

EVENT PLANNING GUIDE & TOOLKIT





SAVING LIVES. RESTORING HEALTH. GIVING HOPE.

This process should begin with a “Thank You.” Organizing a fundraising event isn’t always easy or convenient, but your commitment heralds of passion, love, hope and healing. Your efforts and contribution will support our Foundation, and strengthen our combined efforts in the community.

The LifeNet Health Foundation is a charitable organization that raises funds to support LifeNet Health in its commitment to:

► **Awareness Opportunities**

Every day, Virginians are faced with the question and decision to register as an organ and tissue donor. Each and every YES has the potential to improve and even save lives.

► **Donor Family Programs**

The Donor Family Services Department of LifeNet Health promotes healing and peace for organ and tissue donor families as they grieve the death of their loved one.

► **Research and Development**

Our new LifeNet Health’s Institute of Regenerative Medicine is at the forefront of science and technology. With your help, this new endeavor will help shape the future of cellular therapy and healing technologies.

LifeNet Health’s mission has resulted in more than 7,000 lives saved through organ transplantation, 4 million healed around the world with tissue transplantation and therapies, and over 10,000 families supported through our Donor Family Support service programs.

We need your help and partnership in order to continue to expand our service and commitment.

GETTING STARTED

Choose an Event

The opportunities are endless! The what, when and the where. What kind of event will motivate your audience? How much time can you devote to the event? Do you want to plan something soon or can you invest some time into planning a larger event? What day of the week will generate the biggest response? Is it weather dependent?

Event examples:

- Race
- Craft Sale
- Ride
- Bake Sale
- Walk
- Spaghetti Dinner
- Golf
- Pancake Breakfast
- Tennis
- Dress Down Day
- Bowling
- Car Wash
- Turkey Bowl Tournament
- Raffle
- Concert
- Auction
- Dance
- Pledge (a-thons)
- Talent Show
- Holiday event
 - Costume Party
 - Easter Egg Hunt
 - Gift Wrapping
- Karaoke Contest
- Carnival
- Bazaar



Assemble the Team

Depending on the type and size of the event, committees and responsibilities will vary. Keeping your team members excited by putting them into the right roles and on task is key!

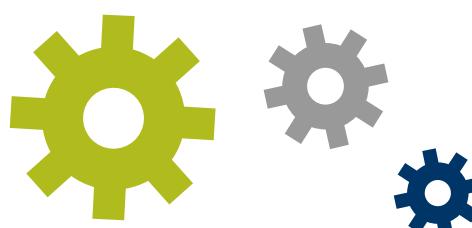
Some examples:

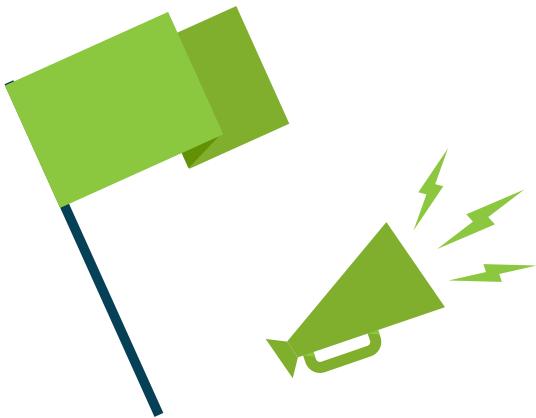
- Steering Event Committee: Leader, finance wizard
- Marketing/Publicity Sub Committee: Creative, popular
- Sponsorship Committee: Committed, bold and confident
- Activities Committee: Fun, organized
- Logistics Committee: The detail people

It's time to recruit volunteers. Asking friends and family face-to-face for their help can't hurt—it's harder to say no to someone in person. You can also use social media, emails and any announcement opportunities (newsletter, bulletin boards).

Set a Goal

Goals should be **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**imely. Goals can vary widely based on the kind of event and support you get. Using SMART goals will help keep your team focused and help ensure success.





Motivate the Team

- Be a role model
- Have a positive attitude
- Set attainable goals
- Educate your team about the mission
- Create and monitor your plan
- Thank your team



Create a Schedule

Use the steps you created to create a timeline and task list for your volunteers. Keep each other accountable and create contingency plans.

Formulate a Plan

Design the perfect event. Write down the steps that you need to take to get there.

Consider your budget. It costs money to make money. Having a budget will help you plan for the upcoming event and track expenses. Creating an organized budget sheet might include:

- Fixed costs: Bills are bills.
- Variable costs: The turnout might be more than expected. It might be less than expected.
- Hidden costs: You can't think of everything.
- Sponsors: Financial or In-kind. Either way, they bring down costs.

Achieve your Goal

Congratulations!

You've planned, you've motivated—you've raised money! First, pay your bills. Next, contact the LifeNet Health Foundation to proudly donate so that we can show our gratitude.



Thank your Team

Consider making your event an annual fundraiser. Admit it. It was fun, and you'll forget the challenges in no time. Ask your team for feedback while it's fresh in their minds to ensure the next event is even better. Maybe you can include them when you make the donation? If you didn't tour LifeNet Health before or during the event planning, schedule a group tour. Thank them in person, and also in writing.

Now you are ready to schedule your next event.

SUCCESS!



LIVE ON.

In our 32 year history, LifeNet Health has facilitated over 7,000 life-saving transplants, and healed more than 4 million people around the world. Our mission is made possible by the caring and selfless people that live on by becoming organ and tissue donors, and by people like you that generously support our charitable foundation.

Thank you.



LIFENET HEALTH FACTS & STATISTICS

This process should begin with a “Thank You.” Organizing a fundraising event isn’t always easy or convenient, but your commitment heralds of passion, love and, hopefully, healing. Your efforts and contribution will support our Foundation, and strengthen our combined efforts in the community.

Facts

1. Anyone can be a potential donor regardless of age, race, or medical history.
2. All major religions in the United States support organ, eye and tissue donation and see it as the final act of love and generosity toward others.
3. If you are sick or injured and admitted to the hospital, the number one priority is to save your life. Organ, eye and tissue donation can only be considered after you are deceased.
4. When you are on the waiting list for an organ, what really counts is the severity of your illness, time spent waiting, blood type, and other important medical information, not your financial status or celebrity status.
5. An open casket funeral is possible for organ, eye and tissue donors. Through the entire donation process, the body is treated with care, respect and dignity.
6. There is no cost to the donor or their family for organ or tissue donation.
7. Information about an organ donor is only released to the recipient if the family of the donor requests or agrees to it.

Statistics

Currently, more than 122,000 men, women and children are awaiting organ transplants in the United States. For specific numbers visit unos.org

- » Approximately 75,958 Multicultural Patients (as of April 2014)
- » Approximately 2,114 Pediatric Patients (as of April 2014)
- » 28,953 Organ Transplants Performed in 2013
- » 14,257 Organ Donors in 2013
- » More than 47,000 corneas were transplanted in 2013
- » More than 1 million tissue transplants are done each year and the surgical need for tissue has been steadily rising.
- » Every 11 minutes, another patient is added to the waiting list
- » One donor can save 8 lives through organ donation and enhance the lives of more than 50 others through tissue donation.
- » There are more than 3.5 million registered organ and tissue donors in Virginia, or 56% of all citizens over the age of 18





LIFENET HEALTH FACTS & STATISTICS

Information

- » Virginia residents can register their decision in person at the DMV or online at www.DonateLifeVirginia.org
- » LifeNet Health's Donor Family Services Bereavement program provides support to thousands of families every year.
- » In our 32 year history, LifeNet Health has made possible nearly 8,000 life-saving organ transplants, healed 4 million people around the world and provided bereavement support services to over 10,000 families.

For more information & updated statistics, visit:

- www.LifeNetHealth.org
- www.DonateLifeVirginia.org
- www.UNOS.org
- www.DonateLife.net
- www.HealingTheSpirit.org



TOOLKIT

- Volunteer Recruitment Letter
- Volunteer Thank You Letter
- Sponsor Recruitment Letter
- Sponsor Thank You Letter
- Post-Event Evaluation
- Budget
- Check List
- Timeline
- Event Recruitment (Advertising, Social Media, e-Publicity)
- Recruitment Flyers
- Sponsor Recruitment (Examples, Registration)

{Date}

{Recipient's name}

{Address}

Dear {recipient's name},

As you may know, organ and tissue donation is a cause that is close to my heart. {You may share a personal experience here – or not} I am writing to ask you to volunteer to help me raise money for the LifeNet Health Foundation. By volunteering, you will be part of a community effort to increase the number of organs and tissues available for transplantation and to help care for those that make that brave decision to donate. I thought of you because {you are a financial wizard and have great ties to the community – not to mention a heart of gold}.

Together, we will be able to help make {event name} a success. I realize that finding the time to volunteer is not easy. Not much worth doing is. Please take this volunteer opportunity into consideration. I appreciate your help, but more importantly, the donor families who may never know our names will receive support from often unbearable grief from LifeNet Health because of our work.

I'll give you a call to follow up next week so that you have time to consider your commitment.

Sincerely,

{Your name}

{Position}

{Event Name}

{Organization's name} optional

{Date}

{Recipient's name}

{Position in committee}

{Address}

Dear {Recipient's name},

Thank you for your time and energy throughout the planning process, and actual day of the {event's name}. Your dedication has enabled us to successfully meet our overall purpose. I want to express our appreciation for all you have done, {continue with more personal information in regards to the committee member's accomplishments and event highlights.}

During this process, I learned that LifeNet Health's Grief Companion Program was developed in 2006. Since then, the Donor Family Services Department has trained and certified 60 donor family volunteers as Grief Companions; and has facilitated more than 150 companioning partnerships.

We hope you will continue to be on the {committee/position}, for next year's {event name} so that we can help to ensure that any donor family member who can benefit from a Grief Companion has access to one.

Thank you once again.

Sincerely,

{Your name}

{Position}

{Event Name}

{Organization's name} optional

POST-EVENT EVALUATION

1. Did the event fulfill its overall purpose?

2. What factors made the event successful?

3. What could have been done better?

4. Did we stay on schedule during the day of the event?

5. Did the committees/volunteers work well together? Did they meet all deadlines?

6. Did the event's participants enjoy the event? Positive feedback?

7. What can we do better for next year?

Additional Comments:



BUDGET

There are several examples and templates that can be found with an online search. Examples and templates are a great way to clearly list your event expenses and expected income.

Below is an example category for a budget worksheet. This type of layout is to track the estimated and actual expenses, along with estimated and actual income.

Location Expenses	Estimated	Actual
Venue Space	\$ 1,500	\$ 1,500
Insurance	\$ 400	\$ 400
Parking	n/a	\$ 300
Totals	\$ 1,900.00	\$ 2,200.00

Sponsor Donations (Income)	Estimated	Actual
Sponsor #1	n/a	\$ 1,500
Sponsor #2	n/a	\$ 1,000
Sponsor #3	n/a	\$ 850
Totals	n/a	\$ 3,350.00

Additional items that would be found in the budget worksheet:

Permit Expenses

- Parking
- Sound
- Alcoholic Beverages

Entertainment Expenses

- D.J., dance performers
- Kids play areas
- Games

Decoration Expenses

- Flowers, candles
- Balloons, streamers
- Table centerpieces
- Chair covers, sashes

Vendor Expenses

- Local restaurants
- Catering company
- Rented tables & chairs

Admission Fees (income)

\$ per attendee

Advertising Expenses

- Posters, invitations
- Website
- Radio, newspaper

Prize Expenses

- Plaques, medals
- Ribbons

Supplies

- Silverware
- Napkins, cups
- Champagne and wine glasses

Promotional Product Expenses

- Shirts with logo
- Head-ware with logo
- Mugs, cups with logo
- Pens and bags with logo



[insert contact information here]

BUDGET

EVENT CHECKLIST

Budget

- Costs
- Expected revenue (fundraising goal)
- Sponsorship donations

Location

- Select and secure venue, outdoor space
- Research if insurance is required
- Look for any restrictions that may occur at location
- Ask if the space can accommodate number of participants expected

Scheduling

- Secure Venue, date, time
- Create a timeline; see example on next page
- Map out detailed timing for day-of-the event

Event Staffing/Volunteers

- Identify volunteer/staffing needs
- Determine shifts for the day-of-the event
- Orientation and training

Promotional Products

- Order shirts, headwear, drink ware, pens, bags, totes
- Order trophies, prizes, medals, certificates

Supplies

- Silverware, plates, cups, napkins
- Decorations

Vendors

- Tables, table coverings, chairs
- Call vendors/restaurants that can supply food and beverages
- Contact #1: _____
- Contact #2: _____

Two weeks prior

- Confirm with selected entertainment services and vendors
- Make sure required equipment is transported to event location
- Confirm with security and medical support teams
- Collect all required permits

Recruit and Secure Sponsors

- Create sponsorship levels
- Draft letters to desired sponsors, add registration form with each letter
- Contact desired sponsors
- Contact #1: _____
- Contact #2: _____

Permits

- Outdoor space
- Parking
- Sound
- Alcoholic beverages, food

Security/Medical team (if needed)

- Arrange for security on location
- Arrange for medical support on location

Entertainment/Activities

- Brainstorm ideas with team
- Call businesses that provide entertainment services

Advertising

- Posters, Announcements, Invitations
- Facebook, Twitter, Instagram, Flickr
- Website; create and maintain
- Radio, TV, Newspaper; ask for non-profit rate

One week prior

- Make a list for what needs to be taken to location
- Assign staff tasks for the day of the event
- Conduct a site/venue walk-through
- Contact sponsors to go over their presentations and the details about the day of the event

Day of the event

- Arrive early to set up
- Make scheduled announcements to the event participants
- Acknowledgment of appreciation for sponsors
- Make sure the event stays on course for timing
- Monitor the committees and make sure they are completing their assigned tasks

Post-event

- Send thank you notes to committees' members, performers, vendors, sponsors
- Write a report on the event; success and what needs improved (post-evaluation)
- Return all rented materials
- Pay bills that weren't required to paid before the event



[insert contact information here]

TIMELINE

An event timeline will keep you and your team informed and on schedule. You can create a master timeline for each task and make individual timelines for each of the volunteer's responsibilities. Use your event checklist to start building your timeline — and remember a timeline is a work in progress, so allow for some flexibility.



ADVERTISING

Promotion Materials and Helpful Tips

1. Create a logo

- » This will represent your event's identity.
- » Should be simple and easy to read. It can be unique with using fun fonts, colors and wording.
- » Make sure to include this in all announcements, invitations, and flyers/posters.

2. Announcements

- » Briefly summarize keys points about the event and its purpose.
- » Include the name of the event title, location, date, time.
- » Can be sent through email, on your social media channels, printed as a poster, and/or card.
- » Contacting your local newspaper, to insert your announcement, can broaden your awareness for you event.
- » See the example on the next page.

3. Invitations

- » Invitations are a request, inviting someone to attend an event. This can be used for lunches and/or dinners.
- » There are variety of creative and fun designs to customize your invitations.
- » Invitations can be sent through email and/or printed and mailed.

4. Event Flyer/Poster

- » This is a visual announcement. It should stand out among and grab someone's interest.
- » Include fun images related to your event, the event title, time, date, and location.
- » Determine your target attendees. If it is a sporting event, place flyer/poster in public gyms.



SWEET TOOTH BAKE SALE

March 21, 2015

11 AM – 4 PM

West Street, Norfolk, VA

bake_sale@gmail.com | (757) 555-5555

Please join us for this Sweet Tooth Bake Sale! We are raising money to donate to the LifeNet Health Foundation. Our fundraising goal is to reach \$250.

There will be an amazing array of homemade and store bought snacks/treats for sale. Selections will include double chocolate brownies, chocolate chip cookies, cupcakes, cakes, and pies. Everything will be under \$5. Delicious sweets at a great price for a great cause!



[insert contact information here]



E-PUBLICITY

Social Media

Facebook

Facebook is great social media tool to connect with others. It's efficient in that it provides a simple format to share information and effective in spreading awareness about an event. It is free to sign up and easy to create any kind of page.

- If you already have an existing Facebook page for personal use, you will need to login. Link to create new Facebook page:
www.facebook.com/pages/create/
- If you do not have an existing page, you will need to sign up. Link to sign-up for Facebook: www.facebook.com/

After setting up a personal account or logging into an existing personal account, you will have access to creating a page. When shown the categories for a creating a page, choose cause/community. It will give you a 4 step process to create a page for your event.



Twitter

Twitter is a 140 character "micro-blog" that provides the ability to share a continuous stream of information about your event. No personal account is needed to create a twitter account for your event page. You can also associate your twitter with your newly created Facebook page by following instructions found on Twitter's Help Center:
support.twitter.com/articles/31113-using-twitter-with-facebook

Link to sign-up for Twitter: www.twitter.com/signup



Tip! Create a social media posting schedule

5 x per week for Twitter
3 x per week for Facebook



E-PUBLICITY

Create Your Own Premium Website

Creating a website is a great way to put your information out there and tell your story. There are several easy-to-use platforms and is free to sign up. WordPress, Squarespace, and Weebly are just some of the sites to help build your website. However, if you already have a personal website, simply add a tab for your event!

Listed below are the essential sections that you should have for your website.

Home Page

This page consists of blog posts and updates. These posts will vary, depending on what you would like to share to the public about your event and/or organization.

About Page

Tell the public your background story that inspired the fundraising event. Give more information about your organization. Share what you think that public should know about you.

Donate Page

Make donating easier for your event participants, friends, and/or family with the use of the PayPal Donate button on your new website! PayPal is an excellent payment tool, and has instructions on how to create a donate button. First, you will have to set up an account with PayPal.

Their website has instructions on how to create an account that is appropriate for your event:

www.paypal.com/webapps/setup-paypal-account/onboarding?execution=e1s1

Link to set up Donate Buttons:

www.paypal.com/us/cgi-bin/?cmd=_donate-intro-outside

Event Information Page

Discuss the key highlights about the event, directions to the event's location, and/or date/time.

Photos Page

Share photos of your event, your organization's committee, anything that is considered important to share with the website's viewers.



SPONSORS

Strategies to Acquire Sponsors

If you are looking to attract large contributions from corporate sponsors, then you should look into establishing your non-profit activities as a 501 (c) (3), for tax exemption status. There are several benefits that a 501(c) (3) offers, such as offering tax-deductions to your contributors. However, like any other business, there are requirements that you need to adhere to. If your decision is to establish a non-profit organization, consult a lawyer and/or attorney to obtain all the necessary information to file the appropriate forms.

Determining your target sponsors and building a relationship with them will improve chances to receive the resources to run an event.

1. Determine your target companies, clubs, and/or individuals for sponsorship

- » Network with your committee members, friends, family, and neighbors

2. Develop the structure of the event program

- » Activities during the event, number of anticipated guests, demographics
- » Communicate the benefits that sponsors will receive during the event

3. Draft sponsor levels and benefits offered at each level

- » Customize your sponsor levels.
- » Under each tier, list what benefits they will receive
- » Attractive benefits increase motivation for a company or several companies to sponsor

4. Write a sponsor letter. See the example attached.

- » A sponsor letter is essentially a proposal, listing the reasons why a company should support your event/cause. Personalize the letter for each company.
- » Try to keep it to one page to efficiently convey your proposal. Include: the name of the event, date/time/location, theme, organization name, mission statement, contact information, email, and website address (optional).
- » Include a sponsor registration form with each letter sent. See the example attached.
- » Follow up with a phone call or email to verify if they would like to be a sponsor.

5. Write a sponsor thank you letter. See the example attached.

- » After the event, write thank you letters to all the sponsors who committed their time and donations for the event.
- » This is also an opportunity to let them know of your intent for next year's event.



SPONSORS

Strategies to Acquire Sponsors

Example Levels of Recognition for 5K Race

Contributing Sponsor — \$500-599

- Company link on race website
- Promotional materials distributed in participants' race bags
- 2 race entries

Partner Sponsor — \$600-799

- Company link on race website
- Promotional materials distributed in participants' race bags
- 5 race entries

Benefactor Sponsor — \$800-999

- Company link on race website, social media platforms
- Promotional materials distributed in participants' race bags
- Banner with company name placed at the mile markers
- Booth made available for company to distribute products or services
- 7 free race entries

Angel Sponsor — \$1,000-1,999

- Company name and/or logo displayed on race t-shirt
- Company link on race website, social media platforms
- Promotional materials distributed in participants' race bags
- Banner with company name placed at the finish line and mile markers
- Booth made available for company to distribute products or services
- Company name included in a press release
- Company recognition in beginning/closing speech or award ceremony
- 10 free race entries

Tip! What to include in the body of the letter:

- Name of the event
- Date, time, location
- Name of organization optional
- Mission statement optional
- What you require of them
- List or attach a list of levels & benefits



SPONSORS

Strategies to Acquire Sponsors

Example Levels of Recognition for Lunch/Dinner

Contributing Sponsor — \$200 (three available)

- » Reserved Seating, table of 10
- » Company link on event website
- » Listing in event's program booklet

Bronze Sponsor — \$400 (two available)

- » Reserved Seating, table of 10
- » Company link on event website and social media
- » Listing in event's program booklet

Silver Sponsor — \$600 (two available)

- » VIP Seating, two tables of 10; prime placement
- » Company name/logo placement on invitation, announcement
- » Company link on event website, social media platforms
- » Business card-size back cover ad in event's program booklet
- » Company name/logo recognition on poster in the entry room

Gold Sponsor — \$800 (one available)

- » VIP Seating, two tables of 10; prime placement
- » Company name/logo placement on invitation,
- » Mentioned in all event announcement press-releases
- » Company link on event website and social media
- » Company name/logo recognition on note cards on the tables and posters throughout available rooms
- » Full-Page spread and business card-size back cover ad in event's program booklet
- » Recognition at the beginning or closing speech



place logo here

[insert contact information here]

SPONSOR REGISTRATION FORM

Yes! I want to become a sponsor for the _____ (event name)

Sponsorship Level: _____

Company Name: _____

Company Contact: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Email: _____

Payment Enclosed \$ _____

Please invoice me

Please make checks payable to _____ and mail to _____

If you have any questions, please contact _____

Phone Number: _____

Email: _____

Thank you for your support!

*Attach a copy of your company logo

{Recipient's name}

{Title}

{Company name}

{Company address}

Dear {recipient's name},

The {your charity organization name} is excited to announce the {event name}, to be held on {date}; located at {location}. We are writing to you in regards to an opportunity to sponsor the {event's name}! Continue with more personal information in regards to event's purpose and description of the program/agenda.

We anticipate {estimation of attendees} to attend this event. Our fundraising goal is to raise {dollar amount}. We would be forever grateful if you could support our {event name}.

Becoming a sponsor provides you with the chance to be a part of the community effort to increase the number of organs and tissues available for transplantation. The forefront of this event's purpose is to care for those that make transplant a reality, the donors and their families. The LifeNet Foundation is used solely for these purposes.

If you are interesting in supporting our event, please let us know by {deadline date}.

Sincerely,

{Your name}

{Position}

{Organization name} optional

{Contact information}

{Address}



place logo here

[insert contact information here]

{Date}

{Recipient's name}

{Title}

{Company name}

{Company address}

Dear {recipient's name},

Thank you for your sponsorship for the {event name}. Your sponsorship contribution of {amount donated} helped bring our event's fundraising total to {fundraised dollar amount}.

We are proud to have partnered with {sponsor company name}. The success of this event could not have been achieved without your help. {Continue with more personal information in regards to the event's highlights and the sponsor's participation.}

We look forward to continuing to build a valuable and mutually beneficial relationship.

Thank you once again.

Sincerely,

{Your name}

{Position}

{Organization name} optional

{Contact information}

{Address}



www.LifeNet-Foundation.org

1-888-847-7831