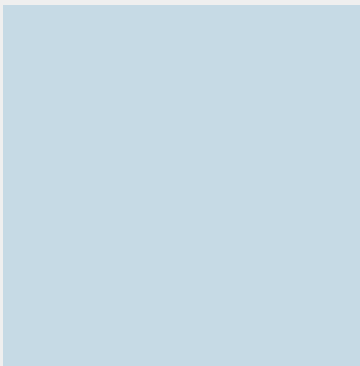
Tax Receipts and Donor Acknowledgement

- GCMD will acknowledge all donors from whom a check is received. If the check submitted includes cumulative cash donations, we will also need contact information for individuals and organizations that need receipts for tax purposes (this includes in-kind donations and gifts of \$25 or more).

Cancellation, Liability, & Changes

- If circumstances warrant, GCMD may at any time opt out as a beneficiary of the event/promotion through any of its directors, officers, or senior administrators or direct you to cancel the event with no obligation. You hereby agree to cancel the event, if so directed, and further agree to release GCMD, and its directors and employees from all liability and connection to such action.
- The sponsors agree to indemnify and hold harmless GCMD and all its officers, directors, and employees from all claims and liabilities in any way related to the event.





YOUR PROPOSAL

We look forward to seeing what you have planned.

Please [click here](#), follow the link below or scan the QR code to fill out our online Third Party Event form. If you need a printable version, please contact Megan.


Third Party Event Form Link - <https://wkf.ms/3ShE9EB>




HERE FOR YOU!

YOUR GILDA'S CONTACT: Megan Hengesbaugh

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