



**THE**  
  
**EHE**  
**FOUNDATION**

**FUNDRAISING  
 TOOLKIT**



**FightEHE.org**

# THANK YOU

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Thank you for your interest in hosting a fundraiser to benefit The EHE Foundation. Events such as yours are critical to our efforts to advance our mission, which is to find treatments and a cure for Epithelioid Hemangioendothelioma (EHE) by advancing research and driving collaboration between patients, researchers, and clinicians. We know that events are hard work, and we appreciate your commitment. We know your event will be a great success!



# ABOUT THIRD-PARTY FUNDRAISERS

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Third-party (or community) fundraising is any type of fundraising independently conducted by an individual, group, or organization that benefits The EHE Foundation. This toolkit is intended to serve as a helpful guide as you plan and execute a successful fundraising event.

## WHAT WE CAN DO

- Offer ideas, advice, and expertise in event planning
- Provide guidance on creating effective awareness, so participants have the opportunity to truly understand the challenges presented by EHE
- Provide a formal letter of agreement to validate the authenticity of the event
- Provide informational materials or brochures
- Help create posters and flyers to advertise your event
- Create a custom online donation page for credit card processing
- Approve use of our logo on materials related to your fundraiser
- Provide a text to give code/option
- Issue charitable tax receipts where applicable
- Post your event on our online calendar and share it on our social media pages (based on fundraiser size, type, and timing)
- Advertise your event to our local audience via email
- Share your event in our quarterly global newsletter

## WHAT WE CAN'T DO

- Underwrite any event costs
- Provide insurance or liability coverage
- Provide a list of our donors or other constituents

# CONTACT US

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We'd love to help! As you have questions or special requests for support, please reach out to us at 1-877-460-4240, Ext 701 or [leannconner@fightehe.org](mailto:leannconner@fightehe.org). We appreciate your efforts and want to help make your fundraiser a success!

# STEPS TO A SUCCESSFUL EVENT

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## **STEP 1 Choose Your Event**

Who do you want to invite and what type of event would excite them? What kind of event do you have the time, energy, and resources to plan? We have ideas for inspiration on pages 4-6.

## **STEP 2 Pick a Day, Time, and Location**

Be sure to pick a day, time, and location that is convenient for most of your friends and family.

## **STEP 3 Prepare a Budget**

Set a target fundraising goal because donors like to help meet goals! Determine what you are comfortable spending. Think about a strategy of raising funds that supports your event type. Carefully plan and keep track of your expenses and revenue/proceeds. Examples of expenses are supplies, goods or services, venue rental, food or drink, insurance or permits, entertainment, and marketing. Proceeds will come from donations, sales of tickets or goods, auctions, raffles, sponsorships, registration fees and other similar things.

## **STEP 4 Connect with Us and Submit Your Proposal**

Get in touch with us so we can address all of your questions about hosting a fundraiser. We would love to provide you with the most recent information about our research and patient programming, too. Once you submit your proposal (pages 9-11), we'll get back to you within 5 days.

## **STEP 5 Create a Timeline**

Create a detailed planning list and set target dates to make sure you are 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, coworkers, and neighbors to help you plan. You'll also want help on the day of the event.

## **STEP 7 Confirm Venue and Event Details**

It's important to walk-thru the details of your event well before the activities. You'll want to secure to proper insurance, if applicable, several months before your event.

## **STEP 8 Invite Guests and Plan Publicity Efforts**

Make sure you get the word out so people know how your fundraiser will help EHE patients, how they can participate, and how they can invite others to be part of it! You can mail invitations, use an invitation email service, share about it on social media, or invite others directly by calling, texting, or emailing. Submitting a press release to local news agencies is another great way to draw attention to your event and raise awareness for The EHE Foundation.

# STEPS TO A SUCCESSFUL EVENT

## STEP 9 Hold Your Event

Make sure you set aside some time at your event to thank guests for participating and to share about The EHE Foundation. Don't forget to take photos! Guests will love seeing photos after the event and we would love to share them on our social media pages and website.

## STEP 10 Wrap-up Event and Celebrate

After the event, send a thank you note to participants, sponsors, and volunteers who helped make your event a success. If you send us their emails or addresses, we will be happy to thank them on behalf of The EHE Foundation, too. You should also share photos and information about your fundraiser on social media afterwards - those who were not able to attend can still learn about the cause and may plan to come to another event. Finally, send photos, donations, and any other pertinent information to The EHE Foundation within 30 days of the event. We are so thankful for the generosity and support of ambassadors like you!



# FUNDRAISING IDEAS

There are many creative and fun ways for you to raise funds to support research and patient programming for this one-in-a-million cancer called EHE. We hope these ideas inspire you to create a great event!

## Online Crowdfunding or Peer-to Peer Fundraising

An online donation campaign is the simplest and quickest method of raising funds. You can create your own fundraising website through our Give Lively account (preferred) or create a Facebook fundraiser.



### **How To**

You can create an online donation page in a few simple steps on Give Lively by simply clicking “I want to Fundraise for This” on any of our current fundraising pages. Write a story that connects readers emotionally to our cause. Include some touching photos and possibly a video. Next, you must promote the campaign effectively. For example, share on Facebook and Twitter once a day, ask family or friends to share or donate as soon as it is launched by calling or messaging them, and recruit at least 5 family/friends to do the same. Posting it on social media (such as Facebook) and publicly thanking donors by tagging them will generate more viewers.

## Online T-Shirt (or Apparel) Fundraiser

Selling apparel is a simple and quick method of raising funds and be easily set-up online. It provides the donor with a custom item, which further motivates the donor and spreads awareness.



### **How To**

Many websites will do the work for you after starting an online Fundraiser. We’ve had great success with Custom Ink. Go to <https://www.customink.com/fundraising> and click on “Start a Fundraiser” to get started. You’ll be able to pick your product with additional color or style choices, the price, fundraiser title, and contents to tell your story. Don’t forget to select “The EHE Foundation, Green Bay, WI as your selected charity. Once your fundraiser is set, apparel will be sent directly to donors and donations will routed directly to The EHE Foundation. Cost of producing the shirt (and possibly shipping) will come from the total profit, so be sure to let your supporters know how much is supporting The EHE Foundation.

## Silent Auction

A silent auction is a classic fundraising event in which guests place bids on items you’ve procured. Bidders browse, bid on, and compete to win their favorite silent auction items and packages using paper, mobile, or online bidding. When time’s up, the highest bid wins the item, and The EHE Foundation receives the proceeds.



### **How To**

An online auction takes a lot of preparation and planning before the day of the event. You’ll want to form a planning team to help plan your event and then start procuring silent auction items. This may include business visits, letters, and phone calls to procure donations. Next, build the item catalog manually or through an online platform. Then, plan the logistics of the auction. Finally, set up an information page about your auction and spread the word before the big day!

# FUNDRAISING IDEAS

## Dodgeball, Softball, or Other Sporting Challenge

A dodgeball or softball tournament fundraiser is a fun way to raise money. This kind of fundraiser doesn't require significant athletic ability, so it can be open to your entire community.



### **How To**

You can raise money with a tournament in different ways: charge an entry fee per person, or have a minimum raise amount for each team. An online platform can help your teams to raise money before your tournament starts. We can offer team fundraising through Give Lively. First, you'll want to set a date, time, and find a field or court for your tournament. You'll want to have volunteers for the day of the event and set the basic rules for the tournament. Come up with a budget to ensure that your entry fee makes sense with how much your tournament costs, and what kind of prizes or team items you are offering for your tournament.

## Community Yard Sale

Yard sales or garage sales can attract a large crowd if the sale prices are good and the variety of items is wide. Most people have items tucked away in their attics, storage spaces, or garages that they don't need any longer. Many people donate items regularly.



### **How To**

You will need volunteers to collect donations, sort and price donations, put out and pick up signs, set up sale items, work the sale, pack up, clean up, and drop off unsold donated items. Pick a Saturday (or weekend) and select a high-traffic location for your sale. The best way to get plenty of things to sell at your yard sale is to get the word out to friends, neighbors and supporters. Tell them why you are raising funds, what you will do with the money raised, and what type of items to donate. Make it easy for people to donate by providing a drop-off location for several days before the sale is to take place. You can also increase donations by offering a pickup service for larger items or for a large quantity of items. Pricing hundreds of items for a massive yard sale can be a lot of work, so plan ahead. Get lots of publicity by submitting details to local media outlets and using social media, such as Facebook selling groups. Hang up posters and get your community involved. Make sure to have plenty of signs, too.

## Craft or Bake Sale

Bake or craft sales have long been one of the most popular ways of raising funds for organizations. They can be great moneymakers because there is little or no actual capital required. All of the baked or craft goods are usually donated.



### **How To**

First you will need to gather volunteers. Your sale will need several people dedicated to organizing donations, handling publicity, setting up tables and/or the booth, selling goods, collecting money, and cleaning up. Next, select a time and location. Organize a donation-sign up well in advance of your event. Be sure to be specific about what goods are suggested for the sale. Pass out individual sign-up sheets with a list of the needed items or post them online. Get names and phone numbers so that the person can be contacted to remind them of their donation. Be specific on how you want the goods packaged. Don't forget to have a donation jar for those feeling generous.

# FUNDRAISING IDEAS

## Trivia Night

Trivia nights are also known as quiz nights and test attendees' knowledge on various topics to compete for prizes. Pair up with a local bar or restaurant and enjoy food, drinks, and time with loved ones while raising money for rare cancer.



### **How To**

Advertise well in advance and charge an admission fee for teams. Consider the number of guests and whether or not the venue has a sound system and a screen. You will probably need around 3 hours for the trivia game, and some time before and after to set up and clean up. If you can bring a hungry and thirsty crowd on an otherwise quiet time, owners will be likely to let you use their venue for free.

During a trivia night, a master of ceremonies reads trivia questions split up into different categories or rounds. Teams or tables answer questions and typically consist of 6 to 12 people. At the end of each round, a representative from each team turns in its answers to be scored. The teams compete against one another with the top two or three teams receiving prizes. Decide now how many rounds you want to have and how many questions each round will contain. Don't forget a few EHE questions! Usually, a trivia night will have around 7 rounds with 10 questions each. Trivia lends itself well to cute names, fun graphics, or sample questions on social media to get people interested.

## Golf Tournament

Whether you have foursome or twosome teams, a golf tournament is a great fundraiser. Many people tend to be passionate about golf, and when given the opportunity to marry two of their passions—golf and a good cause—they tend to jump at the chance.



### **How To**

First, set your budget and fundraising goal. Consider what it will cost to book a golf course, provide refreshments, and book announcers or entertainment. Reach out to potential sponsors who can provide capital or resources for the event. Think about how to price your tickets to help cover your overhead while still being able to raise funds. Next, choose and book the golf course. Put together a detailed program that covers everything that will happen at your event from start to finish. Include tee times for the golfers involved in the tournament, additional fundraising events such as auctions or putting contests, and whether there is a party or dinner after the tournament. Next, find volunteers for the day of the event, food and drink vendors (if not available by the golf course), recruit sponsors, and plan your prizes. Once you have those in place, it's time to promote your golf charity event.

## Other Ideas:

- Partner with a Restaurant
- Date Night Childcare
- Raffles
- Donations in Lieu of Gifts
- Bingo Night
- Pancake Breakfast
- Store Front Collections
- Company Grants
- Concert
- Cornhole Tournament



# THIRD-PARTY FUNDRAISING GUIDELINES

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## WHERE DO I START?

First, review the below **Guidelines**. Then, submit the **Fundraising Proposal Form** to The EHE Foundation as early as possible, but at least 30 days in advance of your activity. We will respond to you within 5 business days of receiving your application. The EHE Foundation reserves the right to decline any fundraising proposal that is not in line with our mission. Please wait for approval before advertising or holding your event. Reach out to us at any time with any questions!

## GUIDELINES:

1. The EHE Foundation takes no responsibility and holds no liability for your Third Party fundraising. You agree to indemnify and hold harmless The EHE Foundation and our employees, board members, and representatives, from any and every claim, demand, suit and payment related to or caused by your fundraising efforts.
2. Your fundraising efforts must comply with applicable all local, state, and federal laws and regulations. Raffles, drawings and other games of chance are governed by a variety of local, state, and municipal laws. You will need to determine the requirements on your area and may need to allow extra time to obtain permits.
4. You are responsible for all expenses associated with your event or activity. This includes expenses and act of obtaining all permits, licenses and insurance certificates. The EHE Foundation is not financially liable for any costs, expenses, or losses incurred in the organization or staging of your fundraiser.
5. You must request and receive prior approval of all promotional materials or statements (including those on websites) that reference The EHE Foundation or make use of our logo.
6. Your materials and statements must clearly state The EHE Foundation is a beneficiary of your efforts, not a sponsor. They must also make clear the percentage of contributions that will benefit the Foundation.
7. The EHE Foundation's sales tax-exemption cannot be extended to your purchases.
8. You are responsible for maintaining accurate accounting for your efforts and handling all monies involved. You must present the proceeds of your efforts to The EHE Foundation, 1561 Hopi Ct, Hobart, WI 54313 within 30 days of the event's completion.



# THIRD-PARTY FUNDRAISING GUIDELINES

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## GUIDELINES (CONTINUED):

9. Only gifts made payable directly to The EHE Foundation may receive a charitable tax receipt, in accordance with IRS regulations. There are complex regulations around the distribution of charitable tax receipts, and issuing an inappropriate receipt can put our charitable tax status in jeopardy. Please contact us with any questions on tax receipts.

10. The EHE Foundation cannot provide you with mailing lists for fundraising. All donor information from your event will be kept confidential, and donors and participants may opt out of receiving further information from us.

We're excited you have chosen The EHE Foundation as a beneficiary of your upcoming event. We are grateful for your support! Good luck and please don't hesitate to let us know if there is anything you need to help make your event a success.



# FUNDRAISING PROPOSAL FORM

Thank you for your interest in hosting a fundraising event or activity to benefit The EHE Foundation. Please complete this form and submit to us, at [info@fightthee.org](mailto:info@fightthee.org) as early as possible, but no less than 30 days prior to your event. You can expect a response within 5 business days of receipt of your application. Please do not use The EHE Foundation's name, logo, or likeness until you receive written approval of your event. Thank you for supporting The EHE Foundation's mission!

## ORGANIZER INFORMATION

Name of Group, Business, or Organization: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

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

Address: \_\_\_\_\_ City: \_\_\_\_\_

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

## FUNDRAISING INFORMATION

Fundraiser or Event Name: \_\_\_\_\_

Description of Event or Activity: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

Event Location (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Website: \_\_\_\_\_

Will there be admission cost to participate?  No  Yes Amount: \_\_\_\_\_

How many participants are expected? \_\_\_\_\_

Will you have the following at your event?  Raffle  Auction  Alcohol

# FUNDRAISING PROPOSAL FORM

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List other activities: \_\_\_\_\_

\_\_\_\_\_

Does the event require a permit or insurance?:  No  Yes

What is the anticipated start date to promote your event/activity? \_\_\_\_\_

Please list sponsors that will be targeted for support of any kind including monetary or in-kind (donated goods or services). Note: The EHE Foundation reserves the right to exclude solicitation of specific sponsors:

\_\_\_\_\_

\_\_\_\_\_

If participants register or order online and/or receive items or services as part of this fundraiser, please explain the planned process, itemized cost, and timeline to receive goods/services. Feel free to outline these details on an attached document.

\_\_\_\_\_

Please explain your use intended use of the logo, if applicable:

\_\_\_\_\_

## **BUDGET** (For guidance, see *Prepare a Budget* on page 2)

What is your total anticipated gross revenue/proceeds (not including expenses)? \_\_\_\_\_

What is your total anticipated expenses? \_\_\_\_\_

How will expenses be paid? \_\_\_\_\_

What is your anticipated donation to  
The EHE Foundation (gross revenue minus expenses): \_\_\_\_\_

Will other organizations/individuals receive a portions of the proceeds?  No  Yes

If yes, please list the name(s) of the other organizations(s) and sharing %:

\_\_\_\_\_

# FUNDRAISING PROPOSAL FORM

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## CONDITIONS

- I agree to forward all funds raised for The EHE Foundation no more than 30 days after the fundraiser's conclusion.
- I agree to keep a record of and submit a summary of revenue and expenses within 30 days of the fundraiser's conclusion.
- I agree that all communications featuring the name and logo of The EHE Foundation must be submitted for approval prior to distribution.
- I agree that my activities will comply with all applicable local, state and federal laws and meet the Third-Party Fundraising Guidelines outlined on pages 7-8.

## SUBMITTED & AGREED TO BY

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

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

