

Pheo Para Alliance Event Host Guide:

Pheo Para Alliance

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pppd

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Welcome!

Dear Pheo Para Phriend,

Thank you for your interest in holding a fundraising event in your community to support our mission to inform, support, and empower individuals affected by pheo para (PPGL) and facilitate research. It is only with friends like you that we can continue to expand our mission!

When you or a family member is diagnosed with pheo para, it is common to feel alone and powerless against the illness. People want to help, but don't know how. Many find that holding a fundraiser, either online or in their community, is empowering. It can also be a great way to tell people about your pheo para journey and give them a way to help.

The first thing to do is to determine what type of event to hold. What are your hobbies, interests, passions? Create a fundraiser around something you are passionate about and your family and friends will sign up in droves! We have done it all, walks, runs, BBQ's, kickball tournaments, beer tasting, wine tasting, whiskey tasting, benefit concert, sock hop, chicken drop (we can fill you in;), galas, golf tournaments, cornhole tournaments, trivia nights, long-distance hikes, the list goes on and on! If you need help brainstorming, please reach out to schedule a call, stephanie@pheopara.org.

This guide will serve as a toolkit for you to successfully plan your event, raise funds and awareness, and have fun! Your goal may be to host a dozen of your family and friends and raise \$500 or a host a hundred of your family and friends and raise \$10,000. No matter the size, we are here to support you.

Please reach out when you are ready to start planning. We suggest 4-5 months planning time, but an event can be put together in as little as four weeks. We can help you create a flyer and registration/donation webpage, recruit additional committee members and promote the event through social media and our website.

Remember, we are stronger united, and THANK YOU.

Warmest Regards,



Stephanie Alband
Executive Director
Pheo Para Alliance
stephanie@pheopara.org

GETTING ORGANIZED

Scheduling

Once you have determined what kind of event you will be holding, the next step is to secure a date and venue. Events can be held anywhere and anytime of the year! Venues may include your house, parks, malls, schools, YMCA camps or private property. Use your connections and be creative to ensure an attractive and cost-efficient venue. There are local and state requirements that may apply to your event. Please read this section carefully.

Here are a few tips to remember when securing a date and venue:

- How much does the venue cost? If it's more than \$500, you may want to look at other options. Most parks charge \$200 - \$500 for a permit. Some may offer a discounted rate or waive it for nonprofits. Of course, hosting the event at your or a friend's house is free.
- Is there a security deposit required? How much?
- Does the venue have adequate bathrooms? ADA Compliant? Enough parking? Shade? Shelter?
- Will the venue allow amplified music? Emcee? Pre-packaged food?
- Check community calendars to ensure no other conflicting events occur on the same day.
- How accurate is Google Maps in getting your participants to the location?
- Do you have exclusive use or will you be sharing with the public or with other events?
- How many hours do you expect to use it, including set-up and clean-up?
- The contract can be signed under Pheo Para Alliance or you can have the contract listed under your own name. If you would like it to be listed under Pheo Para Alliance, please send to stephanie@pheopara.org. If Pheo Para Alliance signs the contract, then it must be reviewed by the Board of Directors and be publicized for the pheo para community to attend. We can also provide insurance. If you would like to sign the contract under your name, then you are responsible for paying all fees and providing appropriate insurance, but your contract does not need to be reviewed by the Board of Directors.

The Appendix of this guide includes a template letter for soliciting venues. Once your venue and date are confirmed, email stephanie@pheopara.org to help with promotion of the event.

State Charity Registration

Most states require a nonprofit to register before engaging in fundraising activities. Please notify us so we can ensure we are registered in your state.

Insurance

If your venue requires insurance, then you will need to have Pheo Para Alliance listed on the venue contract so we can provide insurance. Please send the contract and insurance requirements to stephanie@pheopara.org.



Flyer

You can create your own flyer or we can help you create a flyer for your event. We use Crowdrise as a peer to peer fundraising platform. We can create a registration/donation page and send you the link. See the [Registration](#) section of this document for more information on Crowdrise and important questions you will need to answer about your event before an event link is created. You will send this link out to have participants register and fundraise online.

You will add to the flyer with entertainment, sponsors, and exciting details as you continue planning. If you need help creating your flyer, please reach out to stephanie@pheopara.org. Also, if you create your own please contact Stephanie so we can help publicize your event to the pheo para community.

The flyer should include the following, some of these items are obvious, others less so.

- The name of the event
- Pheo Para Alliance logo
- Date, time, address of event
- Picture of Honoree (who you are holding the event in honor of) and name
- Link to register
- Cost to register
- Entertainment and highlights of event
- Sponsor logos
- Pheo Para Alliance tax id #26-1510652
- This statement about Pheo Para Alliance, "This event benefits Pheo Para Alliance, a 501c3 organization whose mission is to invest in research to accelerate treatments and cures while empowering patients, their families and medical professionals through advocacy, education and a global community of support."
- You can include this optional statement about what pheo para is, "pheos and paras are neuroendocrine tumors that occur in every 8 out of 1 million people. Pheos form in the adrenal glands, and paras form outside of the adrenal glands. Both produce an excessive amount of adrenaline and noradrenaline which can cause symptoms such as high blood pressure, heart palpitations, sweating and anxiety. For most, surgery to remove the tumor is successful. However, if left untreated, the tumor is likely to be fatal due to high blood pressure, heart failure, stroke, arrhythmias, or metastatic disease (where the cancer spreads to other organs or bones). For more information go to www.pheopara.org."
- Your contact information



EVENT COMMITTEE

Form a Committee

While you are securing your date and venue you can begin to secure a committee. You can't organize an event without a great deal of help from a core group of people and additional help from others. **Your committee should consist of a number of subcommittees with different areas of responsibility. The subcommittees can include just a co-chair or, ideally, a number of individuals with a co-chair leading the subcommittee.** All committee members should work on every part of the event, but it is important to have subcommittee Co-Chairs for accountability. Subcommittees should include:

- **Fundraising** (includes sponsorships, team participation, day-of fundraising, wrap events)
- **Logistics** (includes day-of permits, entertainment, vendors, chairs, tables, tents, etc.)
- **Volunteers** (includes day-of volunteer needs and pre-event needs)
- **Day-of Registration** (includes accounting and registration for day-of)
- **PR/Marketing** (includes publicizing on social media, community calendars, and pitching local media)

Consider who you can ask. Good choices include friends and family with the following types of experience or connections:

- Event planning
- Publicity/connection to news outlets
- Graphic design and marketing items
- Local government (for venue, permits, and publicity)
- Sales
- Small retail business owners/Chamber of Commerce members
- Entertainment connections
- Bookkeeping
- Connections to volunteer organizations who can help on the day of the event like the Rotary, Key Clubs, etc.
- Connections to local philanthropic and/or family foundations

Committee Communications

Decide how your committee will communicate. **There should be at least a couple of in-person meetings.** A meeting can be held at someone's home and include food, adult beverages, etc. to keep it fun. You can also communicate via email, Facebook group marked closed or secret, group text, and/or create a google doc.

Committee Education

Each committee member should be given a copy of this guide.

BUDGET

It is critical to establish a conservative budget for your event. It wouldn't make sense to put a great deal of effort into an event only to have it lose money. Donors just like you look at our "cost to raise a dollar" to ensure that the most amount of money is spent on the mission of Pheo Para Alliance. **A general rule to follow is that 25% of your fundraising goal can be spent on expenses, most grassroots fundraising event expenses fall well below the 25%.** Your first event, by its definition, may appear humble and grassroots, but it will grow and so will your supporters who can help with donating money, time and resources!

Below is a realistic first-year event budget.

<u>Revenue:</u>	<u>Expenses:</u>	
Sponsorships/Grants/Vendors	\$2,500 Venue Permit/Facility Rental	\$500
Participant Registration	\$750 Printing Flyers/Signage/Misc. Supplies	\$200
Participant Peer-to-Peer Fundraising	\$2,000 T-Shirts	\$300
Wrap Events/T-shirt Sales	\$750 Rentals/Tables/Chairs/Stage/A/V	\$350
Day of Fundraising	\$1,000 Food/Utensils/Misc. (if not donated)	\$100
<u>Total Revenue</u>	<u>\$7,000 Total Expenses</u>	<u>\$1,450</u>

<u>NET REVENUE:</u>	<u>\$5,550</u>
<u>Cost to Raise a Dollar =</u>	<u>\$.20</u>
<u>Thumbs Up! This falls within acceptable fundraising guidelines!</u>	

Expenses to consider when you're budgeting:

- Venue charges
- City charges - permits, police, rescue squad if required
- Printing expenses for flyers, banners
- T-shirts
- Food/beverage
- Raffle tickets
- Thank you gifts for volunteers
- Planning meeting expenses
- Pre-event breakfast, cocktails, or dinner with potential major donors
- Rentals – tables/chairs, sound equipment, activities
- Activities like bounce houses, a DJ, laser tag

FUNDRAISING

Fundraising should be your committee's top priority! The main goal of the event is to raise funds first, and in doing so, you will raise awareness. Income can be generated in many ways, but most funds are raised before the event takes place! Your entire committee will each devote some time to fundraising. **Whether it's recruiting family and friends, soliciting their work for a corporate sponsorship or securing in-kind donations for the silent auction, everyone on the committee should raise funds in some way.** As mentioned in the budget section, most funds are raised by corporate sponsors and by your friends and family fundraising themselves.

The logistics of how the money is collected is discussed in more detail under the income and registration section. Below outlines how to raise funds before the event and on the day-of.

Pre-Event Fundraising

1. **Sponsorships** – this can be the largest source of income for your event. Sponsors can have their names on t-shirts, banners, and awards. Sponsorships can range from \$250 - \$10,000. It may be difficult to gain sponsorships the first year of an event, but if you have a good turnout the first year, you should be able to add many sponsors the second year. Examples of sponsors can include your employer, your bank, the businesses you solicit and local companies with a significant presence in the community. See the sample sponsorship benefits in the Appendix.

To solicit a business:

- Call ahead to learn manager or owner's name and schedule.
- Visit with all of your information in hand including a solicitation letter, an event flyer with a picture of the affected person, a sponsorship form with your contact info, and a copy of the 501c3 letter.
- Some businesses may offer a sponsorship immediately. Others may require some time to decide. If you get an immediate decision, get a business card and a commitment form for them to fill out.
- The business can also send you a digital logo for use on t-shirts and banners. Logos must be received well in advance of printing deadlines.
- If the business doesn't contact you within 2-3 weeks, follow up with a phone call directly to the manager. You will probably have to follow up 3-4 times - this is normal.
- If a business will not sponsor, ask them for a gift certificate for the auction/raffle or ask them to underwrite a cost for the day-of, like providing water or bagels for participants. Also, ask them "how and when should I ask for your company's support next year?"

2. **Participant Peer-to-Peer Fundraising** – this is also a large source of income for your event. Pheo Para Alliance uses Crowdrise for registration and peer-to-peer fundraising. Your event will have its own event webpage. Participants will go to the event webpage on Crowdrise, where they will create their own fundraising webpage with their story of why they are participating. They will also register their team name and invite their friends and families to join them at the event and to fundraise themselves. This is a crucial part of the success of the event. Telling your story and inviting everyone to join you is so important! Every committee member will register for the event and ask their friends and family to donate, register and fundraise. There is a sample friends and family ask letter in the appendix.

3. **Registration fees** – you can have a registration fee if you like. Some suggest that not having a registration fee encourages participants to fundraise beyond the amount of a registration fee. If you do have a registration fee ensure that it covers, at minimum, all event expenses (but doesn't

include t-shirts) so any additional income becomes proceeds. Registration is typically \$25-\$50, depending on the location.

4. **Grants** – An event is a good time to look for grant opportunities. Some of our organizers have obtained \$1000-\$5000 in local grants at the time of their events. If there is a local corporation with an associated foundation, call them to find out the application requirements for small grants. While major grants usually have application deadlines, smaller discretionary grants are often given when requested. Ask any friends or family who work for the corporation to support your application. As with any publicity, this is the time to highlight the local affected individual(s) and the lack of awareness, services, and research. Alternately, if there are good services and an active research program in your area, you can highlight Pheo Para Alliance's efforts to support them. Please contact us to be matched with members who have successfully obtained grants in the past.
5. **Vendors** - If your event is in a location that allows, you can offer display space for sale to vendors who sponsor your event. Vendors could be individuals with home businesses, professionals like orthodontists or eye doctors, banks, retail businesses including those with a medical focus, artists, home repair companies, even other non- profits. Your expected event size will determine how much you can charge for space. Space for our events is typically offered for \$50-\$250. You can also offer the vendors better space if they are willing to donate a portion of their day's sales. The typical size of a space is 10 ft x 10 ft, but you can offer more if you have the room. The space should be large enough for a vendor to set up a 6 ft table with their banner and materials. If they offer a service – a 5-minute massage, for example – you will need room for this. Vendors are typically able to provide their own table and canopy. If your event is rain or shine, please make sure the vendors are aware and let them know on the commitment form that there will be no refunds. After the event, offer the vendors a feedback form so they can let you know how to improve your event. See the sponsorship opportunities form and the vendor form in the appendix.
6. **T-shirt sales** – It is your decision to include a t-shirt in your registration fee or people can purchase them as a separate cost. T-shirts are often sold for \$15. A registration fee of \$35 and an optional t-shirt sale of \$15 is a \$50/person charge. Pheo Para Alliance has a logo for use on your shirt that you can include in addition to your sponsor logos. What you will need: a vendor for t-shirts, a logo for the event, digital logos for sponsors, and a way to transport t-shirts (the boxes are often heavy, in the 45-50 lb range).
7. **Wrap Events** – there are a number of “mini-events” that you can hold leading up to the event which are easy, increase hype around your event, and raise a little money to help the bottom line!

Restaurant Fundraisers: Satisfy your hunger and raise a portion of proceeds from a Pheo Para Alliance night! Restaurant fundraisers are a great way to raise money by dining out. All you have to do is visit your favorite local restaurant and ask the manager if they would be willing to donate a percentage to Pheo Para Alliance. Most restaurants have some type of program in place for this, and will likely create flyers or coupons that people must bring in and show so that a percentage of their check should be donated to Pheo Para Alliance. Buffalo Wild Wings, Pizzeria Uno, Chipotle, and California Pizza Kitchen are common chain restaurants that do restaurant fundraisers.

In Your Genes: In Your Genes is another great idea for the office or for your school. Speak with your supervisor or Principal and ask if they'd be willing to allow anyone who makes a donation during a specific week to dress down that Friday.

Penny Wars: A little competition never hurt anyone! Penny wars are especially fun to do at your company or at schools. Pick a specific week and then ask different departments (or classes if you're doing this at a school) to compete to see who can collect the most pennies in their penny jar for that week. Spice up the competition and offer a prize to the department or class that wins – like a pizza party or casual Friday!

Car Wash: It's a time-tested method that is always a blast – have a car wash! Pick a day that your team members can devote a few hours of their time to washing cars for a suggested donation. Be sure to promote the car wash a few days in advance on your team member's social media accounts and get together the night before to create signs to hold up and lure passing cars in!

Pizza Lunch/Ice Cream Social: Plan a pizza lunch at your office or school where a local pizza shop donates a few pies and then you sell them for a few dollars a slice. You can top off the lunch with an ice cream social as well! Invite your executives or Principal to scoop and serve the ice cream to employees or students who make a donation.

Day-of Fundraising

1. **Raffles** – Most events offer raffle items as an additional income source. Common items include beauty gift baskets, gift cards, restaurant gift certificates, experiences, hotel stays, golf foursomes, etc. Attendees can divide their tickets between items by placing them in a basket or cup in front of each item. Depending on the quality of raffle items you can sell them for 1 for \$5 or 3 for \$10, an arm's length for \$20 and three wingspans for \$100. You will be surprised how many people buy three wingspans! *You will need: raffle tickets that can be purchased from an office supply store, a table for items, baskets for tickets.*
2. **Silent auction** - donated items can be auctioned off in a silent auction. Common items include beauty gift baskets, gift cards, restaurant gift certificates, experiences, hotel stays, golf foursomes, etc. If you have one or more big ticket items like a vacation condo or airline tickets you will want to silent auction or live auction it to create even more excitement! It's good to set a minimum bid amount and reasonable bid increments. Contact stephanie@pheopara.org for a sample bid sheet. Auction items can be solicited from friends and family as well as businesses. *You will need: a table for auction items, bid sheets, and a helper to pull the sheets and process the winners.*
3. **Food sales** – water should be provided for free, but other pre-packaged items can be sold – soft drinks, bags of chips, granola bars, and yogurt are popular options. Some organizations will partner with charities to provide food and beverage (Kiwanis, Fired Up to Help). If you are selling your own food and beverage, please check with your local Department of Health for regulations. *What you will need: water, pre-packaged food, a way to dispose of wrappers, a place to stage the food (a table?), and, optionally, an organization that will prepare and sell food on your behalf.*
4. **Charge for day-of activities** – for example, face-painting, cake walk, and a bounce house for kids. It's possible to offer simple activities or competitions (with prizes) during your event and charge for participation. Sample activities include face painting, temporary tattoos, arts & crafts, and balloon animals. Competitions can include carnival games, a cake walk, and depending on the venue, a sports competition like putting or basketball baskets. Prizes can be gift cards (optimally, donated) or, for children, tickets that can be cashed in for small toys. *What you will need: talented helpers to solicit prizes and run the activities, prizes, and activities.*

Vendors can be hired (at a discount, underwritten or donated) for larger activities like bounce houses, climbing walls, laser tag, or virtual discos. Please make sure your vendor carries insurance if there is a potential for injury. You will need to judge whether the added expense can be recouped through charges for participating in the activities. With these activities, your event can be advertised as a Family Fun Day and may draw a larger crowd. It is best to sell tickets for these activities at the registration table so vendors don't need to handle cash. Vendors typically provide their own source of electricity, but be prepared for the noise of a generator. What you will need: *vendors with liability insurance and a generator, space for the activities, additional advertising to reflect what you offer.*

5. **Pre-event mingling with potential larger donors** – a special breakfast, dinner, or cocktail hour where you have an opportunity to explain your personal pheo para journey, the illness, and the work of Pheo Para Alliance in more detail to those who can help us most. Find a venue where you can hold the event, the venue should be someplace enticing, a beautiful home, an office building with a view, a golf course, etc. The venue should be donated and it is best to have light refreshments (donated) as well. Invite potential large donors well in advance and follow up to ensure their attendance. You will want to let them know this event is to “invite a select group of people to learn more about the pheo para and ask for their support”.



PUBLICITY

It's never too early to start publicizing your event!

Honoree

An important part of the publicity for an event starts with your honoree. Who has pheo para? If it's you, that's great! Make sure to include a picture and name on the flyer. People are more likely to support you and your honoree if a picture and their story is included on the flyer. An honoree can also be a caregiver, local celebrity, corporate sponsor, endocrinologist, surgeon, or an entire family. An ideal honoree will ask lots of their friends and family to attend.

Start a Facebook Fundraiser or Page

It is highly recommended to create a Facebook fundraiser for your event. Use this link <https://www.facebook.com/fund/pheopara/>. This is an extra way to raise funds in addition to funds raised on Crowdrise. Raising funds on Facebook is easy to share and donate. Also, Facebook doesn't charge any fees for donations, so Pheo Para Alliance receives 100% of donations made. Many people donate on Facebook when they can't attend an event, but they still want to show support.

A Facebook page for your event is a great way to spread the word. Include pictures of the affected person and details of the event (continue updating these as they are defined). Post regularly to the page – once a day isn't too much. As the event gets closer, you can post even more than once a day. A picture with a post goes much further than a simple status update. Share everything you post to your personal Facebook timeline to have more impact. Post facts about Pheo Paras, information about how the illness has affected you or your loved one, pictures of other people with Pheo Paras along with their stories, or anything you might think would interest and educate. Ask for page "likes" regularly.

When you have a date and place, you can create an Event page on Facebook as well. Make sure you have a link to your registration page (covered in "Registration" below) in the "About" section of your Facebook page and featured prominently on your Facebook Event page. Reach out to stephanie@pheopara.org to have your event shared on the Pheo Para Alliance Facebook page, too.

Twitter

If you already have a Twitter account with followers, make use of it in the same way you do the Facebook page. If you don't have a Twitter account, it may not make sense to open a new one because building a follower base takes time. However, you may encourage others you know who already have accounts to tweet your Facebook status updates. Twitter is also a great way to connect with media personalities who will retweet to their followers. You can also ask them to be an emcee.

Newspaper

An easy way to get into a newspaper is to submit the event to be listed on a Community Calendar. Many towns have more than one paper – a large city paper and smaller town, special interest, or advertising papers - and you can submit to all of them. You can also create a press release, making sure to include the personal connection to the event, and submit it to the Health editor and Local editor. Please allow us to read your press release before you send it out to check for accuracy and so we can help you refine it. We have a template for a press release in the Appendix of this guide. It does help to have a connection to the newspaper – check with your friends to see if anyone can help with this.

Radio

Reach out to the radio personalities, producer or marketing manager to pitch ask them to cover the event. Offer to tell your story or have your honoree attend an in-person radio interview.

Television

One of the best ways to gain TV attention is to go directly to the anchors who cover health, wellness, or community events.

Make sure everyone who talks with media has a similar message. Each person should be able to tell:

1. The highlights of the affected person's illness
2. How their symptoms and experiences compare to others with the illness
3. What the future possibilities are
4. How money raised will be used
5. Use the sample talking points in the Appendix as a guide.

Online

Most radio, news, and printed press website has an online community events calendar. You can submit the event to be listed and also submit a press release with a personal story for inclusion. Please see the [Newspaper](#) section about for information about press releases.

Our members have also advertised their events on websites or groups dedicated to the type of event you are holding. For example, for a 5K run, invite local running groups to attend the event or even ask them to host a pre-event warm up.

Schools, Churches, and Workplaces

Don't forget to spread the word in places where you have connections. It's easy to ask for a flyer distribution or an announcement in a newsletter.

REGISTRATION

Online with Crowdrise

Once you have determined the date, time and venue of your event, we can set up your event page on Crowdrise. Crowdrise is our peer to peer fundraising platform. Individuals can go to this link, register for the event, donate and create their own fundraising webpage. Please reach out to stephanie@pheopara.org to receive an event link.

You can charge a registration fee or the preferred method is to not charge a registration fee with the expectation that individuals will fundraise on their page. We can discuss this with you to come up with a plan for your event. You will be notified every time someone registers and you can get a complete list of registrants in Excel format from us.



INCOME

Online Fundraising

Pheo Para Alliance uses Crowdrise to collect online donations and fundraise. Please make it clear on your page that donations will be going to Pheo Para Alliance and not for your personal medical expenses. To setup a fundraising webpage go to www.crowdrise.com/pheopara or ask stephanie@pheopara.org to setup your page for you. You will receive a unique link to your fundraising page. Promote the link far and wide. We can help walk you through this if you like.

Checks and Cash

Donors should write checks to “Pheo Para Alliance.” If you collect cash, you will want to record the name and address of the donor and **send it to us within two weeks** so a tax receipt can be mailed in a timely manner. Please turn cash donations into a cashier’s check or money order before mailing. Please do not hang onto checks and cash. You can mail donations to us as frequently as you like. We encourage you to keep a running record of the proceeds of your event. *You will need a cash box, a helper who can track donations, and envelopes/stamps to mail checks.*

One of the best times to solicit donations is during a pre-event gathering for potential larger donors. Consider organizing a cocktail hour, dinner, or breakfast that includes a select group of prominent community members, business people, and philanthropists, particularly if they are known by committee members. This is your time to explain Pheo Para Alliance and the need. Audio visual aids can help and Pheo Para Alliance can provide patient pictures as well as facts that you can use to create your own slide show. *You will need venue for a pre-event (possibly a larger house with a television and DVD player), invitations, a helper to create a slide show and burn it to DVD, and food/beverages.*

Square Credit Card Transactions

A square credit card reader is available for you to use with your tablet or phone before the event and on the day-of. It plugs into your device and you can swipe credit cards or enter the credit card info manually. Every time you use square you need to capture the donors name, address, email and the last four digits of the card. We can then issue them a tax receipt. Please reach out to stephanie@pheopara.org to have the square sent to you and to link your device with our square account. Please allow a minimum of a week for setup and shipping time.

EXPENSES

As mentioned in the Budget section above, every event has expenses. Please remember that donors, just like you, look at our “cost to raise a dollar” to ensure that the most amount of money is spent on the mission of Pheo Para Alliance. **A general rule to follow is that 25% of your fundraising goal can be spent on expenses.**

Pheo Para Alliance requires that you submit expenses with receipts and invoices. Expenses can be paid at the time they are incurred or at the end of the event.

There are several ways to pay for event expenses:

1. You can pay for the expense upfront and submit a receipt to Pheo Para Alliance for reimbursement. We will send a check to you within a week of receiving your receipt or can reimburse you via PayPal if you prefer.
2. For larger expenses, our office can call in a credit card number to the vendor.
3. You or a donor can pay for the expense and use it as a gift-in-kind donation to be claimed as a charitable tax deduction. We will need the name and address of the donor, the item donated, and the fair market value of the item (what it would cost to purchase).
4. If you have collected cash before the event and you have carefully tracked its source and the amount, you can draw on this cash to pay small expenses like raffle tickets or food for volunteers. Receipts must be submitted for cash expenditures at the end of your event.

There is a form in the Appendix that you may use to list your expenses and submit with your receipts.

Please do not open a bank account for the event or deposit any money from the event into your personal account.



DAY-OF LOGISTICS

The day of the event will be stressful with many things happening at the same time. **It's very important to divide duties among your team and create checklists in advance.** Major areas of responsibility could include: Parking, Vendor Set Up, Raffle and Auction, Food, Kid's Activities and Entertainment, and Clean Up. Each area could have a number of volunteers, if needed. Have a couple of extra leaders designated as floaters who can pinch hit in case a key person is unable to make the event or who can take on unexpected complications.

That said, the most important part of the event is having fun. Small (or large) things may go wrong, but it is likely your participants won't notice. A sense of humor will go a long way toward saving the day.

Please encourage your attendees to keep participating – egg them on to buy raffle tickets, bid on auction items, participate in activities, and make cash donations. After all of your hard work, you'll want to get the most out of the event that you can. *What You Will Need: Everything on your checklists, a good team, and a sense of humor.*

Registration

One of the first areas to setup on the day-of is registration. Setting up the registration area and training volunteers well before registration begins will make the event run more smoothly! Have a pre-event box packed with all of your registration materials is key. The registration table tends to be home-base for the event, so have your box prepared with other items you may not need at registration but for other event needs. *What you may need: registration list, pens, cash box, petty cash, signage for registration fees, envelopes to collect team money, paper clips, stapler, first aid kit, heavy duty tape, zip ties, markers, registration forms, signage for raffle and any other day-of fundraisers, permit, proof of insurance, day-of contact numbers, etc.*

Pheo Para Alliance Table

At your event have a table with information about Pheo Para Alliance to increase awareness. Reach out to stephanie@pheopara.org to receive materials in advance. Make it fun and informative. Consider holding a contest or activity centered around increasing awareness for Pheo Para.

- Hold a face-painting activity at the Pheo Para Alliance table.
- Hold a contest where any new Facebook followers at the event are entered into a drawing to win a small prize, maybe an awareness bracelet.
- Have a scavenger hunt where people at the event are asked to fill in answers about pheo para and the honoree. The winner wins a small prize.
- Include a donation box at the table.
- List facts about pheo para.
- Man the table with a friendly, knowledgeable volunteer.
- Create a flyer/poster with information about the honoree's journey with pheo para.

Parking Assistance

If you have more than 100 pre-registrations for your event, you may want to consider assistance with parking. This can be as simple as one or more volunteers wearing a reflective orange vests waving people into specific rows in the parking lot. You may need cones to block off full rows. If your venue is a camp or school, you may be able to borrow the facility's traffic control equipment. If it looks like your parking is going to cause a backup on a road, you will need the help of the local police. When you call the police

department, please be sure to mention this is for a benefit event so they may waive their fee. *What you may need: reflective orange vests, traffic cones, police assistance.*

Photography

Take plenty of pictures! Pheo Para Alliance uses event pictures throughout the year as a way to raise awareness and highlight the wonderful things our members are doing. You'll also want the memories for the affected person who will find this support to be something to hold on to if times become more difficult. Finally, you'll need pictures for flyers to advertise and show potential sponsors the following year. Get a picture of the start of the event, any activities, and small group shots. Please remember to share with us on social media @pheopara. *What you'll need: a designated photographer with a digital camera*

Signs/Banners

You will want people to find your event and will want the public who may be in the area to know what the event is for. To accomplish this, you may need cardboard signs and holders, similar to what realtors use, at the entrance to the event and banners at registration tables or above the event area. Printing vendors who create t-shirts can produce these items as well. *What you will need: digital logo for your event, measurement of banner (a 5' banner can be enough for a single registration table), the number of signs you'll need, vendor, a way to attach the banner, transportation for the banner and signage.*

Sound System

It may be necessary to rent or borrow a sound system if the event area is large and you don't have a DJ. *What you may need: a battery-operated karaoke or PA system with microphone.*

Tables and Chairs

If there are no picnic tables at your event, you will need a registration table at the least. You'll also need a place for raffle or auction items. If you don't own a portable table, poll your friends and you are likely to find someone who has a 6' folding table and folding chairs. You will also want card tables for water stations along the route.

Water Stations

If you are holding a walk or 5K event, your runners and walkers will get thirsty along the way. You can send walkers out with a bottle of water, but it would also be a good idea to have a refill station. Runners will probably not want to carry water and will definitely need water stations. Depending on the size of the walk, a volunteer can stand at the station or you can leave it unmanned with jugs of water, ice in a cooler, and cups. *What you will need: table, individual water bottles, water jugs for refills, cups, cooler, and ice.*

Volunteer Thank You Gifts

Please make sure you thank your volunteers. Thank you gifts can be homemade, like food or craft items, or they can be purchased like candles or candies. A simple heart-felt helps your volunteers know how much you appreciate their support. *What you will need: gifts and handwritten notes.*

AFTER THE EVENT

After the event, there are several tasks remaining:

Account for and Submit Funds

The Appendix in the Guide offers template spreadsheets that you can use to summarize your event. All checks should be made out to Pheo Para Alliance and you should include the donor's address if it's not on the check. All expenses should be accompanied by a receipt. Please turn cash collected into a cashier's check and let us know the amount of each source of cash – raffle ticket sales, on site registrations, etc. Expenses and income should be sent to Pheo Para Alliance within two weeks of the event.

Thank Your Volunteers, Sponsors, Donors, and Participants

For large events, you may not be able to thank every donor individually, but you can post to your Facebook page and to your Twitter feed. Personal notes for large donors and sponsors will be appreciated. Pheo Para Alliance will provide tax receipts for all donations and sponsorships, so this is not something you need to worry about. Finally, gifts for volunteers as mentioned in the Expense section above will help to show your appreciation and encourage participation in your next event. We can also send a special note to donors that need some special attention. Reach out to stephanie@pheopara.org.

Follow-up with Individuals or Businesses Who Offered Future Help

Many times, events will spur ideas or offers, like Pheo Para Alliance day at a retail business or other opportunities for fundraising. While you don't need to pick up on these offers immediately, don't forget about them. Set up a time a few weeks from your event to meet and discuss options.

Write Down What Worked and What Didn't

At Pheo Para Alliance, we can use your experience to inform others who are planning events. You'll also want a record for reference for future events you plan.

Take a Break!

Your event likely has been exhilarating but tiring. It has taken some of your family and personal time. Give yourself as much time as you need to rest and reconnect before beginning your next effort.

THANK YOU!

Thank you for all of the energy and time you and your team put into working toward a cure. Pheo Para Alliance runs on volunteers like you. Together, we can shorten the time to real treatments dramatically. Your work has given hope to patients and their families everywhere.

APPENDIX: TEMPLATES

This Appendix contains the following templates:

1. Venue Solicitation Letter
2. Sponsor Solicitation Letter
3. Sponsorship Opportunities
4. Sponsorship Commitment Form
5. In-kind Donation Form
6. Friends and Family Letter
7. Press Release
8. Offline Donation Form
9. Expense Summary
10. Income Summaries
11. Day-of Income Worksheet
12. Auction Bid Sheet
13. Raffle Signage

These are to be used as a guide and can be modified for your event. Please contact stephanie@pheopara.org for digital versions of these templates and for Pheo Para Alliance logo files and letterhead.



Sample Venue Solicitation Letter



[YOUR NAME]

[PHONE]

[EMAIL]

[VENUE CONTACT AND ADDRESS] Dear [VENUE CONTACT]:

We are organizing the [EVENT NAME] honoring [HONOREE INFO] and are searching for a venue. This fundraiser will benefit the non-profit organization Pheo Para Alliance, a patient and research organization supporting those affected by pheochromocytoma and paraganglioma (PPGL). [HONOREE INFO] Example: Suzi Doe, an Indianapolis 11-year-old, has been diagnosed with this potentially devastating illness, and we are hoping to find real treatments before she is more seriously affected.

Pheos and paras are rare neuroendocrine tumors. Pheos form in the adrenal glands, and paras form outside of the adrenal glands. Both produce an excessive amount of adrenaline and noradrenaline which can cause symptoms such as high blood pressure, heart palpitations, sweating and anxiety. For most, surgery to remove the tumor is successful. However, if left untreated, the tumor is likely to be fatal due to high blood pressure, heart failure, stroke, arrhythmias, or metastatic disease (where the cancer spreads to other organs or bones). Pheo para can be sporadic or can be passed down genetically to children of a parent with pheo para.

Even at her young age, Suzi has suffered greatly because of her pheo in the following ways.. [MORE OF HER STORY]

Funds from our event will be used to support Pheo Para Alliance's annual International Conference, peer support programs, educational materials, and research to find better treatments/cure. We anticipate [NUMBER] attendees and hope to hold the event on either Saturday, October 5, 201x or Sunday, October 6, 201x. We would appreciate any help you can offer in allowing us to use [VENUE NAME] for the event.

Pheo Para Alliance is a 501(c)3 non-profit organization. All donations, including gift-in-kind donations, are tax deductible to the extent allowed by law. Our federal EIN is 26-1510652. Pheo Para Alliance carries full liability insurance (\$1 million/occurrence and \$500,000 rental property damage) and can provide a Certificate of Insurance for your venue.

Thank you for your consideration. For more information about pheo para and Pheo Para Alliance go to pheopara.org.

Sincerely,

Your Name

Event Organizer

Sample Sponsor Solicitation Letter



[EVENT ORGANIZER NAME]

[PHONE]

[EMAIL]

[SPONSOR CONTACT AND ADDRESS]

Dear [SPONSOR CONTACT]:

We are organizing the [EVENT NAME] honoring [HONOREE INFO] to be held on [DATE] at [LOCATION] and would like to offer you the opportunity to become a sponsor. This fundraiser will benefit the non-profit organization Pheo Para Alliance, the premier patient and research organization dedicated to supporting people affected by pheo para. [LOCAL CONNECTION/HONOREE INFO] Example...Suzi Doe, an Indianapolis 11-year-old, has been diagnosed with this potentially devastating illness, and we are hoping to find real treatments before she is more seriously affected.

Pheos and paras are rare neuroendocrine tumors. Pheos form in the adrenal glands, and paras form outside of the adrenal glands. Both produce an excessive amount of adrenaline and noradrenaline which can cause symptoms such as high blood pressure, heart palpitations, sweating and anxiety. For most, surgery to remove the tumor is successful. However, if left untreated, the tumor is likely to be fatal due to high blood pressure, heart failure, stroke, arrhythmias, or metastatic disease (where the cancer spreads to other organs or bones). Pheo para can be sporadic or can be passed down genetically to children of a parent with pheo para.

Even at her young age, Suzi has suffered greatly because of her pheo in the following ways.. [MORE OF HER STORY]

Funds from our event will be used to support Pheo Para Alliance's annual International Conference, peer support programs, educational materials, and research to find better treatments/cure. Sponsorship opportunities are listed on the following page.

Pheo Para Alliance is a 501(c)3 non-profit organization. All donations, including gift-in-kind donations, are tax deductible to the extent allowed by law. Our federal EIN is 02-0600697.

Thank you for your consideration, support from passionate donors like you is key in finding better treatments/cure.

[EVENT ORGANIZER NAME]

Event Organizer

[EVENT ORGANIZER CONTACT INFO]

Sample Sponsorship Opportunities



SPONSORSHIP OPPORTUNITIES

[EVENT NAME]

Honoring [HONOREE NAME]

[EVENT LOCATION]

[EVENT DATE]

[EVENT ORGANIZER]

[PHONE AND EMAIL ADDRESS]

Presenting Sponsor - \$5,000

- Name and Logo prominently featured on event website, event email blasts, Pheo Para Alliance webpage, and social media posts
- Logo as Presenting Sponsor on event banner
- Logo included on event flyer
- Logo featured as Presenting Sponsor on back of participant t-shirts
- 10x20' premier vendor/exhibit space at event to distribute product and promotional materials
- Sponsor highlighted in all pre- and post-event publicity
- Ten event registrations and ten event t-shirts

Gold Sponsor - \$2,500

- Name and Logo featured on event website, event email blasts and social media posts
- Logo as Presenting Sponsor on event banner
- Logo included on event flyer
- Logo featured prominently on back of participant t-shirts
- Vendor/exhibit space at event to distribute product and promotional materials
- Sponsor mentioned in all pre- and post-event publicity
- Five event registrations and five event t-shirts

Silver Sponsor - \$1,000

- Name and Logo featured on event website, event emails blasts and social media posts
- Logo as Silver Sponsor on event banner
- Logo included on event flyer
- Logo featured on back of participant t-shirts
- Vendor/exhibit space at event to distribute product and promotional materials
- Five event registrations

Bronze Sponsor - \$500

- Logo included on event flyer
- Logo featured on back of participant t-shirts
- Two event registrations

Vendor Sponsor – \$250

- Vendors may sell items at the event
- Vendors will provide an item for silent auction/raffle and provide their own table/chairs/canopy

Sample Sponsorship Commitment Form



[EVENT NAME]
Honoring [HONOREE NAME]
[EVENT LOCATION]
[EVENT DATE]
[EVENT ORGANIZER]
[PHONE AND EMAIL ADDRESS]

SPONSORSHIP COMMITMENT FORM

Select Sponsorship Level:

- PRESENTING SPONSOR \$5,000
GOLD SPONSOR \$2,500
SILVER SPONSOR \$1,000
BRONZE SPONSOR \$500
VENDOR SPONSOR \$250

SPONSOR INFO:

Sponsor Name
Contact Person: Phone:
Email:
Address: City/State/Zip:

Please send a digital jpg or png file with your logo to [EVENT ORGANIZER] by [PRINTING/T-SHIRT DEADLINE] to receive full benefits of sponsorship. The event is held rain or shine, therefore no refunds. Vendor space is available one hour before registration opens.

PAYMENT INFO:

Check (payable to: Pheo Para Alliance, sent to 9721 Whitley Park Place, Bethesda, MD 20814 and received by date of event).
Invoice (Invoice will be sent to address above. Payment must be received by date of event.)
Credit Card
Name on card: Card #
Expiration date: CCV:
Billing Address, City, St., Zip:

Sponsor Signature Date

SUBMIT COMPLETED FORM TO: [EVENT ORGANIZER] by [PRINTING/T-SHIRT DEADLINE] to receive full benefits of sponsorship. Pheo Para Alliance is a 501c3 organization, tax id #26-1510652. Your contribution is tax-deductible.

Sample Inkind Donation Form



IN-KIND DONATION FORM

<u>[EVENT NAME]</u> Honoring [HONOREE NAME] [EVENT LOCATION] [EVENT DATE] [EVENT ORGANIZER] [PHONE AND EMAIL ADDRESS]

Sponsor Name _____

Contact Person: _____ Phone: _____

Email: _____

Address: _____ City/State/Zip: _____

Number of Donated Items: _____

Fair Market Value of Each Item: \$ _____

Total Fair Market Value: \$ _____

Item(s) Description:

Please contact [EVENT ORGANIZER & CONTACT INFO] by [DEADLINE] to arrange pick up/drop off of your item.

Pheo Para Alliance is a 501c3 organization, tax id #26-1510652. Your contribution is tax-deductible.

Sample Friends and Family Letter



[EVENT ORGANIZER NAME]

[PHONE]

[EMAIL]

Hi Pheo Para Pfriend!

On [DATE] we are organizing the [EVENT NAME] honoring [HONOREE INFO] to be held at [LOCATION] and I hope you will support my efforts to organize this event benefiting the non-profit organization Pheo Para Alliance, a patient and research organization dedicated to supporting those affected by pheo para.

I am volunteering to help organize this event honoring [LOCAL CONNECTION/HONOREE INFO] Ex.: Suzi Doe, an Indianapolis 11-year-old, has been diagnosed with this potentially devastating illness, and we are working hard to make sure patients like Suzi are supported and educated and research is progressing to find better treatments and a cure.

Pheos and paras are rare neuroendocrine tumors. Pheos form in the adrenal glands, and paras form outside of the adrenal glands. Both produce an excessive amount of adrenaline and noradrenaline which can cause symptoms such as high blood pressure, heart palpitations, sweating and anxiety. For most, surgery to remove the tumor is successful. However, if left untreated, the tumor is likely to be fatal due to high blood pressure, heart failure, stroke, arrhythmias, or metastatic disease (where the cancer spreads to other organs or bones). Pheo para can be sporadic or can be passed down genetically to children of a parent with pheo para.

[MORE OF HER STORY]

Funds from our event will be used to support Pheo Para Alliance's annual International Conference, peer support programs, educational materials, and research to find better treatments/cure.

You can support my efforts and people like Suzi in a number of ways:

- Donate to my fundraising webpage at [WEBPAGE LINK]
- Register for the event and create your own fundraising webpage at [EVENT WEBPAGE]
- Invite your friends and family to join you at the event
- Join the committee to help raise funds and awareness
- Sponsor or donate inkind to support my efforts

I hope you are able to offer your support! Pheo Para Alliance is a 501(c)3 non-profit organization. All donations, including gift-in-kind donations, are tax deductible to the extent allowed by law. Our federal EIN is 26-1510652.

Thank you for your consideration,

[EVENT ORGANIZER NAME]

Event Organizer

Sample Press Release



Pheopara.org
[YOUR EMAIL ADDRESS]

Company Information:

National: Pheo Para Alliance
9721 Whitley Park Place
Bethesda, MD 20814
Ph. 442-615-9221

Local: [YOUR CONTACT INFORMATION]

Media Contacts:

[YOUR NAME]
Event Organizer
[YOUR PHONE NUMBER]

Local Family With Rare Disease Organizing Sock Hop for a Cure

The Pheo Para Alliance Sock Hop for Hope honoring [HONOREE INFO] will benefit Pheo Para Alliance's mission to support patients and facilitate research for better treatments and a cure for pheo para, a rare neuroendocrine tumor. Suzie is the 1 in eight million people in the United States diagnosed with this life-changing illness. On October 5th, she and her family will gather friends and supporters to [DESCRIBE EVENT].

Suzie's struggle with pheo para began when she was ...

The Sock Hop for Hope will benefit Pheo Para Alliance, the national patient advocacy and research organization for pheo paras. The event will be held at [VENUE] on [DATE/TIME]. It will include a variety of children's activities including face-painting, arts and crafts, a bounce house, and games. Registration is free. Participants who raise/donate \$50 receive an event t-shirt. The public is invited.

About Pheo Para

Pheos and paras are rare neuroendocrine tumors. Pheos form in the adrenal glands, and paras form outside of the adrenal glands. Both produce an excessive amount of adrenaline and noradrenaline which can cause symptoms such as high blood pressure, heart palpitations, sweating and anxiety. For most, surgery to remove the tumor is successful. However, if left untreated, the tumor is likely to be fatal due to high blood pressure, heart failure, stroke, arrhythmias, or metastatic disease (where the cancer spreads to other organs or bones). Pheo para can be sporadic or can be passed down genetically to children of a parent with pheo para.

About Pheo Para Alliance

Founded in 2007, the Pheo Para Alliance, a 501c3 organization, is the longest-standing internationally recognized leader in advocacy for, and awareness of, pheochromocytoma (pheo) and paraganglioma (para). Since its inception, the Pheo Para Alliance has dedicated more than \$2 million towards research, diagnosis, education, advocacy, and finding a cure. In August of 2017, it consolidated power and influence by merging with a partner group: The Pheo Para Troopers. The emergent Pheo Para Alliance has become a true union of forces resulting in the mission to empower patients with pheo or para, their families and medical professionals through advocacy, education and a global community of support, while helping to advance research that accelerates treatments and cures. For more information go to www.pheopara.org.

Sample Offline Donation Form



Please use this form to mail in a donation for a participant or a team received before the event. You can also make a donation online at [EVENT WEBPAGE].

I am supporting:

(Participant or Team Name)

Who is participating in the [EVENT]: _____

DONATION INFORMATION

Donation Amount: \$ _____

Sponsor Name _____

Contact Person: _____ Phone: _____

Email: _____

Address: _____ City/State/Zip: _____

PAYMENT INFORMATION

Payment Type:

Check _____ (payable to Pheo Para Alliance) Cash _____

Credit Card: _____ Credit Card Type: Visa/MasterCard/American Express/Discover

Card Holder Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Credit Card Number: _____

Expiration Date: _____ Security Code: _____ Billing Zip: _____

Card Holder Signature: _____

Please send to [EVENT ORGANIZER & CONTACT INFO].

Pheo Para Alliance is a 501c3 org., tax id #26-1510652. Your contribution is tax-deductible to the full extent of the law.

Sample Income Summary

Pre-Event Income Worksheet

A spreadsheet capturing cash, checks, and money orders should have the following columns. This includes donations made by vendors and sponsors. It is not necessary to create a spreadsheet for donations through the peer fundraising website.

Name	Street Address	City	State	Zip	Payment Method	Amount
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Activities/Raffles/Silent Auction Worksheet

The following items can be summarized as a single line on a spreadsheet, with exceptions noted under Raffle ticket sales and Silent Auction Income below.

Source	Cash	Checks
Activity Ticket Sales		
Food Sales		
Merchandise Sales		
Raffle Ticket Sales		
Silent Auction Proceeds		

Raffle tickets sales - Please note: if you raffle an item with a fair market value of \$1000 or over (including 50/50 raffles), we will need the name and address of the raffle winner. They will be issued a 1099 form at the end of the year for tax purposes.

Silent auction income – if someone wins an item by bidding more than fair market value, they are entitled to a tax receipt. In this case, please provide us with the name and address of the winner, the winning item, and how much was bid. All other auction items can be totaled.

Sample Day-of Income Worksheet

DAY OF REGISTRATION/TRANSACTION FORM:

NAME: _____

ADDRESS: _____

EMAIL: _____

HOW MANY ARE YOU REGISTERING: ____ (FREE)

DO YOU WANT TO DONATE \$35 FOR A T-SHIRT?

___ X \$35 = \$ _____

DO YOU WANT TO PURCHASE RAFFLE TICKETS?

1 FOR \$5 = \$ _____

3 FOR \$10 = \$ _____

ARMSLENGTH FOR \$20 = \$ _____

3 WINGSPANS FOR \$100 = \$ _____

TOTAL AMOUNT: \$ _____

HOW WOULD YOU LIKE TO PAY?

___ CASH

___ CHECK

___ CREDIT CARD LAST 4 DIGITS: _____

NAME: _____

ADDRESS: _____

EMAIL: _____

HOW MANY ARE YOU REGISTERING: ____ (FREE)

DO YOU WANT TO DONATE \$35 FOR A T-SHIRT?

___ X \$35 = \$ _____

DO YOU WANT TO PURCHASE RAFFLE TICKETS?

1 FOR \$5 = \$ _____

3 FOR \$10 = \$ _____

ARMSLENGTH FOR \$20 = \$ _____

3 WINGSPANS FOR \$100 = \$ _____

TOTAL AMOUNT: \$ _____

HOW WOULD YOU LIKE TO PAY?

___ CASH

___ CHECK

___ CREDIT CARD LAST 4 DIGITS: _____

RAFFLE TIX

1 FOR \$5

3 FOR \$10

**ARMSLENGTH FOR
\$20**

**3 WINGSPANS FOR
\$100**

**WIN A \$100
AMAZON GIFT
CARD!**