

Third Party Fundraisers Toolkit

Church Community Services is blessed by the great generosity and support of people and organizations throughout Elkhart County. Often, people spend their own time, money, and effort organizing a fundraiser to benefit our work. This is what we mean by a third-party fundraiser. These events vary in type and size, but include restaurant give backs, food drives, golf tournaments, and more. You'll find an example list of ideas below.

If you are interested in organizing and hosting your own event to benefit Church Community Services, please review our policies and procedures, then check out our tips and downloads to help make your event a success. We'd like to know about your event, so please fill out our short form with a detailed description of your fundraising event and sign it to verify that you understand and accept our guidelines. You may then either drop it off or email it back to us.

Fundraising Ideas (with proceeds benefiting CCS)

- Athletic tournament (golf, volleyball, tennis, softball, bowling)
- 5K, 10K, or marathon
- Birthday party (monetary gifts or gifts from one of our programs Wish Lists)
- Carnival
- Pet wash
- Wine tasting
- Auction
- Car wash
- Bake sale
- Casual/jeans day (\$10 to wear jeans to work)
- Holiday party
- Concession stand at sporting event
- Loose change jar
- Dunk tank
- Pampered Chef or Tupperware party
- Book sale
- Talent show
- Garage sale
- House cleaning service
- Gift wrapping
- Concert or "sing-off"
- Chili cook-off

Policies and Procedures

In order to assure that Church Community Services' name, image, and reputation are properly represented, we ask that all third-party fundraisers abide by the following policies unless otherwise agreed to. Your cooperation will help us guarantee consistency and quality in the events that ultimately benefit our work. Thank you again for your efforts.

1. While Church Community Services will try to lend our support, due to the number of requests, we may or may not be able to:
 - Promote your event in our newsletter or in social media.
 - Set up and staff a booth at your event
 - Distribute posters or literature for your event
 - Park our truck at your event.
2. Church Community Services may be able to provide guidance for your event; however, we do not have the personnel to handle the organizational and administrative tasks associated with third-party events. Therefore, you are responsible for all details of the event including but not limited to: underwriting all related costs or finding sponsors to do so; recruiting volunteers to help out at the event; publicizing the event including creating flyers and writing news releases; working at the actual event.
3. The event must be promoted in a manner to avoid statements or the appearance of Church Community Services endorsing any product, firm, organization, individual, or service.
4. The Church Community Services name and logo must be used in accordance with our graphic standards. All sponsor information and promotional materials must clearly state the percentage of proceeds that will benefit Church Community Services.
5. Church Community Services should receive a list of targeted sponsors for the event before they are approached to minimize overlap with other events and/or fundraising campaigns that we may have underway. Sponsors should be made aware that this event is a third-party fundraiser and is not planned or managed by Church Community Services.
6. Church Community Services can provide informational materials promoting the organization, its goals and accomplishments. Advance notice is needed regarding the quantities needed for the event. The following items are available for use at events:
 - CCS brochures
 - Soup of Success brochures
 - Seed to Feed brochures
 - Collection bins for non-perishable food, personal care items, plastic bags, or wool sweaters.
7. Event organizers are responsible for obtaining all necessary permits.
8. Event organizers must obtain their own liability insurance to cover the event. CCS is not financially liable for the promotion and/or staging of third-party events.
9. Under no circumstances should third-party event revenue and expenses flow through Church Community Services books. Only the final net proceeds from the event are to be processed by Church Community Services.
10. Please note that third party fundraisers cannot be held at Church Community Services.

10 Tips to plan and market your event

1. ***Seek the help of friends and family:*** They can help you brainstorm creative ideas, divide the work and have more fun. This means you will be able to raise more money for Church Community Services.
2. ***Crunch the numbers:*** In the early stages of planning, you will want to identify your expenses and potential sources of income and donations. You will also want to set a fundraising goal for your event.
3. ***Keep expenses low:*** A great way to increase the amount of money you raise at an event is to limit the amount of money you spend. Keep your event expenses low by asking people to donate or discount event-related expense items such as venue rental fees, entertainment, decorations, food and beverages. Ask for donations for auction items and raffle prizes.
4. ***Make a list, check it twice:*** Who will want to be involved in your event? Identify who those people are, how you want to get them involved, how you will ask them and if they will be available when you need them.
5. ***Reach out for support:*** Consider asking for sponsorships or underwriting for your event. Many companies look for opportunities to reach niche audiences by sponsoring community events. What kind of people are attending your event and what type of company might like to reach those people? Put together a short proposal with information about your event and the likely attendees. Make sure to include information about the benefits and recognition your sponsors will receive (signage, free tickets, etc.).
6. ***Shout it from the rooftops:*** Much of your success will depend on how well you spread the word about your event and the number of people you invite. How do you plan to let people know about your event? The more ways you can get the word out, the better.
7. ***Incorporate other ways to raise money:*** Think about what other things you can add on to your event to raise funds – live or silent auctions, raffles, and sales of food or merchandise are just some examples of ways you can raise additional funds at an event. Don't be shy to approach business owners to ask for donations – you'd be surprised at how generous people can be and how willing they are to help.
8. ***Don't forget to say thanks:*** Send letters to all of the supporters and volunteers that helped make your event a success. You will probably want their help again next year!
9. ***Keep lists up-to-date:*** Having a list of your event contacts makes future planning much easier. Make sure all contact lists always have the most up-to-date information (e-mail, addresses and phone numbers).
10. ***Mark your calendar:*** If you know the date for next year's event, be sure to let everyone know as soon as possible so they can plan to attend!



Third Party Fundraising

Your Name: _____

Organization (if applicable): _____

Phone: _____ Email: _____

Please add me to the Church Community Services email list: Yes No

Describe your proposed event:

Event date: _____ Proposed *or* Firm Location: _____

Target audience: _____ # of expected participants: _____

Will there be corporate sponsorship? Yes No (If yes, please verify your possible sponsors with CCS ahead of time.)

How will the event be promoted?

How will CCS benefit from your event?

How will your group benefit from the event?

What would you need from CCS?

Brochures: CCS _____# SOS _____# Seed to Feed _____#
Collection Bins: Food/Personal Care Items _____# Plastic Bags _____# Wool Sweaters _____#

Projected income from this event? _____ Portion benefitting for CCS? _____

Who will handle the income from the event? _____

How and when will the portion benefitting CCS be distributed to CCS?

Is there anything else you would like to share about your proposed event?

In light of our policies and guidelines for events such as this, what expectations are there for CCS's involvement?

My organization understands and accepts the policies and procedures in CCS's Third Party Fundraiser Toolkit.

Signature _____ Date _____