

Fundraising Ideas for the LGS Foundation

Larger scale events within your community:

- Organize a Dinner: Typically, restaurants and/or catering halls will extend a discount for non-profit organizations and fundraisers.
 - *If the facility you choose gives you a per person estimate, it may be possible to negotiate a lower rate, sometimes 10-20% less than their listed price. When selling tickets to the dinner/event, you will want to add a percentage (typically 20-50% more) to the ticket price. All proceeds, after the expenses of the dinner are paid to the facility, will go to the LGS Foundation.*
 - *If you choose to hold the dinner at a facility that does not provide catering (examples include a firehouse, VFW hall, lodge, etc) you will need to consider additional expenses (such as table and chair rentals, catering, delivery fees, other related expenses). These types of events usually are more cost-effective but require extensive planning and organization.*
 - *Both options allow for a structured agenda including speeches, a silent auction, and other fundraising possibilities. Local businesses can also support the event by becoming a sponsor or donating goods and services. See below for sponsorship opportunities.*
 - *Expenses Associated with a Dinner*
 - *Facility Price or per person price (usually a deposit and payment in full is required before the event)*
 - *Additional rentals, goods and services if applicable*
 - *Banners and other materials for event*
- Organize a Walk/Run: Runs and/or walks are a great way to get the community involved and a great way to raise funds.
 - *Locations to hold a walk/run include:*
 - *A local park, particularly one that has a walking or hiking trail.*
 - *A downtown area that will allow you to block off roads or a specific area to hold the walk.*
 - *A boardwalk or beach area*
 - *Benefits of organizing a walk/run:*
 - *Most walks require a registration fee which includes a t-shirt. As long as the registration fee covers twice the amount of the shirt expense, the registration fees are an easy way to raise money.*
 - *Once walkers register, they also have the ability to create a webpage, add a photo, tell their story, set a fundraising goal, and then forward the link to friends and family. The webpage therefore generates additional fundraising.*
 - *Local sponsors can get involved by purchasing advertising space on the t-shirts or supporting the event as one of the leading sponsors. See below for sponsorship opportunities.*
 - *Expenses Associated with a Walk*
 - *Park rental fee*

- Insurance (LGS Foundation can typically cover this expense)
 - T-Shirts
 - Banners and other materials for event
- Organize a Bar Event:
 - Bar Events are a great way to raise money and awareness locally. There are usually little upfront costs.
 - For an open bar event, a bar will usually set a fee (for example, \$35 per person open bar) then you will add an additional percentage to the fee to the ticket price (for example, \$60 per person) and the difference will be donated to our organization.
 - For a general bar event, the bar can charge a cover charge (or a volunteer can solicit a suggested donation at the door) and all proceeds will be donated to the foundation.
 - In addition, bars will often offer drink specials to patrons as an extra incentive
 - Bar Events can also allow for additional income such as sponsorships, opportunities for a silent auction, 50/50 raffles, etc.
 - Expenses are low and would typically only include:
 - Banners and other materials for event
- Silent or Chinese Auction Event
 - Silent/Chinese Auctions require a lot of coordination and planning but can be very successful.
 - If the event is solely an auction event (and not an add-on of a larger scale event), it may be appropriate to charge a small entrance fee (for example, \$5)
 - Raffle tickets are then sold (in a chinese auction) or guests can bid on items (in a silent auction)
 - Planning and organization includes:
 - Soliciting vendors, retailers and local businesses for donations
 - Creating baskets of donated goods
 - Coordinating raffles and other products
 - Expenses related to an auction event include:
 - Hall or space rental
 - Table and chair rental
 - Drinks and/or light snacks
 - Paper goods and serving items
 - Banners and marketing materials for event
 - Materials for raffle baskets, raffle tickets

Smaller scale events within your community:

- Bake Sale
 - Bake sales are very straight forward and items can be sold at churches, schools, etc.
 - Friends and family can get involved, bake and then donate a batch of items to sell.
 - 100% of the proceeds typically go to the foundation. If you live in a larger community, this can be a great way to raise money and awareness!
 - Planning and organization includes:
 - Asking friends and family to bake goods and sell them locally
 - Expenses include:
 - Baking supplies and materials to wrap the products (unless local supermarkets are willing to donate supplies)

- *Ribbons (printed with LGS Foundation on them) are also a great way to get the word out about LGS.*

- **Car Wash**

- *Also a great way to get the community involved. You can set a price of \$5-\$10 per vehicle and all of the proceeds will go to the organization.*
- *Friends, family, and colleagues can volunteer to help wash the cars.*
- *Planning and organization includes:*
 - *Asking friends and family to volunteer*
 - *Asking local businesses to donate products*
 - *Finding a location or firehouse to hold the car wash*
- *Expenses include:*
 - *Products*
 - *Otherwise, a very low overhead.*

- **50/50 Raffle**

- *50/50 raffles are a very easy way to raise money. These raffles can be easily executed at any type of party or as an add-on to a larger event. Tickets can be sold for as little or as much as you'd like.*
- *Once the raffle is drawn, 50% of the cash goes to the winner and the other 50% goes to the foundation.*
- *Expenses include:*
 - *Raffle tickets (can be purchased at a party store)*

Sponsorship information:

- *Soliciting sponsors is a great way to receive additional financial support while recognizing local and national businesses.*
- *For events such as dinners, walks, or other larger scale events, sponsorship levels can vary from \$100 for a t-shirt recognition to \$25,000 for recognition as the presenting sponsor. You can decide how cheap or expensive the options can be.*
- *Examples of other sponsorship levels include silver, gold, platinum, etc.*

Organize a Walk or Run for the LGS Foundation

Runs and/or walks are a great way to get the community involved, raise awareness of LGS, and raise funds for the LGS Foundation.

STEP ONE: SELECT A LOCATION

Typical locations to hold a walk/run include:

- A local park, particularly one that has a walking or hiking trail.
- A downtown area that will allow you to block off roads or a specific area to hold the walk.
- A boardwalk or beach area

STEP TWO: PICK TWO OR THREE POSSIBLE DATES FOR THE FUNDRAISER (be sure to plan ahead: a walk/run usually requires at least 3 months of planning)

STEP THREE: CONTACT LOCATION MANAGER (OR PARK MANAGER) TO REQUEST INFORMATION:

Important Questions to Ask:

- What are the park rental fees? (LGS Foundation can typically cover these fees)
- Ask about date availability (have 2-3 dates in mind)
- Find out what the insurance requirements are (The LGS Foundation can cover insurance)
- Find out options for trails, distances, wheelchair accessibility, etc.

STEP FOUR: SEND YOUR INFORMATION TO THE LGS FOUNDATION

A representative from the LGS Foundation will then:

- Work with you and the location person or parks manager
- Help you promote your event
- Help you design a t-shirt (if needed)
- Set up a registration page for your event which will include event details, a registration portal, t-shirt size options, your own personal story, and fundraising information
- Develop a waiver for participants
- Work with you to develop sponsor opportunities
- And more

Benefits of organizing a walk/run:

- *Most walks require a registration fee which includes a t-shirt. As long as the registration fee covers twice the amount of the shirt expense, the registration fees are an easy way to raise money (for example, if t-shirts cost \$6 each, the registration fee should be \$12 or more)*
- *Once walkers register, they also have the ability to create a webpage, add a photo, tell their story, set a fundraising goal, and then forward the link to friends and family. The webpage therefore generates additional fundraising.*
- *Local sponsors can get involved by purchasing advertising space on the t-shirts or supporting the event as one of the leading sponsors. See below for sponsorship opportunities.*

Sponsorship information:

Soliciting sponsors is a great way to receive additional financial support while recognizing local and national businesses. For events such as dinners, walks, or other larger scale events, sponsorship levels can vary from just \$100 for a t-shirt recognition to \$25,000 or more for recognition as the presenting sponsor. You can decide what you'd like the sponsor levels to be.

The LGS Foundation is a non-profit, 501(c)3 organization. Contributions are tax deductible.



Fundraise for the LGS Foundation

LGS FOUNDATION
LENNOX-GASTAUT SYNDROME



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Getting Started

Fundraising promotes awareness of LGS and raises money for research in Lennox-Gastaut Syndrome and potential therapies. A variety of fundraising options exist. You can coordinate an event, become a sponsor, or volunteer your time. One popular and effective method is holding a walk. This packet will outline both how to organize a fundraising event and how the LGS Foundation can assist.

Organizing a Walk

Background:

- Most walks require a registration fee which includes a t-shirt. As long as the registration fee covers twice the amount of the shirt expense, the registration fees are an easy way to raise money.
- Once walkers register, they also have the ability to create a webpage, add a photo, tell their story, set a fundraising goal, and then forward the link to friends and family. The webpage therefore generates additional funds.
- Local sponsors can get involved by purchasing advertising space on the t-shirts or supporting the event as one of the leading sponsors.

Steps:

First select a location. Walks can be held in public community spaces such as schools, boardwalks or beaches as well as churches, or parks. Permits are usually required at the local level for such an event- either municipal or police authorities can help with this process. Some sites may also require approval at the county or local level. In addition to permits, insurance may need to be provided at a public site- contact the LGSF to learn more about obtaining an insurance waiver. Also, gathering information about potential sites is useful in this process.

- For example questions such as, “Are restrooms available for the event?” are important details in planning a successful walk. Other concerns are trash removal, parking, wheel chair accessibility, tents or pavilions for possible poor weather, and if pets can be in the public space.

Next, choose 2 to 3 possible dates for the walk before as reserving a space may be difficult.

While settling on these details keep in mind the size and scope of your walk.

- How large will the geographic area be? Will it include roads and parks?
- When will your walk start and end?
- Also, how long will the walk be? Often walks are around 3 miles, known as a 5K.

Logistical Work

Walk expenses:

- By working with the LGSF, and local and national donors/sponsors the coordinator should not have to pay for holding a walk
- The LGSF can review or help obtain permits
- For additional information check out the section on how the LGSF can help with events.

Scope out the site:

- Where will registration be set up?
- If there is a raffle or any additional event in what space will this occur?

Check out the route:

- Walk the route early enough to make sure there are no obstacles for participants
- If there are forks in the road make sure you set up signs so no one gets lost

Registration:

- Participants can register online or the day of the event
- Day of registration will be hectic so make sure there are plenty of volunteers available for this task
- Day of registration will still involve a registration fee, even if there are no more t-shirts available
- Coordinators should bring a master list to check off those who have pre-registered

Handling money:

- Collect each participant's donation in an individual envelope
- Write the amount on the front of the envelope so at the end of the event a preliminary total can be announced
- Make sure to keep donations and pledges separate from day of registration envelopes, so that the LGSF can send the proper receipts

One way to prepare and execute a walk is by organizing a committee.

The benefit of a committee:

- Creating a committee aids in the distribution of tasks and the organization of an event
- At each meeting notes should be taken and objectives should be created and met
- Planning for at least six months ahead for a walk is often helpful
- The size and scale of a walk will affect the size of a committee
- Committee members can be assigned certain tasks and responsibilities

What a Sample Committee May Look Like

A sample committee of five for example, may include a volunteer coordinator, someone who handles the public relations efforts, a specific individual who contacts business for sponsorship opportunities, and a lead coordinator.

The lead coordinator could be responsible for arranging when the committee meets, taking notes at these meetings and obtaining the necessary licenses and permits a walk would require.

The volunteer committee member could be in charge of recruiting volunteers and then delegating the tasks different volunteers would be responsible for. This committee member could also be responsible for leading a volunteer orientation.

A media specialist or public relations committee member could spread the word about the event in the community, on social media, and to the local press. For larger events this committee member could schedule local television or radio interviews or coverage.

A separate committee member could be in charge of obtaining sponsorships from local and national business. This individual should be well versed in the mission and goals of the organization in order to effectively relay that information to potential donors or sponsors.

Information on Obtaining Donors and Sponsors:

A sponsorship involves a financial contribution in order to help a non-profit organization achieve its mission. In return sponsors receive recognition.

In-kind donations involve receiving goods (for example coffee from a local business)

- Both sponsorships and in-kind donations help with the expense of planning an event
- Try national chains such as CVS, Starbucks, or Walmart
- Grocery stores may also be a good option
- Most chains need at least 90 days' notice

Making these connections involves the presentation of certain documents such as the LGS foundation's 501c(3) status or tax ID number. For this information contact the LGSF.

Donation contracts should be filled out to provide both parties with a receipt. A contract can include the item and amount being provided as well as a signature.

All donations are tax deductible and both sponsors and donors will receive a tax receipt and thank you note from the LGSF.

Media Exposure

Media exposure can also assist with raising funds and donations. There are a variety of different ways to spread the word about your walk. You can create a press release containing information on LGS and your fundraising effort. These should be sent out to local papers no later than six weeks before the event. The radio may also be a good avenue for media exposure as well as a community calendar. An event poster can be placed physically on community bulletin boards as well as many business and chains save space for community events.

Additional Fundraising Options

An auction, bar event, or smaller fundraising opportunities include bake sales, car washes, or a 50/50 raffle.

Organizing a Dinner

Typically, restaurants and/or catering halls will extend a discount for non-profit organizations and fundraisers.

- If the facility you choose gives you a per person estimate, it may be possible to negotiate a lower dinner rate, sometimes 10-20% less than their listed price. When selling tickets to the dinner/event, you will want to add a percentage (typically 20-50% more) to the ticket price. All proceeds, after the expenses of the dinner are paid to the facility, will go to the LGS Foundation.
- If you choose to hold the dinner at a facility that does not provide catering (examples include a firehouse, VFW hall, lodge, etc) you will need to consider additional expenses (such as table and chair rentals, catering, delivery fees,

other related expenses). These types of events usually are more cost-effective but require extensive planning and organization.

- Both options allow for a structured agenda including speeches, a silent auction, and other fundraising possibilities. Local businesses can also support the event by becoming a sponsor or donating goods and services.
- Expenses Associated with a Dinner
 - Facility Price or per person price (usually a deposit and payment in full is required before the event)
 - Additional rentals, goods and services if applicable
 - Banners and other materials for event

A Bar Event:

Bar Events are a great way to raise money and awareness locally. There are usually little upfront costs

For an open bar event, a bar will usually set a fee (for example, \$35 per person open bar) then you will add an additional percentage to the fee to the ticket price (for example, \$60 per person) and the difference will be donated to our organization.

- For a general bar event, the bar can charge a cover charge (or a volunteer can solicit a suggested donation at the door) and all proceeds will be donated to the foundation.
- In addition, bars will often offer drink specials to patrons as an extra incentive
- Bar Events can also allow for additional income such as sponsorships, opportunities for a silent auction, 50/50 raffles, etc.
- Expenses are low and would typically only include:
- Banners and other materials for event

An Auction Event:

Silent/Chinese Auctions require a lot of coordination and planning but can be very successful. If the event is solely an auction event

(and not an add-on of a larger scale event), it may be appropriate to charge a small entrance fee (for example, \$5).

- Raffle tickets are then sold (in a Chinese auction) or guests can bid on items (in a silent auction)
- Planning and organization includes:
 - Soliciting vendors, retailers and local businesses for donations
 - Creating baskets of donated goods
 - Coordinating raffles and other products
- Expenses related to an auction event include:
 - Hall or space rental
 - Table and chair rental
 - Drinks and/or light snacks
 - Paper goods and serving items
 - Banners and marketing materials for event
 - Materials for raffle baskets, raffle tickets

Small Scale Fundraising Events:

• Bake Sale

- Bake sales are very straight forward and items can be sold at churches, schools, etc.
- Friends and family can get involved, bake and then donate a batch of items to sell.
- 100% of the proceeds typically go to the foundation. If you live in a larger community, this can be a great way to raise money and awareness!

Planning and organization includes:

- Asking friends and family to bake goods and sell them locally
- Baking supplies and materials to wrap the products (unless local supermarkets are willing to donate supplies)
- Ribbons (printed with LGS Foundation on them) are also a great way to get the word out about LGS

• Car Wash

- Also a great way to get the community involved. You can set a price of \$5-\$10 per vehicle and all of proceeds will go to the organization
- Friends, family, and colleagues can volunteer to help wash the cars.
- Planning and organization includes:
 - Asking friends and family to volunteer
 - Asking local businesses to donate products
 - Finding a location or firehouse to hold the car wash
- A very low overhead.

• 50/50 Raffle

- 50/50 raffles are a very easy way to raise money. These raffles can be easily executed at any type of party or as an add-on to a larger event. Tickets can be sold for a little or as much as you would like.
- Once the raffle is drawn, 50% of the cash goes to the winner and the other 50% goes to the foundation
- Expenses include: Raffle tickets (can be purchased at a party store)
- Coordinators should receive all the money volunteers earn from selling tickets and place it in an envelope marked money raised, with the amount on the front

How the LGS Foundation can help

A representative from the LGS Foundation can assist with the following:

- Work with you and the location person or parks manager
- Help you promote your event
- Help you design a t-shirt (if needed)

- Set up a registration page for your event which will include event details, a registration portal, t-shirt size options, your own personal story, and fundraising information
- Develop a waiver for participants
- Provide access to materials such as information brochures and posters
- Work with you to develop sponsor opportunities
- And more

Event closing:

Always be sure to thank volunteers as they aid in the preparation and execution of a successful event.

Make sure you have all of the paperwork- receipts for donors, logs of volunteer work, information on which participants donated, copies of permits, and a contact list of volunteers.

Do not send cash in the mail. The LGSF will accept a money order or a check, and copies of all of the above paperwork should be forwarded to the foundation.

We would also love to see photos from the event!

For additional questions or concerns contact the LGS office:

The LGS Foundation | 192 Lexington Ave. | Suite 216 | NY, NY

www.lgsfoundation.org | 718-374-3800



