

CSA's Fundraising for Success



Celiac Sprue Association®

Involve Chapter and
Community
“Celiacs Helping Celiacs”

Celiac Sprue Association
PO Box 31700 Omaha, NE 68131-0700
877-CSA-4CSA www.csaceliacs.org

Ideas for Planning a Fundraiser:

- ◆ Art Exhibit
- ◆ Auction
- ◆ Barbecue
- ◆ Benefit Concert
- ◆ Bike-a-thon
- ◆ Birthday Party
- ◆ Black & White Ball
- ◆ Book Sale
- ◆ Bowl-a-thon
- ◆ Car Wash
- ◆ Carnival
- ◆ Children's Party
- ◆ Chocolate Festival
- ◆ Craft Fair
- ◆ Dance-a-thon
- ◆ Disco Night
- ◆ Fashion Show
- ◆ Flower Arranging
- ◆ Garage Sale
- ◆ Garden Tour
- ◆ Gold Tournament
- ◆ Halloween Party
- ◆ Holiday Bazaar
- ◆ House Sale
- ◆ Masked Ball
- ◆ Prize Drawing
- ◆ Progressive Dinner
- ◆ Raffle
- ◆ Services for Sale
- ◆ Sidewalk Sale
- ◆ Spaghetti Supper
- ◆ "Sweet-Hearts" Festival
- ◆ Swim-a-thon
- ◆ Talent Competition
- ◆ Teen Dance
- ◆ Tennis Tournament
- ◆ Toy Fair
- ◆ Treasure Hunt
- ◆ Valentine Dance
- ◆ Walk-a-thon
- ◆ Wine & Cheese Festival
- ◆ Yard Sale

CSA acknowledges the International Fibrodysplasia Ossificans Progressiva Association for sharing its Fundraising "Bright Ideas". \$500 or More," Chardon Press/Grassroots Fundraising Journal (Copyright 1986).

How CSA Can Help You!

(Remember members, chapters, research units, region directors, members at large, officers and a national office staff are parts of one organization working towards the same goals)

“Celiacs Helping Celiacs”

- ◆ A CSA national office is always available with anything our chapters need; contact our main headquarters at 877-CSA-4CSA or 877-272-4272. A phone call can provide your chapter with informative fact sheets, pamphlets, posters, t-shirts, videos and even speakers for any of the events your chapter is planning.
- ◆ Check out our website at www.csaceliacs.org for details on new information available and new products offered for chapters. If anything is needed CSA volunteers and staff can surely help chapters in any way possible.
- ◆ Get in touch with CSA volunteers and staff to provide fact sheets, press kits, ad slicks and other materials your chapter needs to generate media coverage about Celiac Disease in your community.
- ◆ Need a helping hand? Call CSA (877-272-4272) to discuss any questions or concerns. We provide your chapter with other CSA volunteers across the country and the world.
- ◆ Please let the national office know about the event chapters are planning to share it with other volunteers from the CSA community. Send photos and a recap of the day's activities, so it can be featured in the quarterly member newsletter lifeline and on the website.



October

“Is National Awareness Month”



Ways to Support CSA:

Set-up an “awareness day” with a local college

- ◆ Call your local college and set-up a meeting with the medical center to see what can be done to bring awareness to your city. This could turn into a great fundraiser as well by having it on a game day for a sport; a home football game for example.

Have a local restaurant host an “awareness dinner”

- ◆ Work out a deal with a local restaurant willing to cater to Celiacs and have a set time period where you plan on having all Celiacs and CSA chapter members come in and eat. For example, the flyer would say Tuesday night at Valentino’s from 5-8pm CSA’s chapter blank will be hosting an “awareness dinner”. The restaurant would give chapter a percentage of the profit for that set time, for not only bringing them in twice as much business on that day, but for also possibly creating a new client base.

“CHANGEing the World for Celiacs”

- ◆ PUT PROTOCOL IN!!! Development funds provided by Wild Oats.

Start Spreading The Word!

Tips on how to generate local media coverage and raise awareness for Celiacs

Get placement for news articles or broadcast health segments by developing a list of local media outlets, including health reporter at newspapers, television news programs and radio shows in your community. (Public access and cable stations can be a good choice because they often devote longer segments to a single subject.)

- ◆ Write a brief letter stating why it is important to feature Celiac Disease. Be sure to include some information about your local chapter and/or some information about local families who are affected and willing to be interviewed.
- ◆ Contact the national office for fact sheets and other press materials to include with chapter's letters
- ◆ Follow up the letters with a phone call offering to help arrange interviews with the local families. Inform the media that the national office can also arrange for them to speak with physicians/dietitians who are experts on the disorder.

Additional Ideas to Raise Awareness

- ◆ Contact local government officials for a proclamation stating that October is National Awareness Month. (This can be a useful tool in generating media coverage.)
- ◆ Place ads in local publications. Call the national office for camera-ready ad slicks that promote early diagnosis and feature our toll-free number (877-272-4272).
- ◆ Write letters to the Op Ed section of your local newspaper.

Promote Awareness in Your Community & Workplace

Service Organizations, Social Clubs and Small Businesses

- ◆ Ask friends or former employers who belong to local business associations, service clubs, sororities, antique collecting groups, support groups, bridge clubs, etc. to discuss CSA in their group and pass the hat for donations. This is a great opportunity to spread awareness and even small companies can yield \$100 from each.
- ◆ Research the giving policies of service clubs in your community. They usually have formal guidelines for grant amount 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.

Find Out How Your Employer Supports Non-Profit Organizations

Does your company provide grants through a philanthropic foundation? Offer sponsorship for community events? Participate in a matching gift program? Does it support volunteerism and provide ways for associates to get involved?

- ◆ Ask if you can set-up and staff a workplace table display during National Awareness Month.
- ◆ Request the company's charity/grant guidelines and send the information to CSA.
- ◆ If available, ALWAYS submit a matching gift form to increase your donations.

Fundraising Guidelines!

Make it Easy for People to Donate

Ask the reader to help your CSA chapter make a difference by making a donation. If your chapter's letter writing campaign is supporting a specific event, be sure to include the:

- ◆ Name
- ◆ Date
- ◆ Organizer's name
- ◆ Overall financial goal. Be sure to also tell the reader where and how the money will be distributed.

Clearly state directions to make all checks payable to CSA:

- ◆ Create a form to accommodate credit card donations
- ◆ Include a self-addressed envelope
- ◆ Let them know their donations are tax-deductible.

Keep good records

- ◆ Maintain an updated record of your complete mailing list and copies of all letters your chapter sends. Keep an accurate log of all donations, including the name, address, amount, and gift method.
- ◆ In your annual report to the national office please enclose copy of your letters for fundraising.

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 your chapter personally and the celiac community in general.
- ◆ Recap any specifics about the event (including the spirit/energy, number of participants and acknowledgment of any special attendees like local celebrities or physicians). Tell the reader how much was raised by the event and by your chapter's personal efforts—and include comparisons to the original goals for each. Include “no tangible goods and services were given in return for this contribution” and include that CSA is a 501 (c) (3) non-profit organization.

Plan a Successful Letter Writing Campaign

No time to plan an event, but still want to help?

Raising money through a letter writing campaign can be a great way for individuals to participate in a specific event (like a golf tournament or bike-walk-bowl-a-“thon” or a “No Bake-Bake Sell”). Here’s some ways to get you started:

Create a list

- ◆ Include friends, family and co-workers (both past and present)

Write a personal and informative letter

- ◆ Begin by telling your own personal reason for writing the letter.
- ◆ Educate the reader about Celiac Disease. (For example, include that it is a genetic/autoimmune disorder, describe its complexity and how unaware people are of this disease, but at the same time over 1-3 million Americans experience the disease with only 3-5% diagnosed).
- ◆ Tell the reader about the national office and the services it provides. CSA, 4,500 members strong, is the largest member based non-profit serving those with celiac disease and dermatitis herpetiformis in the western hemisphere. It is particularly powerful to relate a personal experience and specific benefit you have received from the foundation. (The national office provides funding for cutting-edge peer-reviewed research, awareness and education programs for individuals and families). In 2005, 98% of all donations directly support these programs and services.

Individual Ideas that Make a Difference

Resolve to quit a bad habit for a good cause

- ◆ Offer to do something your friends and families have been nagging you to do anyway and attach a price to it. For example, quit smoking on the condition that your friends donate a certain amount to CSA for everyday you do not smoke up to 30 days. Agree to match their gift at the end of 30 days if you didn't smoke and give them back their money if you did. (This method can be applied to other healthy habits, such as exercise or not eating sugar, fast food, etc.)

Childhood Collections

- ◆ Consider selling something you collected avidly as a child. For example, coins and stamps have increased in value over the years. Still, 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 collection.

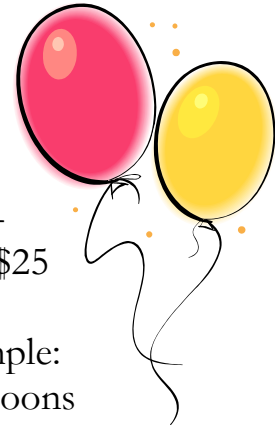
Happy Birthday

- ◆ Celebrate your birthday each year by holding a big bash and selling tickets to attend-with proceeds donated to CSA. You can also just invite people to your birthday party and ask that in lieu of gifts they make a contribution to support CSA efforts.

Great FUNdraising Ideas to Add to the Event

“Balloon Party”

Ask local merchants to donate prizes. (Gifts certificates, books, videos, toys, candy, t-shirts, and CD’s are easy take-home items). Group the prizes at price points of \$5, \$10, \$25 or \$50 and value them so guests feel like they’re getting a bargain. List prize descriptions on display board (for example: Gift Certificates for lunch for 2 at Joe’s Cafe). Inflate balloons and tie with a ribbon with a gift card stating the prize. Guests purchase a balloon and get the designated prize.



Hold a “Chinese Auction”:

This fun hybrid between an auction and a raffle is an easy way to add excitement to your event-and significantly boost your fundraising efforts. Choose a “theme” and ask guests to bring an appropriate item to be donated and displayed on a table the night of the event. Guests can purchase 2-part numbered tickets (these are readily available at office supply stores) - and “bid” on a specific selection by dropping one part of their ticket in a separate container placed next to each item. At the end of the evening, a “winning ticket” is drawn and posted for each item. Winners collect their prize by presenting the matching ticket stub.

Add a Prize Drawing:

Solicit local restaurants, movie theatres, wine stores and gourmet shops to donate items for a prize drawing. Price tickets based on how many prizes are available to win! Even people who can’t attend the event can participate.

Organize a *Celiacs Helping Celiacs* Golf Tournament, Sporting Event or Walk-a-Thon:

- ◆ Consider hosting a golf or tennis Tournament or holding a Walk-a-thon, Bike-a-thon, Bowl-a-thon, Swim-a-thon, Exercise-a-thon or Dance-a-thon (or make up your own!) event at a local country club, public park, school or even a mall.
- ◆ People can participate individually or form teams and collect pledges for completing the entire activity or specifically for how far they walk, how many laps they swim, how many strikes or points they get, etc.
- ◆ “*Celiacs helping Celiacs*” and “*CHANGEing the World for Celiacs*” are CSA motto’s to include while planning an event
- ◆ Keep in mind that these types of events can produce a big pay-off, but they do require a much longer planning lead time and a lot of manpower.

Organize Events at School:

- ◆ Propose a “hat or cap day” at school-charging everyone a fee (dollar) to wear a cap or hat for a day with proceeds going to Celiac Disease research or a CSA camp scholarship.
- ◆ “*CHANGEing the World for Celiacs*” is a penny campaign to assist in CSA Peer Review Research Program. Place collection canisters throughout the community, at events (such as basketball games, band concerts, etc) and in every classroom.

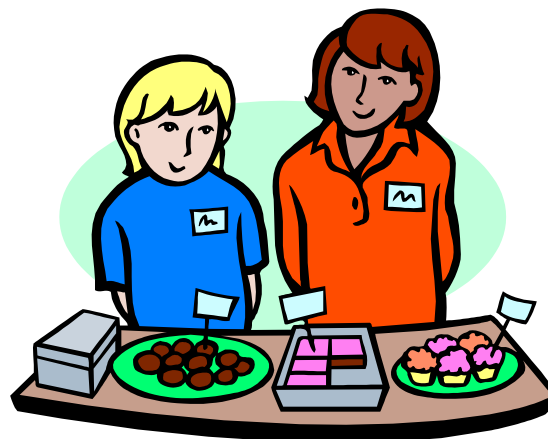
Organize Events at Home:

- ◆ Entertain your friends with a gluten-free meal or morning coffee or wine and cheese evening etc. Ask for donations in support of the CSA national or chapter program, such as, the CSA Peer Review Research Program.

Services for Sale

- ◆ If you have an artistic bent, offer to design greeting cards to specification for organizations or individuals for a fee.
- ◆ Good at Calligraphy? Promote your skills to schools for graduation announcements, to friends for classy but low-cost wedding invitations or sell fun certificates for special occasions such as “World’s Greatest Dad” for Father’s Day. Create unique Halloween costumes and masks, personalized holiday decorations or individually designed home items. Donate the proceeds from your artistry to a CSA project.
- ◆ Teach a seminar on a topic you know like knitting, gardening, gourmet cooking, dog grooming, crafts or lead a nature walk, architectural or historic tour, sailing or rafting trip. Charge a competitive rate (usually \$20-\$50 per person) with a goal of 25 people.
- ◆ Organize a “Top 10 Things to Make My Life Easier” prize drawing. Get 10 people (including yourself) to donate services. Things like a full day of housecleaning, childcare for two weekend nights, yard work, house painting (interior or exterior), cleaning out the garage, gift wrapping, or shopping for holiday gifts. (Complete the list by asking yourself and a few friends for suggestions of what would make life easier for them!) Sell tickets at \$5 each to neighbors, work mates, friends and family. Encourage multiple sales by offering tickets at \$5 each or 6/\$25. Just remember \$25 is a real bargain for a full day of house cleaning. By keeping the price a little high you don’t have to sell so many-and buyers have a higher chance of winning.

Sell “Stuff” to Support CSA



- ◆ Ask 2-5 friends to help with a Bake Sale, Book Sale, or Garage Sale. You and your friends bake the goodies, or get the books or other stuff required for the sale, staff it, and help clean up afterwards. This is an excellent way to get people involved in fundraising without ever actually asking them for money.
- ◆ Another idea: have a sidewalk or garage sale for your whole neighborhood or building. Go around to your neighbors and tell them you will take their stuff outside and sit with it all day to sell it if they will donate half (or all) of the proceeds to support CSA. Since this is stuff people want to get rid of anyway, it is a good deal for them. With a few high-ticket items, such as a washer/dryer or some nice lamps you can make good money.
- ◆ Are you and your friends crafty? You’ll have fun creating an assortment of “themed” items to offer for sale to benefit a CSA program. (Baby and children’s gifts are always a good choice as are handmade holiday items for Christmas and Chanukah).

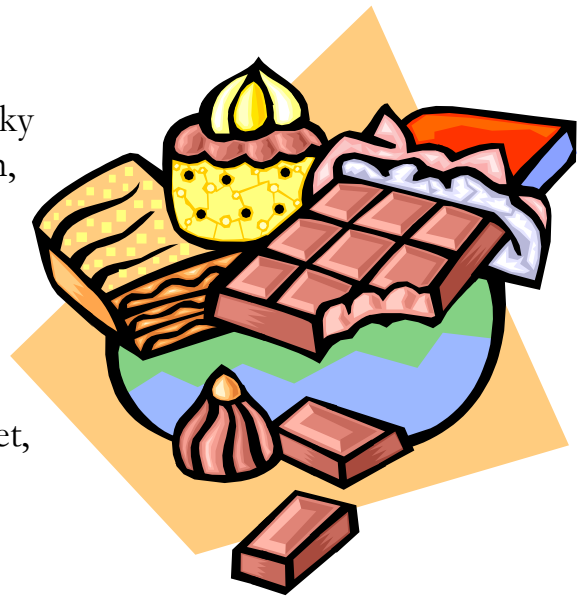
Dining For Dollars

- ◆ Get 3 friends to help you have a progressive dinner. Start at one person's home for cocktails and hors d' oeuvres, progress to the next person's house for soup or salad, then next person's for the main course and the last person for dessert and coffee. Either charge by course or for the whole package. To make it extra special (and much more expensive), get a limousine for the evening that carries guests from house to house. (Even better if you someone who would donate the limo for the evening!).
- ◆ Host a wine and cheese party. Do NOT charge admission and invite as many people as you can. During the party, give a short talk about celiac disease and ask everyone to consider a gift of \$25, \$50 or \$100 (or more) depending on the crowd. Either distribute envelopes and ask people to give then or after the party contact everyone who individually came and ask for a donation. Indicate that you have given, and if appropriate, how much you have given.
- ◆ Start a "Chain" dinner for charity to raise a total of \$500! Invite 10 people to your home and charge \$10 per person. Ask 2 of the 10 people who were guests in your home to host a dinner party of their own and also invite 10 people at \$10 each. Each host much then ask one of their guests to continue the chain and also invite 10 guests at \$10 each. See how quickly it adds up:

Original Dinner Party Income (10 x 10)	\$100
<u>Ask 2 Guests to Host</u>	
Party Host #1 (10 x 10)	\$100
Party Host #2 (10 x 10)	\$100
<u>Party Hosts #1 + #2</u>	
<u>Each Ask 1 Guest To Host</u>	
Party Host #3 (10 x 10)	\$100
Party Host #4 (10 x 10)	\$100
TOTAL DONATION TO CSA	\$500

More Dining For Dollars

- ◆ With 4 or 5 friends, have a spaghetti dinner at a church or union hall or other big room with a large kitchen. Charge \$10 per person and feed more than 50 people. You can charge extra for wine or garlic bread or for dessert.
- ◆ Have a fancy dinner at your home or a regular diner at someone's fancy home. Serve unusual or gourmet food, or have special entertainment. Charge \$25 or more per person and have 20 or more guests.
- ◆ Chocolate Lovers Fantasy Night! Becky Teenie and Penny Glavis of Levittown, Pennsylvania began this delicious idea in 2000. Sponsored by the Christ United Methodist Women, the evening features a chocolate contest with more than 35 adult bakers and a dozen children bakers. For a \$10 ticket, attendees get to taste every entrée!



Planning For Success!

Working with your committee:

- ◆ Remember: 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.
- ◆ Plan for 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 what each task needs to be completed.
- ◆ Train your volunteers. Let “veteran” volunteers 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.
- ◆ NEVER turn down a volunteer. Be creative and imaginative about what you ask people to do and convey the attitude that their participation is a valuable part of making the project successful.

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 all along the way. ALWAYS follow-up with thank you notes to donors, sponsors and volunteers. Contact the national office for customized notes.

More Planning For Success

Make a Budget

- ◆ Start with a fundraising goal (expected income).
- ◆ Estimate costs for the event, including: venue, food, decorations, entertainment, awards, product premium (for example: tee shirts), printing, postage and publicity.
- ◆ NET Proceeds = Total Income minus Expenses

Select a Location, Date and Time

- ◆ Be aware of timing. Pick a date that doesn't conflict with your group's own activities (like National Conference) or other community events such as graduation or major holidays- unless it works for you by capitalizing on it with something like a "Sweets Bake Sale" for Valentine's Day!
- ◆ Check with you local authorities: Most municipalities require special permits for food handling, raffles and alcohol sales. Make sure you are in compliance with all local safety regulations and insurance requirements.

Set the Timetable

- ◆ Develop a checklist for every task that needs to be done in each stage of the project. (Fore example: location confirmed, deposits due for food, tee shirts ordered). Establish specific deadlines for each stage and spell out who is responsible for getting it done. Keeping track of the progress being made in each area of responsibility and helps avoid last minute confusion.

Keep Accurate Records

- ◆ Detailed financial records are essential. Maintaining well-documented files on the timetable of events, names and addresses of sponsors, donors and volunteers. A recap of what worked (and what didn't) can be an invaluable tool in planning any future event.

Steps to Success

All Successful fundraising is based on one premise:

I Did... You Should!

Give to CSA *"Celiacs Helping Celiacs"*

After that, the possibilities are endless. The ideas and suggestions offered in this booklet are just the starting point for you to build on with your creativity, enthusiasm and sense of fun.

*****Always remember you are planning a "party with a purpose."*****

Event Leadership needs to know that each and every dollar raised to benefit Celiac Disease goes toward its life-saving informational services, education and research programs. Let's start with the basics...

Start by Asking the Right Questions

- ◆ **How much money do you want to raise from this activity?**
How much "front" money will be needed before you make money? Determining this in advance can help you decide on the type of fundraiser to have.
- ◆ **How many people can be recruited to help with the work?**
How many people can be manageable when tasks are shared as a group project? Don't hesitate to recruit family, friends, workmates, club members and people from your chapter to help as a part of a committee.
- ◆ **What type of event will work in my community?**
Considerations: What type of event has worked before? What has worked for other groups in your area or been successful for other chapters? What are some of the specific skills and resources my group can contribute to the project?