

# Third Party Fundraising Toolkit



**Thank you** so much for your interest in supporting Easterseals Northern California by hosting a fundraising event on our behalf. We are so grateful and excited to have you as part of our team raising funds to make a more equitable world where people with autism and other intellectual or developmental disabilities (I/DD) can choose their own path. Event fundraiser options are endless, ranging from benefit concerts, barbecues, car washes or even bake sales. Every dollar raised has a lasting impact that lights the way for new solutions and expanded services to help our clients get the care they need.

**Third Party fundraising typically refers to a fundraising event or initiative held by supporters, donors, community members or other groups and individuals to raise funds for a charity or non-profit.**

At Easterseals Northern California, we've been providing services for over 90 years to people with autism and other I/DD and their families in a way that reimagines how care and support can be better connected to fill gaps in human services across the lifespan. As Northern California's premier home and community-based services organization, we're committed to making care delivery easier for those with autism, I/DD and their families. Our experienced clinical team performs comprehensive assessments and services that are tailored to meet the needs of our clients and their families using a person-centered approach.

Currently, we provide services to over 4,000 clients in and around Northern California, from the Bay Area to the Oregon border. We're focused on increasing the impact of Easterseals Northern California because too many individuals still go without care. Your support helps our clients and their families in so many aspects their lives.

## We're Ready to Provide You Support

Our fundraising experts are available for any questions or concerns throughout all the stages of your event from planning, to wrapping up and thanking your attendees. We want to ensure that you have a fun and meaningful experience as you put together your fundraiser and we're here to support you through the process.

That's why we created this Third-Party Fundraising Toolkit to help you kickstart your event. Here, you'll find helpful tips for planning, promoting and executing your event. You can also find the Third Party Fundraiser Proposal form at the end of the toolkit.



# Third Party Fundraising Toolkit



## Planning Your Fundraiser

Fundraisers come in many forms, and we're excited to see what type of fundraiser you're interested in hosting. There are plenty of great and creative options whether you are looking to bring people together for an event, hosting an online initiative or bringing a new idea to the table, we're thrilled to help you get started.

**Here are a few examples that you may want to consider depending on your audience or your overall goals for the fundraiser:**

Centralizing Community Connections	Putting More Purpose into Our Passions	Self- Challenge	Challenge for Others
Host a barbeque, car wash, bake sale, yard sale, walk-a-thon, car show, or benefit concert	Teach a cooking or baking class, put together a dance class, be a tour guide on your favorite hiking trail or host a sports clinic	Collect pledges to try and break a personal record from running, dancing or hosting a live stream on your favorite gaming platform	Host any kind of tournament from kickball to golf

## Setting Goals

Prioritize making your goals specific, measurable, achievable, relevant, and time-based, as this strategy can drive activities to prepare for your event.

Set a fundraising goal for your event that can provide direction to your cause and help your donors feel encouraged to give. This should be an amount that you think you and any committee you're

partnering with can reach among your networks and capacities. Also consider any potential costs to the event including supplies, rentals and any other items you may need for your fundraising efforts.



### Form a Planning Committee

Planning a fundraiser alone can be tough. Form a planning committee with friends, family, or existing clubs to share the work and leverage diverse skills.

### Schedule the Event

Stay mindful of weather and holidays when picking a date. For example, hosting events in December may result in low attendance due to holiday travel, and avoid hosting outdoor events during rainy season.

## Complete a Fundraiser Proposal Form

Once you have all the details for your fundraiser, fill out our Third Party Fundraiser Proposal form. You can submit this via email at [development@esnorcal.org](mailto:development@esnorcal.org) or via mail to 2730 Shadelands Dr Building 10, Walnut Cree, CA 94598. If you need help completing this form or have any questions regarding a Third Party fundraiser, reach out to our development team, at the same email.

# Third Party Fundraising Toolkit



## Promoting Your Fundraiser

Promoting your event is one of the most important aspects to your event's success. We'll provide branding assets like our branding guide for you to use as you advertise your event. Any promotional materials for the event should reflect that Easterseals Northern California is the beneficiary of any proceeds raised and is not an event organizer or sponsor. Any advertisement or promotional activities that do not align with Easterseals Northern California will be asked to be removed from social media and other platforms.

**Easterseals Northern California encourages fundraising events and promotional materials that are compatible with our mission and values.**



### Successful Promotion

- Share your event on all your social media platforms including Facebook, Instagram, LinkedIn, and any other platforms you frequent.
- Share your message: Share what brought you to fundraise for Easterseals Northern California and why should others support your cause.
- Ask friends, family and colleagues to share your posts on their timeline or feed to reach more potential attendees and donors.
- Respond to interactions with your posts by liking and replying to comments.

## Collecting Donations

**Online:** We can help you set up an online fundraising page where you can share your story and inspire your guests and participants to donate.

**In-Person:** Use the pledge form and remittance envelopes to collect cash or check donations and be sure to capture accurate contact information that will be utilized to issue tax receipts.

Be sure to reach out if you have any questions on collecting donations.

## Thanking Donors

A simple thank you can make all the difference to your donors and participants. Be sure to thank everyone involved - from your attendees to your biggest sponsors in the room. Make them all feel appreciated for supporting your cause. If you have someone who went above and beyond in their support, let us know so we can thank them too.



# Third Party Fundraising Proposal Form



## Contact Information

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

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

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

Zip Code: \_\_\_\_\_ Website: \_\_\_\_\_

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

## Event Information

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

Event Venue: \_\_\_\_\_

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

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

Zip Code: \_\_\_\_\_ Website: \_\_\_\_\_

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

Estimated # of Attendees: \_\_\_\_\_ Fundraising Goal: \_\_\_\_\_

Please tell us why you choose to support Easterseals Northern California.

# Third Party Fundraising Proposal Form



Please describe your fundraising event or activity including all parties involved with the event.

Please describe you'll be promoting your event (social media, advertising).

NOTE: You must submit copies of materials to be used such as invitations, flyers, brochures, signs, and advertising content before issuing publishing or distributing these materials.

Would you like help from Easterseals Northern California to set up a fundraising website to collect electronic donations?

Yes ☐

No ☐

Please let us know if there's any additional assistance that you'd like to request from Easterseals Northern California.