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**Getting Started**

Deciding to host a community fundraiser or online for KC Shepherd’s Center is a huge accomplishment in itself - thank you! Here are 10 steps to help you get started:

1. **Form a planning committee.** Bringing together a group of enthusiastic and dedicated people who share an interest in raising money for a this great cause will increase the probability of a successful event.
2. **Brainstorm.** Gather members of your planning committee to brainstorm ideas for your fundraiser. Give free rein to your imagination — several heads are better than one! The more people who participate now, the more committed they'll be later.
3. **Choose the “right” event.** The type of event you choose should fit the size, interests, talents, goals and time availability of your planning committee.
4. **Identify your target audience.** Consider who is most likely to attend and support the type of event you have selected.
5. **Develop a budget.** Try to identify all the expenses involved with your event (invitations, postage, rental space, signage, food and catering, promotional materials, website, advertising, etc.)  Then think about possible sources of funds, and people and companies you know who may be able to donate products (food, equipment) or services (like design, printing, photography) to reduce your costs. This will help keep your costs down, which is something everyone will appreciate.
6. **Develop an event timeline.** A timeline is important in planning a publicity strategy for your event.
7. **Schedule the event.** Select a time that is appropriate and convenient for those who will be attending. Be sure to check local community calendars for conflicting events.
8. **Collect all funds.** We ask that all event proceeds designated for KC Shepherd’s Center be forwarded to us within 30 days following the conclusion of your event.
9. **Say thank you!** Sending thank-you letters, notes or e-mails to everyone who participated in or supported your event shows your appreciation and reinforces their goodwill about supporting KC Shepherd’s Center.

**Event Ideas**

The following are some ideas for your community fundraiser.  We suggest thinking of something you enjoy doing (e.g. book club, cooking) and working to add a fundraising component into that.  This way you are not starting from scratch and, in addition to giving back to a great cause, you are doing something you love!

BIRTHDAY/ANNIVERSARY PARTY

Do you have an upcoming birthday, anniversary, shower or bar/bat mitzvah? Consider making a contribution to KCSC in lieu of personal gifts – and ask your friends and family to do the same. This is a great way to get the kids involved!

COCKTAIL PARTY

Throw a cocktail party in your home or at a local restaurant or bar. Many venues provide great deals for very little money. Ask your friends to donate $50 and then spend no more than $20 per person on the food. This will ensure you will have a good amount to donate by the end of the night. Include a raffle or auction to increase revenue.

GARAGE SALE

Ask friends and neighbors to clean out their basement or garage for a good cause. Organize a garage sale, and you’ll clean out your house while supporting sick or injured patients in our community at the same time!

GOLF OUTING

Whether planning a small golf outing with friends and family or an outing for your business or organization, think about making your swing really count and partnering with us to give back to the Older Adults served by KCSC!

INDEPENDENT BUSINESS GIVES BACK

Are you a local independent business owner, restaurant or retail owner who is looking to align with a great cause? Whether it is a percentage of proceeds for a week or simply collecting change, you can make a difference while you work.

SCHOOL FUNDRAISER

Kids love to help!  Have fun with your students while teaching them about the meaning of philanthropy with anything from a coin drive to a read-a-thon. Be creative! We’d love to hear about your school fundraiser ideas and stories.

SELL, SELL, SELL!

Many marketing/promotional item companies offer a lot of discounted items. Create t-shirts, bracelets, key chains, etc., and sell them above your cost to create revenue.

TRIVIA NIGHT

This is a fun way to raise funds while increasing awareness around the issues facing Older Adults. Host your trivia night at a restaurant or other local establishment and invite between 10 and 50 of your friends and family. There are many websites that provide a trivia night wizard to help in generating questions and formatting the event.

**Publicity Tips**

These tips and tools will help maximize publicity of your event through the media at very little cost.

CREATE A TIMELINE TO MAXIMIZE PUBLICITY

A timeline is important in planning a publicity strategy for your event. Keep this timeline in mind as you put together a publicity plan:

**3-4 months before the event:**

Identify your target audience based on demographics, interests and location, and develop a targeted media list.

**4-6 weeks before the event:**

Distribute media materials (i.e. media alert, Facebook posts, etc.).

**2 weeks before the event:**

Make follow-up calls and send e-mails to media who received the information.

**1-2 days before the event:**

Email and/or fax a media alert with the basic information about your event (who, what, when, where and why) to the TV news assignment desks and photo desks at the daily newspapers. \* See Media Alert Template at the end of the toolkit.

TAKE LOTS OF PHOTOS

Photos are a great way to document your event, whether for publicity or simply to share with family and friends. Here are some tips on capturing special moments at your fundraiser:

* Write out a targeted shot list in advance to make sure you get photos of everything and everyone you want
* Take candid and close-up shots that capture the different aspects of your fundraiser
* Consider diversity when capturing photos (age, race, gender)
* Capture images of your sponsors if you have them
* Include three to four people in a photo for the best publicity shot
* Take photos horizontally and vertically

**After Your Event**

SEND IN YOUR DONATION/PROCEEDS

* Mail a check to: KC Shepherd’s Center, 9200 Ward Parkway Ste. 200, KCMO 64114.
* Checks should be made payable to KC Shepherd’s Center.
* Include a short note explaining your fundraiser.
* Once we receive your donation, an acknowledgement letter will be sent to you for tax purposes.

SEND US PHOTOS

E-mail the best 3-5 photos from your event to: dani@kcsheherdscenter.org

LOGO USE

All flyers and digital images using our logo must be approved.

A brand guideline will be provided to you when you register your event via the form on our website at www.kcshepherdscenter.org/3rdpartyevents

START THINKING OF YOUR NEXT FUNDRAISER!

The best time to think of a new idea is right after an event or fundraiser. Think of what parts went well and what could be changed to make the next event even more successful.

**Frequently Asked Questions**

HOW LONG DOES IT TAKE TO GET MY FUNDRAISER PROPOSAL APPROVED?

Registrations will be approved within 10 business days of receipt.

DO I NEED TO CREATE A 501C3 (NON-PROFIT) ORGANIZATION TO HOST A FUNDRAISER FOR KC Shepherd’s Center?

No, anyone can host a fundraiser for KC Shepherd’s Center with our approval.  Staff can provide an authorization letter confirming the organizer’s intent to raise funds for KCSC.

CAN SOMEONE FROM KC SHepherd’s Center HELP ME PLAN MY EVENT, AND ATTEND AND/OR SPEAK AT MY EVENT?

We are happy to provide guidance for your event and we will do our best to have someone from our staff attend and/or speak on behalf of the organization, but we cannot guarantee attendance of staff or volunteers at your event. The earlier you register your event the better.

CAN I USE KC SHEPHERD’S CENTER’S NAME AND LOGO?

Once your fundraiser is approved, we will provide you with KC Shepherd’s Center logo for your marketing materials. We must review everything with our name and logo before it’s printed or distributed. This includes the use of the KC Shepherd’s Center logo on your website or your company’s website.

CAN KC Shepherd’s Center PROVIDE INSURANCE FOR MY EVENT?

Because KC Shepherd’s Center is the beneficiary and has no direct involvement with running the fundraiser, we cannot provide insurance for third-party events. The event organizer is responsible for obtaining insurance for the event.

CAN KC Shepherd’s Center HELP ME GET A PERMIT FOR MY EVENT?

The organization and execution of the event is the responsibility of the event organizer. The event organizer must obtain any necessary permits or licenses.

CAN I USE kc shepherd’s center’s TAX EXEMPTION NUMBER?

Because KC Shepherd’s Center is not hosting your event, it is considered a third-party event. For this reason, you will not be able to use KC Shepherd’s Center IRS 501(c)(3) charitable classification, federal tax ID number, or tax-exempt certificate.

WILL EACH OF MY DONORS GET A RECEIPT?

KC Shepherd’s Center cannot issue charitable tax receipts for donors or sponsors who make payments directly to your third-party event. If your donor wants a receipt, please be sure that their check is made payable to KC Shepherd’s Center and leave the check in its original form before sending it us.

Please note that there are complex regulations around the distribution of charitable tax receipts. This includes donations of money, in-kind items and services. Issuing an inappropriate receipt can put our charitable tax status in jeopardy so please **do not promise**any kind of receipt. For more information about charitable tax receipts please contact KC Shepherd’s Center.

CAN I PAY MYSELF BACK FOR EXPENSES I’VE INCURRED?

We recognize that some coordinators need funds to run an event and pay expenses. However, KC Shepherd’s Center **cannot fund or financially support** community fundraisers. Coordinators are responsible for covering all expenses and **cannot be reimbursed** by KC Shepherd’s Center. For these reasons, as you start to collect money you may want to keep some funds on hand to help pay your expenses. As a good rule of thumb, expenses should not exceed 30% of your gross revenue. In your planning process, make sure to develop a budget reflecting the type of event you are having and the many costs related to the event. After the fundraiser is complete, please send us all checks addressed to KC Shepherd’s Center, as well as a one lump sum check from your checking account.

CAN WE HAVE A CHECK PRESENTATION AT KC SHEPHERD’S CENTER?

Yes, we can arrange for a check presentation to be held at the KC Shepherd’s Center offices or a place of your choosing. Please contact the KC Shepherd’s Center to schedule a time.

SHOULD I SEND A PERSONAL THANK YOU LETTER OR CARD TO MY DONORS?

Definitely! It is important to thank everyone who was involved with your fundraiser!

**Contact Information**

Terri Goddard, Director of Development and Community Outreach  
KC Shepherd’s Center  
9200 Ward Parkway Ste 200  
Kansas City, MO 64114  
[terri@kcshepherdscenter.org](mailto:terri@kcshepherdscenter.org) or 816-293-9614

**More Fundraiser Ideas**

**Tried and True**

**Bake sale:** enlist some expert bakers and sell baked goods in your local community and donate the proceeds to KCSC.  
**Bingo night:** get unique prizes donated, charge a per-board fee, and let the fun begin.  
**50/50 drawing:** the opportunity to win a cash prize makes this a popular fundraiser. Sell raffle tickets, and at the time of the drawing, half of the proceeds go to the winner, and half go to KCSC. This can be built into any event that you hold.

**Ice cream social:** scoop a variety of flavors and toppings for a work, school, or community event.  
**Pancake breakfast:** serve up sweet flapjack stacks at your church, community center, or workplace. Don’t forget the bacon.  
**Party with a purpose:** in lieu of birthday gifts, ask your guests to donate funds or supplies to KCSC.  
**Spaghetti dinner:** host a spaghetti night at your church or community center.

**Facebook Fundraiser**: set up a birthday fundraiser on Facebook and invite your friends to donate. Designate KC Shepherd’s Center as the beneficiary. The funds are automatically distributed to KCSC.

**Workplace Fun**

**Boss for a day:**sell raffle tickets that entitle the winner to be boss for a day, or to an extra vacation day or other perk. **Breakfast with \_\_\_\_\_\_ :** put together a breakfast with your CEO, local celebrity, or public figure. See if a local restaurant will donate the meal, and sell tickets to benefit KCSC. **Brown bag lunch day:** have everyone bring their lunch and donate the money they would have spent to eat out to KCSC. **Coin drive:** set up coin jars in your office or business and set a goal. Or, have a coin drive competition with paper money counting against teams – sabotage the other jars! Winning team gets a prize. **Parking space auction:** who doesn’t want that prime spot at work? **Recycle:** collect old cell phones or other devices and ink cartridges that can be recycled for money.

**Big and Bold**

**Block party:** an old-fashioned block party on your street or in a parking lot can draw a huge turn-out. Ask a local DJ to donate a few hours, recruit neighbors to BBQ, offer face painting, games, and more to raise money. **Bowling night:**team up and register for a bowling tournament. Donate the entry fees to KCSC. **Craft fair:** solicit makers to create military themed crafts and sell them to benefit KCSC. Makes a great holiday event!  
**Game night:** host a game night at your home or community center with an entry fee.  
**Golf tournament:** play a round of golf for OLDER ADULTS. Ask KCSC Development Team for advice about setting up a tournament.  
**Happy hour:** ask your favorite local bar or restaurant to host a happy hour benefiting KCSC.  
**Hot dog cookout:** have a tailgate party or pregame cookout. Create specialty hot dogs and sell them to benefit KCSC.  
**Karaoke night:** let loose and sing a song that moves you, all while supporting a good cause. Ask for a donation for every song sung.  
**Movie night:** rent a projector and watch a favorite film in your own backyard, school, community center, etc. Sell admission tickets, buttery popcorn, candy, and soda, all to benefit KCSC.  
**Music event:** set up a battle of the bands, DJ scratch contest…whatever you’d like! Encourage people to give to the performer they like best, then collect the funds for KCSC.  
**Sports tournament:** host a dodge ball game or basketball game with ticket sales benefiting KCSC. Encourage teams to dress up in themed attire to add to the festive atmosphere.