



Third Party Fundraising Guide

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Third Party Fundraising Event Guidelines

Doorways for Women and Families' Mission Statement

Doorways creates pathways out of homelessness, domestic violence and sexual assault leading to safe, stable and empowered lives.

Thank you for your hosting a fundraising event to benefit Doorways for Women and Families! By hosting a third party event, you are helping raise the much needed funds we need to assist those in need. We hope the following information will be helpful as you plan your event!

Doorways welcomes our community's initiatives to help bring awareness to homelessness, domestic violence and sexual assault. By planning a fundraiser, you (the "third party") take on the fun of creating and running a successful event on your own. Doorways appreciates the efforts of others to help save on staffing resources to secure important funds for the agency. Doorways is happy to provide guidelines, agency materials and tax acknowledgements.

Previous third party events have included corporate or community collection drives, runs/walks, house parties and restaurants donating proceeds of a night's profit. Without the help from our neighbors and supporters Doorways would not be able to provide for those in need. We are very grateful for your interest in supporting Doorways!

What is a Third Party Event?

Third party events are sponsored or hosted by individuals, organizations or groups in support of Doorways for Women and Families. If you are interested in hosting a third party event, please submit a completed and signed **Third Party Event Proposal Form** (included in this packet).

Please take the following questions into consideration:

- Does the event support the mission and image of Doorways?
- What is your goal for this event?
 - o Raising cash contributions
 - o Collecting Gift cards
 - o Introducing people to Doorways

Third Party Event Guidelines

- As the originator of a third party event or project, you are considered the event organizer. The organization, promotion and execution of the event is your responsibility.
- Doorways cannot reimburse expenses incurred as part of a third party fundraiser and we appreciate your funding of the event. By doing so we are able to use our limited resources to help our clients.
- Whenever appropriate and within the context of Doorways' larger fundraising and communications plan, Doorways will work to ensure its base of supporters are aware of the third party event.
- Doorways has the right to protect the privacy of its clients, donors, volunteers, staff and all others affiliated with Doorways.
- Doorways does not sell or share any donor names or contact information to third party fundraiser.
- Doorways needs to approve publicity materials and use of name and logo.

Third Party Event Proposal Form

Sponsoring Organization: _____

Please check one: Corporation Non-Profit Individual

Other: _____

Contact Name: _____

Address: _____

Phone: _____ E-Mail: _____

Proposed Date(s) of Event: _____ Time: _____

Location: _____

Event Description: *Please list ticket price/entrance fee/cost if applicable.*

How much do you want to raise with this event? _____

How will Doorways receive proceeds from the event? _____

- *Host will provide a single check after the event and will include names, addresses and donation amounts of all attendees to send thank you notes.*
- *Host will collect individual contributions and forward to Doorways including names, addresses and donation amounts of all attendees to send thank you notes.*

Do you plan on using Doorways name and/or logo on event materials? Yes No

If yes, please describe or attach materials.

I have read and agree to follow the above policies and procedures:

Event Name

Signature

Date

How to Plan a Successful Third Party Fundraising Event Benefitting Doorways

Here are some helpful tips and questions to answer when planning your event:

- 1. Identify the type and purpose of the event you would like to host**
 - a. Is this a casual or formal event? Will the participants be children, adults or both?
 - b. Would you like this event to have an educational component involving homelessness, domestic violence and/or sexual assault?

- 2. Determine your fundraising goals and your attendees**
 - a. How much money would you like to raise?
 - b. Would you also like to do a collection drive at this event?
 - c. How will funds be raised?
 - i. Tickets/Per person
 - ii. Raffle
 - iii. Auction
 - iv. Ask attendees to make a contribution
 - d. Who would you like to invite? How many people will you be expecting?

- 3. Determine the time, date and location**
 - a. What time of year will your event be held?
 - b. Have you checked community calendars and school calendars to see what other events are scheduled?

- 4. Determine whether or not you need a committee or others to help plan the event**

For larger events a committee of volunteers may each take on a specific area: logistics, publicity, ticket sales and raffle, etc.

- 5. Create a timeline for your event**

Be sure to include all the necessary steps and tasks that need to be completed each week leading up to the event

- 6. Communicate often and clearly with those you are working with**

Keep these steps in mind to help plan your successful event!

What Doorways Can Do for You

- ✓ Appropriate staff member can talk with you about your event.
- ✓ Acknowledge direct contributions to Doorways
- ✓ Approve the use of our name/logo
- ✓ Provide a letter to show the authenticity of your event
- ✓ Provide existing Doorways' materials for your event
- ✓ In some cases, a Doorways staff member or volunteer may be able to attend your event

Examples of Third Party Fundraisers

Art Auction/Art Exhibition
Bake Sales
Book Sales
Cell Phone Drives
Collection Drives
Concerts

Craft Sales
**Donations in Lieu of Wedding Gifts or
Birthday Gifts**
Garage Sales
Parties
Runs/Walks

Dress Down Day at work or school with participation fee donated to Doorways

Hairdressers/Salons “Cut out Abuse” day/month to support Doorways

Happy Hours with percentage or flat donation per beverage to support Doorways

Health Clubs collection nonperishable personal care items

Restaurant Night with percentage of sales revenues supporting Doorways

Retail Stores “Shop ‘til it Stops” events with percentage of sales revenues supporting Doorways

Schools organize nonperishable food/product drives at your school

Spas host “mind, body and spirit” days with percentage of sales supporting Doorways

Sports Tournaments, Theatres, Dance Troupes, Arts Groups donate ticket sales for a performance

Wine Tasting/Wine and Cheese Event where you invite an expert and charge admission

Workplace collection of money, gift cards, metro cards, cell phones, nonperishable goods, etc.

Sample Event Planning Timeline

For more involved third party events, a timeline and work plan may be helpful.

Please note that this list may include items that do not pertain to your event.

Please modify this timeline to make it helpful for your own planning.

3 Months Out

- Determine who will work on this event
- Brainstorm fundraising strategies
- Determine theme/tagline
- Develop expense and revenue goals
- Create timeline and assign responsibilities

2½ Months Out

- Draft invite

2 Months Out

- Discuss overall program for event
- Identify potential volunteer
- Finalize invitation list
- Determine entertainment
- Identify someone to take photos

7 weeks out

- Finalize décor and theme
- Print invite
- Finalize program format

6 weeks out

- Mail invites

5 weeks out

- Promote event by email, social media, fliers, listservs, community or church bulletins
- Sell tickets

1 week out

- Finalize any remaining logistics
- Confirm with all the necessary contacts (volunteers, entertainment, speakers, etc.)
- Pack supply boxes

Checklist

- Fundraising strategies
- Theme/tagline
- Preliminary budget
- Solicitation lists
- Design and print
 - Save the date card*
 - Invitation*
 - Program book*
- Timeline
- Location
- Food
 - Dinner*
 - Hors d'oeuvres*
 - Drinks*
- Audio/visual needs
- Décor
 - Flowers*
 - Linens*
 - Lighting*
- Signs
 - For event*
 - Listing sponsors*
 - For podium*
 - For restrooms*
- Master of ceremonies
- Volunteers to be at event
- Invitation list
- Solicitation of auction donations
- Solicitation of ads for program book
- Music/DJ
- Photographer
- Video to display or capture event
- Floor plan/seating
- Thank you letters