



Welcome

Thank you for your interest in helping to raise awareness about cutaneous lymphoma and raising funds to support the valuable programs and services provided by the Cutaneous Lymphoma Foundation (CLF). This booklet is designed to give you information on how to plan a successful fundraising event and media awareness campaign. The information has been provided as a tool to help guide you as you plan your event.

During the review of this booklet or anytime during the planning of your event, please contact the CLF with questions or ideas. The Foundation's staff is available and very willing to help.

Finally, once you have made a decision about which event you will be hosting in your community, please be sure to complete the Special Event Application, and send a copy to the CLF office as far in advance of the event as possible.

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I. Why Raise Funds and Awareness?

A diagnosis of – and a life with – cutaneous lymphoma is often physically and emotionally devastating. The daily quality of life of someone living with cutaneous lymphoma can be diminished due to impaired skin, discomfort, fear and depression. Cutaneous lymphomas (CL) affect thousands of people worldwide with over 30,000 people in the United States and Canada. The incidence of cutaneous lymphoma is approximately 3,000 new people being diagnosed each year.

One of the most important things that anyone can do is raise money to support research and the programs and services available through CLF. So many aspects of the disease are beyond an individual's control, but the ability to raise money is not one of them. There have been great advances in understanding CL, but more needs to be done. Your desire to help to raise funds to support the work of the CLF, is deeply appreciated and needed. Your efforts will help you or your loved one, but also others around the world.

Through donations received from generous supporters, the CLF plays a vital role in helping those affected by this rare disease, learn about and understand it, find healthcare experts, understand the different treatment options, discover tips to help manage symptoms, have questions answered, receive emotional support and so much more.

Whether you raise \$5 or \$5000, **we hope you will be inspired because you will have a positive impact in the lives of people affected around the world.** Because you will make a difference!

II. FUNDRAISING EVENTS

Overview

Fun, fun and more fun! That is the bottom line for all fundraising events. Most people can quickly find reasons for not doing something they don't want to do. If you want to succeed, you must choose an event which you and your friends will enjoy. This will create the most energy, enthusiasm and fund raising dollars for your event. Plus, it will be a more rewarding experience for you!

Three primary reasons for hosting a fundraiser:

- Promote education about the disease
- Raise funds to support the important resources offered by the CLF
- Bring people together to socialize and have some fun for a good cause.

Whenever possible, try to choose a fundraising event that has broad appeal to a wide variety of people. Planning an event that inspires participation by family, friends and members of your business community will generate greater awareness and make it easier to meet your fundraising goals. Your message will reach a wider audience and you are likely to have more fun in the process.

Enthusiasm is your best resource. The more enthusiasm you provide, the easier and more enjoyable all tasks will become. Enthusiasm is highly infectious.

When choosing a fundraising activity, remember that friends (volunteers) will perform better if they are enjoying what they are doing. Their motivation can be the key to your success. Most people will enjoy what they are doing if there is an element of fun and visible success.

The possibilities are endless. If you can think of it, you can do it. The ideas listed are just to get you started. Be sure that your volunteers know that each dollar they raise will support the mission of the CLF.

III. Raising Funds: A Checklist

1. Getting Started

- Ask the right questions
- Choose an event
- Set goals
- Make a budget
- Select a location, date and time
- Complete Special Event Application and send back to the CLF

2. Planning the Event

- Develop a timeline
- Contact any local authorities to check on permits/licenses or registration requirements
- Recruit friends and family to volunteer on your committee
- Try to recruit a local spokesperson to help promote event
- Make a list of possible event sponsors and contact them
- Contact the CLF office for brochures and other literature to distribute
- Create marketing and promotional materials (using the CLF approved branding/marketing guidelines)
- Make a list of all media outlets
- Follow-up with local media (newspapers, radio, local TV)
- Finalize details with vendors
- Create volunteer list of duties and assignments
- Create master event day plan

3. Execution of the Event

- Confirm volunteer assignments and duties

- Pre-event set-up
- Event trouble-shooting people
- Event greeters & event managers
- Signage and other give-aways or materials

4. Follow-Up after Event

- Pay all expenses and send final income and expense reports
- Submit final funds raised to the CLF
- Send thank you's to participants, sponsors, donors, media who attended

IV. Raising Funds

A. Start by asking the Right Questions

The backbone of a successful fund raising activity or media event is the combination of planning and commitment. Copying an activity that was successful for some other group does not provide you with a guarantee of similar success. The planning and commitment of all those involved is critical for a good fundraising event. Begin by asking:

- How much money do you want to raise from this activity?
- How much money will you need to cover expenses before you make money? Determining this in advance can help you decide on the type of fundraiser to have. Events that are costly to produce might not be the right choice.
- How many people can you recruit to help with the event? Special events can be manageable and a lot more fun when tasks are shared as a group project. Don't hesitate to recruit family, friends, co-workers, and other local CLF families to help as part of the committee. They probably want to help but don't know how.

Whenever you ask someone for his or her opinion, input or suggestion, you are brainstorming. Tapping the knowledge and insights of others can be a key element in selecting your event. After you do a little research among your friends, neighbors and relatives write a list of all your ideas and suggestions. You can use this list to help you decide on a fun event that has the greatest potential for success. Involving others in your brainstorming process will result in a stronger event and all those involved will benefit too. You may discover hidden talents and untapped resources. Your volunteers will be energized and develop a sense of ownership when they are treated as valuable, integral part of the decision making process.

Questions to ask when brainstorming:

- What type of event will work in my community?
- What type of event has worked before?
- What has worked for other groups in your area or been successful for other CLF fundraisers?
- How did they do it?
- Where did they do it?

Once you have the answers to these general questions, you may want to find out more detailed information such as:

- Who did what?

- Why did they do it when they did it?
- Why was it held where it was?
- Was the weather or other community events involved?
- What are some of the specific skills and resources my group can contribute to the project?

By collecting this information you can then devise your own event that is different and hopefully improved. You may gain a better idea of what to mimic and what to leave out. You may discover a niche in your area or an idea that no one else thought about. You will also gain a better understanding of what you have to provide to make it work with respect to volunteers, donations, and other details that can make your fundraiser a success. Pick an event that is realistic for you and your resources. For example, don't select a golf tournament because they are popular fundraisers, if you don't golf yourself or know anyone who does. Choosing a fundraiser that is very involved and demands a lot of your time may not be the right choice for the first time.

B. Fundraising Event Ideas

The following are a list of possible types of fundraising events to help you think about what type of event you would like to host. We encourage you to develop your own ideas or use these suggestions. The best events are the ones you are most excited and motivated to host. And, as always, contact our office for help, guidance or just to run your idea by us. The staff is very willing to help anyone who needs it.

Art Show	Garden Tour
Auction	Golf Tournament
Bake Sale	Halloween Party
Barbeque	Masked Ball
Benefit Concert	Mile Run
Bike-A-Thon	Princess Tea/Superheroes Party
Birthday Party	Prize Drawing
Black and White Ball	Progressive Dinner
Book Sale	Services for Sale
Bowl-A-Thon	School Fundraisers
Car Wash	Spaghetti Dinner
Carnival	Teen Dance
Children's Party	Tennis Tournament
Craft Fair	Trivia Night
Dance-A-Thon	Valentine Dance
Easter Egg Hunt	Walk-A-Thon
Fashion Show	Wine & Cheese Tasting Party
Garage/Yard Sale	

1. Garage/Yard Sales, Everyone has junk to get rid of; however they don't have the time or inclination to figure out what to do with it. This is an easy way for them to clean out their basement, garage or attic. As you know, "your junk can be someone else's treasure." As the host, you select the date for a neighborhood garage sale. Put flyers in neighbor mailboxes and call your friends. Ask them to bring their items to your home during the week before the garage sale. Organize the items with prices and stickers. Keep a log of who donated what. Later you can provide them with a list of their items that sold, which will be their actual donation to the Foundation. You should also provide brochures and information about the Foundation to all purchasers and donors. You will not only be raising money for a good cause, but you will be educating the public about cutaneous lymphoma. Shortly after the garage sale, send a flyer out to those who donated to let them know the amount of money raised for the CLF. This will make them feel good about helping. They will also be happy to have cleared out their garage, attic or basement.

2. Any "A-Thon", Read, skate, walk, bike, swim, bowl, etc. These are all great ways to raise funds and spread awareness. At some point, mostly everyone has been involved in or witnessed an "a-thon". These events are fun to plan and attract a larger amount of participants. Two examples:

- **Read-A-Thon:** This event can be done during the summer months when students are off from school or it can be organized during the school year. Simply recruit a group of individuals to participate in a book-reading program. They can ask for a flat donation for their efforts or receive a "pledged" amount per book. For example, his or her uncle may pledge to pay \$5 for every book read from June through August. At the end of August, the reader informs his or her uncle that they read five books. The uncle would then donate \$25 to the Foundation.
- **Walk-A-Thon:** This event can be adapted to fit other types of activities such as biking, bowling, skating or running. First you must select a location to host the event. After the date is determined, solicit sponsors for the event to help defray your costs. For instance, find someone to donate and print t-shirts, which can be given to each participant as a "thank you" for their help. Ask your supermarket for bottles of water. Ask your produce market to donate bananas and apples as a healthy snack. Find a donor to pay for port-a-potty rentals or ask the company to donate them. Place signs in public places, community bulletins, newspapers, etc. Recruit walkers (skaters, bikers, runners) and have them solicit donations from their family, friends, co-workers, etc. to support them in the event. It can be a flat donation or a pledged donation for the number of miles walked or laps skated. These events can be turned into annual events if done well. Once you host the first year, the event becomes easier each year after that.

3. Host a bake or candy sale.

4. Volunteer and organize a dance where a percentage of the admission ticket will be donated to the Foundation.

5. Profit Sharing: Many companies offer profit-sharing opportunities. Commonly known organizations such as Tupperware, Longaberger Baskets, Southern Living, Party Lite and The Pampered Chef have programs to give back to charity. There are many others, too. As the host of a party at your home, a percentage of the sales will be donated back to the charity of your choice. It does not require a lot of work on your part because the company consultant runs the show at your home. All you need to do is provide snacks and invite your friends. They will be receiving a quality product while supporting the Foundation.

6. Car Wash: This is a really fun way to raise money for the Foundation. Find a location where you can host your own car wash. Make sure there is access to a water spigot for your hose. Recruit a group of people to wash cars. Have someone donate the soap, buckets and rags. Make colorful posters and hang them up around your town. When the driver arrives, provide them with a brochure about the Cutaneous Lymphoma Foundation. Ask them for a donation to have their car washed; making sure the minimum amount is \$5. You may find some people will donate more than \$5. Remember to do a good job so the donor feels they received their money's worth. Once again, you will be raising money for the Foundation and educating your community about cutaneous lymphoma.

7. The Holidays: The holiday season is a time of good cheer and sharing, and a good time for fundraising. People are in the mood to spread their good fortune and what better way to spread their good fortune than to help the Foundation? People spend a lot of money at this time of year on presents, decorations, travel and many other reasons.

Try to think of a way to turn the holiday season into a fundraiser that helps people to get what they want, while raising money for the Foundation. Selling merchandise such as first aid kits are a thoughtful and unusual gift idea. Gift wrapping paper is an essential item that could also be sold. You could consider flower seeds, t-shirts or candles. So the secret to successful fundraising during the holiday time is to provide a product that people are going to buy, anyway, instead of the profits going to a company- they go to the CLF.

8. Combine with Others: Try to coordinate some fundraising activity in conjunction with other local fundraisers or civic organizations, such as the Rotary, Lions and Kiwanis Clubs. Other groups who support community projects include the Boy Scouts, Girl Scouts, and 4-H Club. While you may have to share the money raised, you may also reach a wider section of the community, which may lead to a better financial outcome than if you chose to 'go it alone.'

9. College Sororities/Fraternities: These groups sometimes do fundraising and charity work for whatever organization they have "adopted." They may sponsor or host an event, or may provide the "man power" you need for an event you have organized.

10. Dinner Party: If you love entertaining, this is the event for you! Invite your friends, family and colleagues over for a dinner party and ask guests to make a donation to the Cutaneous Lymphoma Foundation as a gift for their participation in the evening. The Foundation can provide you with an informational video to play at the party along with educational materials, making it an enjoyable night of education and inspiration.

11. Walk, Run or Bike Event: Plan a walk, run or bike event in your community. Walkers, runners and bikers can purchase signature Cutaneous Lymphoma Foundation t-shirts or bike jerseys to wear during the event. These events are fantastic for building awareness and support for our work.

12. Golf Tournament: Do you have friends and colleagues who would love to hit the links to benefit a great cause? Then holding a golf tournament would be a perfect third-party event for you to organize! Proceeds from foursome sales, sponsorships, auctions, program book ads and donations all add up to fantastic support for the Foundation while having a lot of fun, too.

13. Bowling Event: Plan a fun day or evening out bowling with friends and family. Funds can be raised through participation fees, a silent auction and raffles.

14. Auction: Plan your own auction by inviting friends and family to donate antiques, art, sports memorabilia, gift baskets or anything else they may wish – anything can be auctioned off.

15. Seasonal and Birthday Celebrations: Encourage friends and family to make donations to the Cutaneous Lymphoma Foundation in lieu of gifts at the holidays and for birthday celebrations --- a very special and meaningful way to support our mission.

16. Company Jeans Days: Designate days at your office as jeans days or casual days to benefit the Cutaneous Lymphoma Foundation where employees donate a specific amount, perhaps \$5 or \$10, in exchange for their ability to wear jeans that day.

17. Create Personalized Fundraising Pages to Raise Funds: Many of the above events and others can be complemented with personalized online donation pages to make raising funds for the Cutaneous Lymphoma Foundation an easy and rewarding experience. You'll be able to share your story, upload photos and then email your friends, family and others to visit your page and make donations. You can use create a personalized fundraising page through Click & Pledge Connect.

18. Participating in an athletic event (5 or 10K, 1/2 marathon, marathon, triathlon, cycling, rowing, etc). Using the CLF fundraising online tools, set-up your personal page and let your family and friends know that you are participating and raising funds as well as awareness for cutaneous lymphoma.

Now that you've selected an event that suits your personality, comfort level and community interest, it will be helpful to follow the steps provided by the cutaneous lymphoma to make your event a success. You'll begin by setting your goals, and then expanding them into a plan. This will help organize the details you will need to keep track when you are setting up your event. Review this list often. You may find that you forgot something or want to change an element (example: cancel the DJ and recruit a local backyard band).

For more information contact us at info@clfoundation.org or (248) 644-9014

C. Set Goals

Be realistic. Be careful to remember the difference between wishful thinking and realistic ambitions. Be honest when assessing how much money you can expect to raise and how long you think it will take to raise this amount of money. Unrealistic goals can lead to frustration and disillusionment, leaving both you and your friends disappointed.

If possible, do a little homework. Contact the CLF development team to learn about previous efforts of other CLF fundraisers. If you have the time and resources, choosing a larger, more detailed event can be a fun and rewarding way to raise awareness about and raise funds. The bottom line is to choose a fundraiser that most people in your community can get excited about.

D. Make a Budget

Keeping up-front costs low reduces will help the profitability of the activity. Follow these few steps and it will be easy:

- Start with your fundraising goal. What is your expected total income? For example, multiply the cost for each participant times the estimated number of participants.
- Make a list of exactly what you need and what it will cost. Try to have as much as possible donated. If you can't have it donated, then borrow or rent. Buy only when you have to. When renting or buying, make sure you check for the best prices. Be patient, and don't be afraid to ask for special discounts, deals, or treatment. Estimate costs for the event including the venue, food, decorations, entertainment, awards, product premiums (for example t-shirts), printing, postage, publicity, permits.
- Net proceeds= Total income minus expenses. Keeping expenses low is essential!

E. Select a Location, Date & Time

Give careful consideration to the location of the event. The type of event you are having will help dictate the venue. You want to be sure it's easily accessible for people who will be participating or attending. For example, if you are doing a bake sale, you may want to consider a place with high traffic such as a grocery store or a university.

Think about the timing. Pick a date that doesn't conflict with community events such as graduation or major holidays unless it works for you by capitalizing on it with something like a "Bake Sale" for Valentine's Day or selling treats at Halloween at your workplace.

Check your local community calendar to see what other events are scheduled at least one or two months before and after your date. If a similar group is planning the same type of event near the same date, you may want to reconsider the date of your event. It is much easier to change a date before you are knee-deep in planning, and then have to change everything else further down the line.

Keep in mind the time of year, time of day or day of the week or season for your event. If you are doing a garage/yard sale, research when sales in your community typically start. If you are doing a family event that includes children such as an Italian Dinner, you may want the dinner to begin and end earlier than a cocktail party just for adults.

F. Develop a Timeline

Once the goal, budget and event date and time have been determined, develop a combination action plan/timeline. This plan will become your working guide for all the essential steps involved in your event. To set your timeline, it usually helps to work backwards from the date of your event. Larger events usually take more than 6 months of planning. Smaller, simpler events can be successful with only a few weeks of planning.

Develop a checklist for every task that needs to be done in each stage of the event. For example, location confirmed, deposits due for food, tee shirts ordered, etc. Think about when you are going to need things to get done and place them on the list.

Establish specific deadlines for each stage and spell out who is responsible for getting it done. This allows you to keep track of the progress being made in each area of responsibility and helps avoid last minute confusion.

Be sure to allow yourself enough time to complete tasks. Also, be sure to check with vendors to see when they will need deposits, orders, etc.

G. Permits & Licenses

Check with your local authorities. Depending on where you live and what fundraiser you have chosen to host, a permit of some kind might be required.

Make sure you are in compliance with all safety regulations.

If you are hosting any kind of local athletic event like a walk or run, you should consider event insurance as well as any local police, emergency staff support that could be required. A local jurisdiction may also require special event permits. Make sure to check with township or city government offices about any licenses or permits that might be required. Often collaborating with a cycling or running club is a good way to have some of these kind of issues managed as many clubs have this kind of coverage and knowledge.

H. Recruit A Volunteer Committee

Find family members, neighbors and friends to help you. Don't be afraid to ask. You will probably find that they have wanted to help in some way but didn't know how. When working with them, remember these important points:

- People who are involved in the brainstorming and planning stages are much more motivated to complete the actual work required to produce a successful event.
- Make this a fun experience. Be sensitive to people's capabilities and respectful of their time constraints.
- Be specific about what the job involves when assigning tasks, including setting clear deadlines for when each task needs to be completed.
- Train your workers. Let "veteran" workers explain procedures and help new recruits acquire the skills they need.
- Check "outside" sources such as youth and senior groups, or church, school and service organizations for volunteers who may be interested in lending their talent, time and expertise to your project.

- Provide volunteers with the materials they need to solicit support of your event such as flyers, CLF brochures or other event information.

I. Keep Accurate Records

Complete and detailed financial records are important. Be sure to track all expenses and income and keep all receipts. A final income/expense report needs to be submitted to CLF within 30 days following the event. In addition, keeping accurate and documented files on the timetable of events, names and addresses of sponsors, donors and volunteers and a recap of what worked and what didn't can be an invaluable tool for planning a successful event for the future. A write up of the event, including pictures and signed photo releases should be sent to CLF for publications (SEE SPECIAL EVENT APPLICATION).

Helpful Tips for a Successful Fundraising Event

Always remember, fundraising events can offer more than just a way to raise money. They offer ways of building awareness recognition of the cutaneous lymphoma within your community. Events bring people together socially who have a shared belief or concern. These events can offer people a chance to develop new skills or a sense of achievement. Friendships are born and businesses can network while giving back to your community.

Tips on Networking:

Who do you know, who do they know?

Your goal is to connect the CLF and our mission to individuals and businesses that can help you achieve your goals. You will be raising CL awareness in your community. Networking can be practiced at work, at social functions or anywhere you believe there is an opportunity to help spread the word.

Make a list of everyone you know and plan to reach out to them. Have each member of your team do the same and work together to get the word out into your community about your event.

Tips on Asking for Donations

Remember, people give to people. You are not asking for yourself. You are asking for donations to support the mission of the CLF that provides services and support to people worldwide living with cutaneous lymphoma.

When personally asking for donations, look the part! Appearance counts so look professional. Your job is to help the potential donor feel good about helping the Foundation.

Don't be afraid of hearing "no." It is not a personal rejection. Simply move on to the next person. Remember you will get more "no's" for every "yes." Remind yourself every time you get a "no" you are

closer to a “yes. Emphasize that the funds are going for a good cause and it supports the work of the CLF, a nonprofit organization.

Only have those who have a genuine interest in helping should be involved in your fundraiser. It is very noticeable when people are not enjoying what they are doing.

Before you approach a possible donor, practice your presentation with friends, family and other committee members. Share your passion and commitment to supporting the work of the CLF and why you are hosting this fundraiser. Share your story and speak from your heart.

Incentives are a great way to engage people in your event, whether inviting volunteers to help or requesting a donation of some kind. Examples include free tickets to your event, a complimentary luncheon after the event at an exclusive restaurant, etc.

Don't forget to let everyone know how grateful you are for their help and support. Nothing will turn away a volunteer more than feeling under-recognized or unappreciated. If you have a large group of volunteers helping you, make sure to recognize everyone's efforts and contributions.

Tips on Recruiting Celebrities

Getting a celebrity to help out your cause can be a difficult task, but it could be worth your efforts if the rewards are high. Remember, celebrity involvement may not work for all kinds of fundraisers.

First, do a little research to select a suitable celebrity who would be most receptive to your request. You don't need to aim for a major television celebrity, local celebrities can work just as well (ie, your regional newscaster, weatherperson, radio personality or sports player). Since cutaneous lymphoma is rare, you may not be able to find a celebrity who has been directly affected by the disease or has an interest. However, other factors such as an interest in health issues or body images may help your search.

If possible, connect with someone who knows a celebrity or someone who can make a referral for you. You can simplify your request by a face-to-face meeting and you have stronger chances of receiving a favorable response. If you or someone on your team are affected by cutaneous lymphoma, make sure you share your story or bring the person with you to your appointment.

If you don't know anyone who knows the celebrity you choose, or is connected with his/her employer, you could write a letter directly to the celebrity. Start with a statement or summary clearly stating your request. Be specific and detailed. Tell them why you chose this particular person. It will let the celebrity know that he/she was specifically targeted and well thought out, not just a mass direct mail campaign. Be sure to send your request far in advance of your event date. Celebrities have busy schedules that are often planned months in advance.

Make sure that the celebrity will do everything as a volunteer and all agreements with the celebrity are clear. Be sure to introduce the CLF, share the mission, and tell them why you are planning this fundraiser. Be sure to mention that the CLF is a federally recognized 501(c) 3 non-profit organization. When you send your letter, you want it to stand out so write it on special paper, use an eye-catching color, or use an odd-shaped envelope.

Consider including a list of our Board members and their professional affiliations, too. There could be a chance that the celebrity or one of their associates know or works with one of these affiliations. Any connection will help.

Within a few days of sending the letter, follow-up with a personal phone call to the celebrity. This will demonstrate credibility and commitment to the project. Don't get discouraged if they don't return your call. It may take a few tries before you successfully connect with them. Also, send a thank you note after speaking to them.

Tips on Recruiting Corporate Sponsors

Recruiting sponsors for your event can be crucial to its success and to the amount of funds you raise. The first contact with a possible sponsor is critical. Your instincts will tell you if the relationship is worth pursuing. Remember, there is no point in spinning your wheels trying to secure sponsorship from someone who is not interested. Your time is valuable and you need to spend it productively. Knowing someone at the company will increase your chances of success. Find out what contacts your committee members have and what companies they work for. Think about what kind of recognition your sponsor will get for their sponsorship (event tickets, name on flyer, logo on shirt, etc.)

There are three kinds of sponsorship. You can secure sponsorship for mostly everything relating to your event.

1. In-Kind Sponsorship: This type of sponsorship is when a company or individual provides a service for good(s) for your event. For example, if you are planning a walk-a-thon, you need bottles of water for the walkers. Contact a local supermarket or convenience store and request enough bottles of water for your projected audience. Most companies are happy to provide a project or service for a worthy event. Always remember to recognize them appropriately at the event and in the media. They may also require a receipt for their in-kind donation for tax purposes.

2. Event Sponsorship: This type of sponsorship is when a company or individual provides money to cover a particular expense of the event. For example, you want to provide t-shirts to every walker at your walk-a-thon. If no t-shirt company is willing to donate the shirts, you can approach another company to provide the money to buy the t-shirts. In exchange you will have their logo screened on the t-shirt for recognition. Local banks, businesses, real estate or law firms can often be good candidates for sponsorship of a local event.

3. Unrestricted Sponsorship: This type of sponsorship is when a company or individual provides money with no restriction on its purpose. Make sure the contact information you leave behind with a possible donor is accurate. You may want to provide several contact options for these donors, if you are not always readily accessible.

One of the most important rules in securing sponsorship is to follow-up on all requests. If the potential donor requires more information, be sure to provide it for them in a timely fashion. If the request is related to a donation, consider including a pre-stamped, self-addressed return envelope for convenience. Contact the CLF for brochures or literature about cutaneous lymphoma or other supporting documents about the CLF to include in your solicitation. Always follow-up with a thank you letter with your signature.

Assuming all these sponsors would require receipts and donation acknowledgements. How would that work? Would we provide that directly, or would we provide templates for the fundraiser to use? I think it is important to spell this out as clearly as we can so everything is understood and managed properly.

Tips on Considering Unusual Donors

Local businesses are the ones who are approached most often by people raising money. Local businesses can only give so much, so the results may be negative or very small. Consider other unusual sources for support. Think about mid-sized companies of all kinds, not just the large corporations.

Once you've decided what event you are hosting, brainstorm ideas of possible donors that are not in your local area, but could supply you with the items you desire. Ask your local businesses to provide the names and contact information of their suppliers. They will appreciate not being asked for the donation and will probably be very helpful. Armed with that information, contact these suppliers and ask for your donation, mentioning the referral from the local business.

Just because a possible donor is not located in your area does not automatically discount them from helping your event. There are many large, national, and international companies that will consider helping you. Many of these companies have policies to help non-profits wherever possible. Many of the corporate partners of the CLF have local staff that might also be interested in supporting your event in some way. Reach out to the CLF and ask about which corporate partners might have an interest in helping in some way.

Additional places to access the names of unusual donors:

Your business internet directory. This may involve a bit of time but finding the appropriate page and calling a list of companies will reap rich rewards.

As previously mentioned, approach local companies for names of their suppliers of products that you are interested in, then approach the suppliers directly. A referral by a local company can be a wonderful advantage and help you look good to the potential donor.

Keep your eyes open when walking through a shopping center or while driving around. Take a drive through an industrial park and see what companies are located there. You may find a company you did not know about and find a way to use their product in your fundraiser.

With a little imagination, detective work, and a desire to succeed you can find and acquire new donations for your event.

Creating Awareness through the Event

Besides raising funds, another major purpose of the event is to raise awareness. Whichever type of event you choose, be sure to have information about the CLF and other appropriate materials available. Include information on your flyer and/or distribute brochures along with the flyer. Contact the CLF for materials you can use for this purpose.

Celebrate Your Success

Don't wait until after the project is over to let committee members know they are appreciated. Be generous with well-deserved praise and recognition along the way. Always follow-up with thank you notes to donors, sponsors and volunteers.

Please let the CLF staff know about the event you're planning so we can share it with the cutaneous lymphoma community. Send us photos and a recap of the day's activities. We will feature your event in our newsletters, social media and other communication channels as appropriate.

Evaluate

Evaluation can help you improve the return on your next effort. Remember no fundraiser has ever been run perfectly. There is always something that can be done better.

When you review your event, look at both what went wrong and what went right. By looking at what went wrong, you can either prevent any mistakes from happening again or reducing the chance of it repeating. And, of course, you review what went right so you include it again.

You can evaluate the event individually or with your key volunteers. Involving more opinions will help your chances of improving the event in the future. Try to keep in mind that you don't have to make changes for changes sake. There must be a clear reason for the change.

A few questions to consider when reviewing your event:

- What, if anything, went wrong? What can we do about it?
- Did we meet our goals? If no, then why not?
- How close did we stick to our budget?
- Was there any negative feedback, and if so, about what?
- Did the committee feel good about their effort?
- Did the volunteers work well together?
- Did everyone enjoy themselves?
- How much money did we make?
- Could we have made more? How?
- Did anything unexpected happen? If so, why?
- What was the best part of our event? Why?
- Did the community respond positively?
- Did we publicize the event well enough?

Be honest and make sure you take notes of all that is discussed and decided. This information will truly be invaluable for next time and may help other fundraisers wanting to help the CLF.

Ways to Raise Money without Having an Event

No time to plan an event but still want to help in some way? Here are a few suggestions that might fit into your schedule and help support the mission of the CLF.

Letter Writing Campaign

Raising money through a letter writing campaign can be a great way to raise money without having an actual event or can be used in conjunction with an event. This can be your personal way of supporting the CLF by participating in Blood Cancer Awareness Month (every September) or for World Lymphoma Day (September 15) as an example. It can be done at any time of the year, but might be easier to connect with an already existing awareness program. Here are some ideas to help get you started on your letter writing campaign.

Benefits of a Letter Writing Campaign

First, it's relatively simple and a low-cost way to raise money. **Second**, writing personal letters provides you with the means to reconnect with family and friends. Writing to them will allow you to clearly explain the impact of this disease on your family and will lessen any confusion or misunderstandings on their part. **Third**, people will want to help. Channeling their energy in a positive way, by asking them to make a donation, will empower you and them, as most want to help but don't know how. Bearing witness to the outpouring of support from friends and family will give you an emotional boost.

Where to Start?

1. Create a List:

Include friends, family, neighbors and co-workers (both past and present). A minimum of 25 people is a good start. You can draw upon holiday card lists, address book entries, wedding reception guest lists, etc.

2. Write a Personal and Informative Letter:

There is a sample letter included in this booklet. Feel free to adapt it to your needs. Access to a computer with word processing capabilities is highly recommended, especially for larger lists. It will help you complete the letters much faster. Begin by telling your own personal reason for writing the letter. Educate the reader about your experience with cutaneous lymphoma and share your story. Also include some information about CLF, For example, The CLF is a 501(c)3 non-profit, established in 1998 as a patient organization dedicated to supporting people living with cutaneous lymphoma by promoting awareness and education, advancing patient care and fostering research. The CLF currently serves patients, families, caregivers and surviving family members worldwide.

It can be more effective if you share your personal experience and a specific benefit you have received from the Foundation. Explain how their gift will make a difference. CLF staff are happy to help you refine your letter and provide specific details about the organization for you to include.

3. Make it Easy for People to Donate

Ask the reader to help you make a difference by making a donation. If your letter writing campaign is supporting a specific event, be sure to include the name, date, organizer's name, and overall financial goal. Be sure to also share with the reader what you have set as your personal fundraising goal and how their support will have an impact.

Inform them to make all checks payable to the Cutaneous Lymphoma Foundation. Include a self-addressed envelope and let them know their donation is tax deductible. If they would like to donate by credit card, have them include their name, phone number, address, credit card number, expiration date, and signature. Donations can also be made online at www.clfoundation.org or by calling the CLF at [\(248\) 644-9014](tel:2486449014). Make sure to remind your donors to designate their gift to your fundraiser.

4. Other Ideas for your Mailing

Provide a CLF brochure in your mailing. Contact the CLF staff who can provide you with brochures for inclusion with your letter. Be aware that this could also increase the cost of mailing the letter if you are not sending your letter via email or other online mechanism.

Another idea is to include a photo or several photos of the family member affected. If you do include an actual picture with your letter, be sure to attach a sticker on the outside envelope that says, "Do Not Bend," which will bring attention to your letter.

5. When Should You Send It?

Donation letters can be sent out at any time, however there are certain periods of the year that are more effective than others. Specifically, the week just prior to Thanksgiving can be very effective. Conversely, the period just after the holidays is not a good time to send out a letter, since many families have spent a lot of money already. The month of September is Blood Cancer Awareness Month and September 15 is World Lymphoma Awareness Day. This time of year provides the perfect opportunity to have a letter writing campaign.

6. Keep Good Records

Maintain an updated record of your complete mailing list and copies of all letters you send. Keep an accurate log of all donations, including the name, address, amount, and gift method.

Send the checks to the CLF within two weeks of receiving them. You do not want to keep your friends (and donors) waiting for their check to clear the bank. Plus, it is appropriate for all donors to receive a "thank you" letter from the CLF office in a timely manner. The thank you letter will also serve as documentation needed for charitable deductions on their federal income taxes.

7. Always Follow Up with a Thank You Letter

Tell your donor how much you appreciate their generosity and how their help has made a difference to you personally-and the CLF community in general. See the appendix for a sample thank you note.

Recap any specifics about the fundraising letter campaign. Tell the reader how much was raised by the and by your own personal efforts-and include comparisons to the original goals for each.

An example of the letter writing campaign potential income:

How to Turn \$18.25 into \$500

Mailing List:

10 relatives (siblings, cousins, parents, aunts, uncles, etc.)

10 friends, co-workers, neighbors, etc.

5 friends of your parents, in-laws, uncles, cousins, etc.

Expenses:

Stationery/envelopes = **\$6.00**

Postage: 25 letters x \$.49 = **\$12.25**

25 - Total number of letters sent

Total Expenses = **\$18.25**

An average donation of \$20 per letter will result in **\$500.00**

Other Quick & Easy Ways to Raise Money

- 1. Research the giving policies of service clubs in your own community.** They usually have formal guidelines for grant amounts above \$1,000, but you can often raise \$200-\$500 with a simple proposal and oral presentation. This can be especially effective if you are a member or actively involved in any of these organizations.
- 2. Collect your loose change** in a jar. Include money from the laundry, your purse or your car.
- 3. Take baked treats** to work along with a donation can and some CLF brochures.
- 4. Celebrate your birthday** each year by inviting people to your birthday party and ask that in lieu of gifts they make a contribution to support the CLF.
- 5. Work Day:** Devote a few hours on a weekend to help a neighbor to earn extra dollars and donate the proceeds to the CLF.
- 6. Consider selling something you collected** avidly as a child if it's been stored in your basement for more than 5 years. Coins and stamps, in particular, have usually increased in value over the years. But your collection of rocks, toy ships, rockets, arrowheads or dolls can also be valuable. Since you probably paid little or nothing as a child to acquire these items, you get the added bonus of a tax deduction when you donate the income from the sale of the collection.
- 7. Collect items for recycling.** Ask all your friends to save their cans, bottles, plastic and paper for you and turn them into a buy back recycling center.

8. Asking Someone Directly. Face-to-face requests (meeting potential contributors in person and asking them for money) is the most effective way to enlist support from people outside your circle of friends and family. The maxim for fundraising from individuals is clear: the more personal the contact, the higher the likelihood of a positive response. At times your only goal will be to raise funds, when this is the case your best option is to simply ask for money donations. You can accomplish this by donation canisters, letter campaign, door-to-door knocking or any other form of a straight out request. You should simply explain the reasons why you are raising the money, how their donation will be spent, and the benefits of their donation (ie. help bring a patient to a CLF event via a scholarship program.)

By having a simple and planned approach to asking for donations, you will not have the expenses of a special event. Asking directly for a cash donation may be the single hardest activity for volunteers to do. You may find it easier to sell tickets for a raffle or plan a fundraising event, rather than to ask for a cash donation.

Other Types of Gifts

1. Honor/Memorial Donations

When a loved one dies, family members request donations in their memory to a charity in lieu of flowers. Also, at holidays, donations can be made in honor/memorial of friends and family, often in place of exchanging gifts.

Upon receiving these special donations, the CLF will send a card to the family of the individual acknowledged or to the person to whom the honor gift has been given. This acknowledges the individual and spreads the word about the CLF and its services.

2. Corporate Donations and Matching Program

This area can be an untapped resource. Many corporations budget for charitable contributions. Companies prefer to give to causes that help their employees or families. These funds are usually available on a first-serve basis. Ask your employer or the employers of friends and families if they have matching gift programs and what the requirements would be to include the CLF as an option or if the company has a direct donation program. Does your company provide grants through a foundation? Do they offer sponsorship for community events? Participate in a matching gift program?

3. Payroll Deductions

Many friends and co-workers give to important causes each year by using this painless tool. Contact your human resources department to inquire about this option and how the CLF can be included in the program.

4. Estate Planning/Leaving a Legacy

A bequest, or gift through your will, is one of the simplest ways to make a lasting gift to the CLF. It allows you to balance your philanthropic goals with concerns that you may have about future living expenses, future medical costs, and loved ones. You don't have to be wealthy to make a bequest. No matter the amount, every gift is important.

You must make such a bequest in your will or in a properly prepared codicil-in writing, signed by you, and witnessed according to the laws of your state. You can specify that the bequest be used for a certain purpose, or you can make it an unrestricted gift. An unrestricted gift will be used where it is most needed. Bequests are deductible from your gross estate and can therefore offer estate tax savings.

A bequest can take many forms:

Specific: You name the Cutaneous Lymphoma Foundation as the direct beneficiary of a stated amount of money, a life insurance policy, an IRA, other IRD's or a particular piece of property.

Percentage: The Cutaneous Lymphoma Foundation receives a certain percentage of your estate as designated by you. Most people do not know what the exact worth of their estate will be at their death. This may be the best choice for some people to leave their family and charitable organizations the appropriate proportion.

Residuary: You designate the CLF to receive all or a portion of the remainder of your estate once specific gifts to family are fulfilled.

Contingent: The CLF receives all or a portion of your estate if your named individual beneficiaries do not survive you.

Restricted: Although the CLF generally prefers gifts without limits, you have every right to restrict your bequest to a specific area of work or program. If you will be restricting your gift, be sure to contact the Foundation to make sure we can use your gift as you have intended.

Charitable Remainder Trust: You can create a trust for a relative's benefit and name the CLF to receive whatever is left when the trust terminates.

Life Insurance Beneficiary Designation: Designate the Cutaneous Lymphoma Foundation as a beneficiary of your life insurance policy.

In Memoriam: You can make a bequest in memory of a loved one. If you have already included the CLF in your estate plans, please contact the office so our staff can thank you for your gift and keep you informed of our ongoing activities. If you are considering making a planned gift to the CLF and have not yet decided the form of your gift, please contact your estate planner.

Suggested Wording:

"I hereby bequeath the sum of \$ as a charitable bequest to the Cutaneous Lymphoma Foundation (Tax ID 38-3443135) Birmingham, Michigan, to be used for the charitable purposes of such organization."

Section 2 - Raising Awareness

The more media attention we can create for cutaneous lymphoma, the better. In addition, many newspapers, cable outlets, local TV stations, bulletin boards at community centers, etc., can be used to advertise an event at no cost.

Promote Cutaneous Lymphoma Awareness in Your Workplace

Find out what your company's charitable programs and interests are. Find out how your employer supports non-profit organizations.

- Does it support volunteerism and provide ways for employees to get involved?
- Ask if you can set up a table display to education about cutaneous lymphoma. It could be in conjunction with one of the international awareness days or part of a health fare your company hosts.
- Some companies also have a program called Dollars for Doers that match volunteer hours with a cash grant to an organization, i.e. Fannie Mae, Kodak, Verizon, Whirlpool. check to see if your company has this kind of program and learn more about how the CLF can become a part of it.

Promote Awareness in your Community Service Organizations, Social Clubs and Small Businesses

Ask friends who belong to local business associations, service clubs, sororities, antique collecting groups, support groups, bridge clubs, etc. if they would be interested in learning about cutaneous lymphoma and in your personal story. This is a great opportunity to spread awareness, and often results in additional donations to the CLF.

Tips on How to Generate Local Media Coverage

Develop a list of local media including health/medical reporters at newspapers, television news programs, and radio shows in your community.

- Write a brief letter stating why it is important for them to feature cutaneous lymphoma. Be sure to include your contact information as well as for any other local families who are affected and willing to be interviewed. Include a photo but be aware that they will not return the photo.
- Contact the CLF for fact sheets and other press materials to include with your letters.
- Follow up your letters with a phone call. Inform the media that the CLF can also arrange for them to speak with physicians who are experts on the disease.

Another successful way to communicate with the media is through a news release. A news release is a free way to communicate and get noticed by the media outlets; newspapers, radio and television stations. Having a news release used by a media outlet is better than an advertisement. A news release is a "news item." It is used to inform, not sell. You use a news release to inform the public about you, your event or the Foundation and why it is important for the public to know about cutaneous lymphoma, your event or the CLF.

A news release identifies the problem and offers a motivating solution, i.e., you need to raise funds for CL programs and services. The public can help by attending your event or supporting your cause.

Additional Ideas to Raise Awareness.

- Write letters to the editorial section of your local newspaper about your experience living with cutaneous lymphoma. Contact the CLF staff for help.
- Take cutaneous lymphoma information packets to dermatologists in your community. Contact the CLF to request your packets.
- If your company has a newsletter, ask them to write a feature on you and your experience with cutaneous lymphoma.
- Send an email message to all of your friends and loved ones sharing your story.
- Leave the CLF brochures at businesses that you patronize, with their permission, especially around specialty awareness days or Blood Cancer Awareness Month.

Advocate for People Affected by Cutaneous Lymphoma

Becoming an advocate ambassador for people affected by cutaneous lymphoma is a very important way that you can become involved in our mission.

There are two ways that we encourage you to participate in our advocacy efforts:

Visit the **ADVOCACY** section of our website often to monitor advocacy news and action alerts that you can participate in.

Contact us at info@clfoundation.org or 248.644.9014, ext. 4 if you are interested in being contacted for special advocacy events, such as Capitol Hill days, and other advocacy efforts that arise where we are in need of people who can serve as Foundation ambassadors at these events.

Thank you in advance for your interest in advocating for patients with cutaneous lymphoma. We look forward to having your partnership and involvement as we work together to educate and influence policy-makers who can affect positive change on the policies that impact patients with cutaneous lymphoma.

Become an Annual Donor

Becoming an annual donor to the Cutaneous Lymphoma Foundation by giving to our **Annual Fund Campaign** is one of the most important ways that you can help support our important work because our **Annual Fund Campaign** supports every patient, every caregiver, every healthcare provider and any other person who calls upon us for assistance.

This campaign raises the vital unrestricted support that is needed to fund all of the important programs and services that we provide throughout the year, and we need the help of every annual donor who is inspired to partner with us in our mission.

You can learn more about our Annual Fund Campaign by visiting our Giving page on our website or you can **MAKE YOUR GIFT TODAY** via one of the following easy giving options:

- Visit our donate online section on our website.
- Contact us at **248.644.9014** to make a credit card donation via phone.
- Mail your check made payable to the Cutaneous Lymphoma Foundation to PO Box 374, Birmingham, MI 48012.

Thank you in advance for your support and for helping us make sure that each person with cutaneous lymphoma gets the best care possible.

Resources

Cutaneous Lymphoma Foundation Contact Information
Materials Available for your Event:
Treatment Guide, Fast Facts, Forums, Research Report

Cutaneous Lymphoma Foundation
P.O Box 374
Birmingham, MI 48012-0374
Telephone: 248-644-9014
Fax: 248-644-9014
Find us on Facebook: <https://www.facebook.com/clfoundation>
Website: www.clfoundation.org

Appendix-Templates and Forms

- I. Sample Corporation Solicitation Letter**
- II. Informal, Personal Letter**
- III. Informal, Personal Letter 2**
- IV. Contact Brainstorming Sheet**
- V. Sample Thank You Letter**
- VI. Project Plan**
- VII. Event Application Form**

Sample Corporation Solicitation Letter

Date

Dear:

As an individual affected by Cutaneous lymphoma, I/we are committed to helping support programs and services for other affected individuals and families.

I/we are hosting a (insert your event here) on (insert date here). The goal of this event is to raise awareness and funds for the Cutaneous Lymphoma Foundation (CLF) because our (insert affected family member name here) has received help and support from the CLF while living with cutaneous lymphoma. This is a rare, incurable disease that can be very isolating to live with. The CLF provides critical support worldwide for others like us who are dealing with this diagnosis.

Please support our efforts by donating (insert whatever you are asking for here) to our event. The proceeds from our event will go a long way to supporting the educational services, individual support and research provided by the CLF. I have attached a brochure, which describes Foundation's services in greater detail.

Your donation is fully tax-deductible to the extent allowed by law. You will receive a letter from the Foundation for your tax purposes. If you would like more information about the organization or the disease, I invite you to visit their website at www.clfoundation.org.

If you require additional information or have any questions, please feel free to contact me/us at (insert your phone number here).

Please join us in our efforts to make a difference for others around the world struggling with this rare disease.

Thank you for your generosity,
Your Name

Informal, Personal Letter

Dear Friends and Family,

This June I am going to the Cutaneous Lymphoma Foundation (CLF) 2-day Annual Conference in Los Angeles with my family. At this conference the CLF will provide important information so that I can be empowered as a patient living with this rare disease. Learning about research, treatments as ways to cope day to day with this disease, is critically important to me.

Cutaneous lymphomas are a distinct subset of non-Hodgkin's lymphoma. They are cancers of the white blood cells that primarily involve the skin. Symptoms and treatment side effects can make it hard to work or enjoy social time and hobbies. Some days I struggle. There are many challenges to overcome when living with a rare, very visible and complex disease.

I am so grateful that the Cutaneous Lymphoma Foundation offers these kind of events free of charge to patients and their caregivers.

I hope you will consider making a donation to support the organization continue its mission. The CLF serves patients, families, caregivers and surviving family members worldwide. I know I would have been lost without the support of the CLF. You can send a check or donate online. The information is below:

Cutaneous Lymphoma Foundation
PO Box 374
Birmingham, MI 48012
Make checks payable to the Cutaneous Lymphoma Foundation
or online at: www.clfoundation.org/donate

On behalf of all of us affected by this disease and those who are yet to be diagnosed thank you! Perhaps one day there will be a cure and we will no longer need the services of the CLF. Until then, I will help to support their work.

Yours,

Informal, Personal Letter 2

Dear Friends and Family,

As many of you know, our (insert name and relationship) has this rare, skin disease called cutaneous lymphoma. This diagnosis has been difficult to wrap our heads around, but we are figuring it out with the help of the Cutaneous Lymphoma Foundation.

Cutaneous lymphomas are a distinct subset of non-Hodgkin's lymphoma. They are cancers of the white blood cells that primarily involve the skin. Symptoms and treatment side effects can make it hard to work or enjoy social time and hobbies. There is no known cure.

(Insert personal paragraph here, An example: (Name) has to apply a special cream on his/her skin four times per day, which stings and makes him/her very uncomfortable every time. (Name) takes two hour long baths every night to help with the itching. (Name) has been teased or looked at differently by his/her friends for having different looking skin.)

The good news is that there is hope. I/we are part of an international community supported by the Cutaneous Lymphoma Foundation. This Foundation provides programs, support, guidance, as well as supporting research specifically for cutaneous lymphoma. Through this group of people, we have been able to attend patient education events, join a local networking groups across the country and empower ourselves to be our own best patient advocates. We could not have learned all of this on our own.

Please help us support the wonderful work the CLF does by giving \$15, \$25, \$50 or more. Kindly make your check payable to the Cutaneous Lymphoma Foundation and mail with the enclosed envelop. Your donation will help the Foundation continue to conquer this rare disease. Or you can go online to donate: www.clfoundation.org/donate

(Name) is so (use descriptive words such as bright, happy, light-hearted, etc., include a sentence about something they are looking forward to.) We are blessed to have (name) in our lives and look forward to a bright future.

With our deepest thanks,

Contact Brainstorming Sheet

Who do you know? Who can help you?

List 5 family members

- 1.
- 2.
- 3.
- 4.
- 5.

List 5 friends

- 1.
- 2.
- 3.
- 4.
- 5.

List 5 people you know through your business life

- 1.
- 2.
- 3.
- 4.
- 5.

List 5 businesses that you frequent personally

- 1.
- 2.
- 3.
- 4.
- 5.

List 5 neighbors

- 1.
- 2.
- 3.
- 4.
- 5.

Sample Thank You Letter

Date

Contact Name Company Address City, State, Zip

Dear (Contact Name),

Thank you for your kind donation to the (name of event) to benefit the Cutaneous Lymphoma Foundation (CLF). With your help, we raised (amount here) for the Foundation.

(Add a paragraph here which summarizes your event and its success.)

Proceeds from the event will be used to sponsor cutaneous lymphoma programs and services and help raise public consciousness about this disease.

We sincerely thank you for your generosity and your continued support of (name of event). We hope we can count on your help next year for the (name upcoming event), scheduled for (date here).

Gratefully,

Your Name Contact Information

PROJECT PLAN

Vision:

Include description of program vision here

Goal and Objectives:

Timeline:

Include high level milestones here

Include task level timeline below

Individual Tasks:

Task	Who	Date

Objectives/Impact:

- Include program objectives here

Workflow:

- Include Responsibility Flow Chart

Budget:

Include budget

Tools:

Include tools necessary

EVENT APPLICATION FORM

EVENT NAME:

CONTACT INFORMATION

FIRST NAME: _____ LAST NAME: _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

BUSINESS PHONE: _____ HOME PHONE: _____

EMAIL ADDRESS: _____

EVENT INFORMATION

DATE OF EVENT: _____

DESCRIPTION OF EVENT: _____

EVENT IS: OPEN TO THE PUBLIC INVITATION ONLY

If applicable: TICKET PRICE \$ _____ TABLE PRICE \$ _____

HOW WILL THE PROCEEDS OF THE EVENT BE ACCUMULATED?

% of overall proceeds specific dollar amount depending upon final donations

Other method: _____

IS THIS A FIRST TIME EVENT: YES HOW MANY YEARS? _____ NO

HOW WILL THE EVENT BE PUBLICIZED? (ADVERTISEMENTS, PSAs, PROMOTIONAL FLYERS):

Cutaneous Lymphoma Foundation Event Agreement

This agreement is between an interested organization/individual or group and the Cutaneous Lymphoma Foundation (the “CLF”). An event is any fundraising activity conducted by an individual or group where the CLF has no fiduciary responsibilities, liability and little or no staff involvement.

By signing the Event Agreement, the event organizer (“Organizer”) agrees to the following requirements:

Planning

A timetable, budget and action plan must be created and shared with the CLF at least three months before the event.

The CLF reserves the right to decline endorsement of any event that is not aligned with the mission or within the scope of the appropriate fundraising policies and procedures of the CLF.

A post event report must be submitted within 60 days following the activity, which includes:

Financial Report

List the budgeted and actual results for each source of revenue and each category of expense. Please comment on any significant discrepancies.

Additional Documentation (optional and when applicable):

1. Sponsor List: List all the event sponsors and the amounts contributed.
2. Participant List: List the names of all the individuals participating in the event.
3. In-Kind Contributor List: List the names of all the in-kind donors and the items donated.

Media Report

Summarize any media coverage received and, if available, attach copies of articles, ads, etc. Collect copies of brochures, invitations, flyers and any other printed materials. By sharing this information, the Organizer agrees to allow the CLF to publish the documentation through their media channels and in other printed materials. The CLF also reserves the right to modify and edit any materials to keep aligned with branding and marketing policies.

Donations

Only donations made directly to the Cutaneous Lymphoma Foundation will receive an acknowledgment letter from the CLF for tax purpose; all donations made to the event or Organizer will not be tax deductible under the CLF’s 501c3. In the event the Organizer collects checks written to the Cutaneous Lymphoma Foundation, a corresponding spreadsheet listing is required.

Promotion

The event will be promoted and conducted in a manner to avoid statement or appearance of the CLF's endorsement of any product, firm, organization, individual or service.

The Cutaneous Lymphoma Foundation reserves the right to decline any underwriting and/or sponsorship when it believes that the association may negatively reflect on the CLF. All promotional materials must clearly state the agreed to terms for the way the donations will be provided to the CLF as outlined in the CLF Event Application form. The official logo of the CLF should be used appropriately in conjunction with the event and requires pre-approval from the CLF staff. Logos may not be altered in typeface, color, configuration and/or position. Any use of the logos must adhere to established graphic standards. When using the CLF name on the event materials, the reference should always be "Cutaneous Lymphoma Foundation"

Promotion through the CLF's social media channels of the event may be provided. This is a coordinated effort between the event organizer and the CLF supporting staff.

Liability

The CLF is not financially liable for expenses incurred as part of the event.

The Organizer is responsible for ensuring the event is following all local, county, state and federal laws including but not limited to securing the proper licensing.

Insurance

The organizer is responsible for researching any requirement for and obtaining any necessary liability insurance coverage for their event.

Auction

If the event is holding an auction and the CLF is the direct beneficiary of the funds received from the auction, the following documentation is required in order to facilitate the donation acknowledgement process:

1. Participant list names and contact information
2. Items with detailed description and monetary values.

If the Organizer is using another company for consignment items, the sole responsibility for those items is with the Organizer. The CLF is not financially liable for any items purchased through consignment. If the CLF will be receiving funds directly and administering the check-out process, it is the responsibility of the Organizer to have sufficient volunteers to help in the checkout process. i.e. runners, cash out procedures, along with a method for printing checkout materials, bid numbers and other materials required for processing.

THE ABOVE GUIDELINES HAVE BEEN READ, UNDERSTOOD AND AGREED TO BY:

_____ Print Name

_____ Signature _____ Date

Event Name _____