

BENEFIT EVENT PLANNING PACKET



GET YOUR
REAR
 IN GEAR



COLON CANCER
COALITION



LETTER FROM ANNE CARLSON

Dear Friend,

Thank you for interest in the Colon Cancer Coalition and for hosting a benefit for us. By connecting with friends and family, you can help us increase awareness and early detection of colon cancer, and improve the health and wellness of your community. Whatever the reason you have chosen to plan a benefit event, we are honored you have chosen to support the Colon Cancer Coalition and look forward to assisting you along the way.

In this packet, you'll find helpful tips and ideas, along with a checklist to make sure you are on the right path to a successful fundraiser.

The Colon Cancer Coalition will provide all benefit events with the following:

- A customized event flyer (and logo if required)
- Inclusion on the benefits page and event listing on ColonCancerCoalition.org.
- Blog story about your event.
- Staff help and brainstorming along the way.
- Box of promotional items, educational material, etc.

We want to thank you once again for choosing the Colon Cancer Coalition; your efforts will help raise awareness and encourage others to take charge of their.

Please contact me with information about your event and your story. I look forward to working with you through your planning process.

Sincerely,

Anne

Anne Carlson
Executive Director
Colon Cancer Coalition & Get Your Rear in Gear events
annecarlson@getyourrearingear.com



TIPS & IDEAS

Planning a fundraising event is a rewarding experience, but we don't want you to be overwhelmed throughout the process. Follow these simple steps to make sure you have a successful event.

For other tips, download the fundraising packet from our [website](#).

TIPS & IDEAS FOR A SUCCESSFUL FUNDRAISER

- 1. Set a Goal.** Let people know how much you want to raise and keep them posted on your progress.
- 2. Create Online Fundraising Page. Social media is a great way to get the word out about your fundraiser.** We recommend a Crowdrise fundraising page (crowdrise.com/getyourrearingear) for all event benefits and individuals raising money by participating in an athletic contest.
- 3. Advertise the Event.** Send emails to friends asking them to visit your fundraising page, hang flyers in public spaces at places of worship, work or school to let people know about the good work you are doing to improve awareness and raise funds to fight colon cancer.
- 4. Take advantage of our guided checklist.** Use the attached checklist to help you in the process of creating your fundraiser.
- 5. Get Creative.** If people are interested in supporting the Colon Cancer Coalition, but unable to donate funds, encourage them to share information about the event, volunteer, or provide in-kind support in the form of goods or services for the event.
- 6. Approach Business Owners.** Local businesses are always looking for ways to promote themselves in the community. Businesses, including your own workplace, may be willing to match funds or help you promote the cause by hanging flyers, distributing an office-wide email, or promoting a Donation, Fundraising, or % of Sales Day.

If you are looking for ideas, make sure you check out [our blog](#) to see how other supporters have pushed their creativity to raise funds.



STANDARDS FOR BENEFIT EVENTS

If you are planning an event to benefit the Colon Cancer Coalition, please confirm that it will meet our standards and criteria.

- The event must be credible, reputable, and in line with the mission of the Colon Cancer Coalition.
- Participants must understand that the event is not produced by or the responsibility of the Colon Cancer Coalition. The organizer must not state or imply that this non-profit sponsors the event. Also, that the Colon Cancer Coalition does not supervise or control the event and therefore is not responsible or liable for any acts or omissions in connection with the event.
- The event planner (not the Colon Cancer Coalition) must be responsible for all sales, marketing and promotion of the event.
- If you plan to publicize your event via promotional materials or advertising/public relations, the Colon Cancer Coalition requests the opportunity to review your materials to make sure they comply with our policies. Please send materials to: annecarlson@getyourrearingear.com for review and approval. The Colon Cancer Coalition will provide feedback or approval in a timely manner.
- The Colon Cancer Coalition will not supply any funding for your event and will not be responsible for any debts incurred.
- Donations only. No percentage of sales.
- Participants may not use the copyrighted information, logos, trademarks, or service marks on our website without the express written consent of the Colon Cancer Coalition.
- If you choose to do a fundraising raffle, please be sure you follow all applicable local and state laws. The Colon Cancer Coalition is unable to apply for the permit on your behalf.

Included in this packet is a donation form and the in-kind sponsorship agreement. Please contact us for other information about tax deductibility.



GET STARTED CHECKLIST

This checklist provides a list of tasks that will help ensure a successful fundraiser. Please don't hesitate to contact us if you have any questions during any point in the planning process.

PLANNING

- Determine the purpose of your event.** Are you looking to raise money in honor of someone? Is there a certain part of the Colon Cancer Coalition's mission you would like to support?
- Find people to help you and define the roles and responsibilities that each person will take on.** For example, a team leader to oversee the entire process, a treasurer to handle the expenses and donations, marketing/publicity, and sponsorship.
- Establish the theme for your event.**
- Set a date and time and decide on a venue.** Get in contact with a few venues that fit your needs, and check for availability for the date requested. If it's an indoor event, see what the maximum capacity is of the venue, along with other policies that may affect your fundraising experience.
- Recruit sponsors, vendors, and volunteers.** This would include a caterer, members of the organization for volunteering, and sponsors for donations in return for advertisement. Do you know anyone with personal connections to the cause? They may be willing to provide goods or services at free or reduced rates.
- Contact potential speakers.** If you want speakers at your event, make sure to contact them in enough time to speak on behalf of your benefit. This way they can schedule your event into their schedule.
- Send out print and online materials.** People need to know about your event. Send out posters and flyers to your venue and other places for them to post up at their establishments. Also, set up a Facebook event that can be shared, and images, etc. that can be posted and promoted through social media platforms.



CHECKLIST CONTINUED

PLANNING

- Invite the media.** If you plan on having media at your event for publicity, contact them with the date, time and location of your event.
- Arrive early.** Make sure to arrive early to check up on set up of the event. See if all vendors are there, all equipment is set up and ready, etc.
- Check up on volunteers.** Make sure all volunteers and other staff have arrived and preparing for their assignments.
- Track contributions.** Use the included tracking for to follow the progress towards your goal.

AFTER YOUR EVENT

- Forward your contributions.** Following your event, please send the donation tracking form and checks payable to the Colon Cancer Coalition (please do not send cash in the mail) to:

Colon Cancer Coalition
Attn: Chris Evans
5666 Lincoln Dr., #270
Edina, MN 55437

- Share Your Success.** Share photos and the results of your event on social media. Let your supporters know how they helped make an impact. And share these photos and results with us as well so we can celebrate successes with you! Email them to annecarlson@getyourrearingear.com.
- Send Thank You letters.** Send out thank you letters to all vendors, volunteers and sponsors for participating in your event.
- Evaluation/Summary.** Prepare a wrap up evaluation/summary of the event to send out to your organizations that participated in the event.
- Next year's event.** Discuss with everyone that helped set up this year's event and ask if they would like to collaborate again for next year's event.



GET YOUR
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IN GEAR



DONATION REGISTER

Colon Cancer Coalition • 5666 Lincoln Dr., Suite 270 • Edina, MN 55436 • Tax Identification: 30-0377727

Track all offline (in-person) donations here. Keep a copy of this register for yourself and include a copy when you turn in your donations to the Colon Cancer Coalition. Encourage credit card donations be made through your Crowdrise page. Use additional pages as necessary.

Name: _____ Benefit Event: _____

Donor Name	Address/Email*	Amount	
			<input type="checkbox"/> Cash
			<input type="checkbox"/> Check
			<input type="checkbox"/> Cash
			<input type="checkbox"/> Check
			<input type="checkbox"/> Cash
			<input type="checkbox"/> Check
			<input type="checkbox"/> Cash
			<input type="checkbox"/> Check
		TOTAL	

* Note: email address is required for receipt.
Please make checks payable to the Colon Cancer Coalition.



IN-KIND DONATION FORM

For Office
Use Only:

Journal Entry #

Donor Name	Name & Phone for Arrangements
Address	Business Number
City, State, Zip	Fax Number
Donated Service <input type="checkbox"/> DJ <input type="checkbox"/> Photography <input type="checkbox"/> Food <input type="checkbox"/> Band <input type="checkbox"/> Police <input type="checkbox"/> EMT <input type="checkbox"/> Other: _____	Donated Amount

Description of Donation

COLON CANCER COALITION • Get Your Rear in Gear Events
 5666 Lincoln Dr., Suite 270 • Edina, MN 55436
 Phone: 952.426.6521 • Fax: 952.674.1179
 www.coloncancercoalition.org • EIN #: 30-077727



CONTRIBUTION FORM

Donor Information

Name: _____ Phone: () _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

(Required for receipt. We will not give or sell your email address to any other organization.)

Please list my gift as anonymous.

Gift Information

Check/Money Order
(payable to Colon Cancer Coalition)

Amount Enclosed: \$ _____

If you would like to make your gift by credit card, please visit coloncancercoalition.org/give.

Gifts may be made In Honor of or In Memory of a friend or loved one.

In Honor of OR In Memory of

(please fill in person's name) _____

Send gift notification to:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Please mail gifts to:

Colon Cancer Coalition
5666 Lincoln Drive, Suite 270
Edina, MN 55436

Remove my email address from regular mailings.