

THIRD PARTY EVENT FUNDRAISING GUIDE

GET INSPIRED AND LEARN
HOW YOU CAN HELP RAISE
IMPORTANT FUNDS FOR CANCER
SUPPORT COMMUNITY ARIZONA



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 want and need throughout their experience, completely free of charge.


Third-party fundraisers help us fund our programs so we can provide them at no cost for people impacted by cancer. Anything from jeans day, house parties, fun runs, or a percentage of your proceeds going toward Cancer Support Community Arizona, directly supports our participants.


This guide is created to help you plan and execute the most successful fundraiser possible. Be creative, have fun, and know that we are here to help make your day(s) a success.

OUR MISSION Cancer Support Community Arizona uplifts and strengthens people impacted by cancer by providing support, fostering compassionate communities, and breaking down barriers to care.

OUR WORK Since 1998, Cancer Support Community Arizona's programs have been designed to help ease the burden of the cancer journey for cancer patients and their loved ones. Our bilingual programs include support groups, healthy lifestyle programs, education presentations, social connections, and resource navigators who connect newly diagnosed cancer patients and their families to resources. Our programs are always provided at no cost, open to anyone impacted by cancer, based on research, and led by professionals, virtual and in person, offered throughout Arizona.

YOUR CANCER SUPPORT COMMUNITY ARIZONA CONTACT:
Annet Ruiter

 623-810-7051 cell

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 www.cscaz.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 for your birthday, wedding, or anniversary.

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 Cancer Support Community Arizona 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 Cancer Support Community Arizona staff and solidify your plan

Chat with Cancer Support Community Arizona staff at least 2 weeks before your event. This will help us assist you 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

Cancer Support Community Arizona can help set up an online donation page for your event, just ask! Collect cash, checks or direct them to our website for credit card payments.

STEP 6: Enjoy the event

Once all the setup 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 Cancer Support Community Arizona

Bask in your job well done! Want to have a check presentation of all your donations with the Cancer Support Community Arizona staff to post on your and CSCAZ's social media? Let's make it happen! Send all event donations to Cancer Support Community Arizona, 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

Cancer Support Community Arizona'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 Cancer Support Community Arizona. These contributions will be added to your event donation total, but cannot be withdrawn for event expenses.
- Approve the use of Cancer Support Community Arizona'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 Cancer Support Community Arizona materials for your event such as flyers, photos from our programming, and brochures.
- When possible, Cancer Support Community Arizona will offer a representative to attend your benefit event.
- Cancer Support Community Arizona can acknowledge your event's donation by publishing the event name, event description, locations, and contact information on our "News and Events" section of our website.



MORE DETAILS

Event Promotion & Logo Usage

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

Event Language

- All promotional materials must properly characterize the use for which the donations will be made. For example, "Proceeds benefit Cancer Support Community Arizona" or "A portion of the proceeds benefit Cancer Support Community Arizona."

Sponsorship

- CSCAZ cannot solicit sponsors for your fundraising event and does not provide any donor or participant 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 CSCAZ and help us to be good stewards of our longstanding relationships within the community.

Tax Receipts and Donor Acknowledgement

- CSCAZ will acknowledge all donors from whom a check or direct payment is received. If the payment 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 \$250 or more).

Cancellation, Liability, & Changes

- If circumstances warrant, CSCAZ 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 CSCAZ, and its directors and employees from all liability and connection to such action.
- The sponsors agree to indemnify and hold harmless CSCAZ 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 Annet.


Third-Party Event Form Link - <https://bit.ly/3X6LwIP>



HERE FOR YOU!

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