

# Community Event

## FUNDRAISING GUIDE



**GILDA'S  
CLUB  
GRAND  
RAPIDS**

An Affiliate of the  
**CANCER SUPPORT COMMUNITY**

GET INSPIRED AND LEARN HOW YOU CAN HELP RAISE  
IMPORTANT FUNDS FOR GILDA'S CLUB GRAND RAPIDS.

---

# LETS GET STARTED!

Thank you for your interest in hosting an event. We are grateful for supporters like you who go the extra mile to ensure everyone impacted by cancer or grief receives the support they deserve as they navigate their journey, completely free of charge.



## *Reminder*

This guide is created to help you plan and execute the best fundraiser possible. Be creative, have fun and know that we are here to help make your event a success.

### **Our Mission:**

Gilda's Club Grand Rapids is a vibrant free emotional health support community of children, adults, families and friends on any kind of cancer journey or those grieving a death due to any cause.

**We help ensure no one has to navigate cancer or grief on their own.**

### **Our Work:**

Our comprehensive program meets you where you are, when you need us, with a variety of social and emotional support options for you to choose from. Whether it be education opportunities with local experts and others who have traveled similar paths, support groups with structured sharing times, or social activities. People gather together to learn, share their experiences, and true to our namesake Gilda Radner, have a few laughs along the way.

---





## Steps for Success

1. Choose your fundraising idea
2. Develop a plan, set goals, and go for it!
3. Talk with GCGR staff and solidify it
4. Promote the event and recruit help
5. Collect donations
6. Enjoy the event
7. Celebrate your success with GCGR

**Third party fundraisers can be a variety of things. Anything from jeans day, golf outings, motorcycle runs, or a percentage of your proceeds going directly toward GCGR to support our mission.**

---

# DETAILED STEPS FOR SUCCESS

1

## **Choose your fundraising idea**

Examples: bake sale, walk-a-thon, yard sale, dress down day at work, donating a % of proceeds from your business, host a dinner party with donation as a ticket, ask for donations in lieu of gifts.

2

## **Develop a plan, set goals, and go for it!**

Where is your event going to be held? Who is your target audience and how will you reach them? What is your total fundraising goal to donate to GCGR and how will you get there (ex: auction, ticket sales, sponsors, etc.)? Who will help you plan the event? What goods or services will you purchase and what will you get donated?

3

## **Talk with GCGR staff and solidify your plan**

Chat with GCGR staff at least 2 weeks before your event. This will help us to provide you with assistance and maximize fundraising at your event!

4

## **Promote the event and recruit help**

Create an eye-catching flyer to help get the word out about your event, then share it with friends, post it on social media, put it on the local coffee shop community board, and submit a press release for the newspaper! Ask friends to help with preparations (shopping, booking a venue, etc.) and day-of event tasks (set up, watching the auction, etc.).

5

## **Collect donations**

Donate directly to the GCGR webpage, collect cash, checks or use our business Venmo account.

6

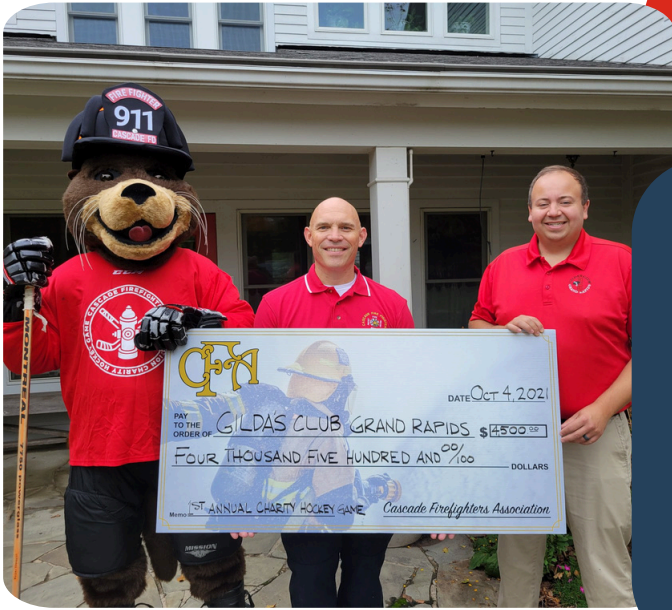
## **Enjoy the event**

Once all the set up and preparations are finished, you can take a deep breath and enjoy! Don't forget to thank your donors, sponsors, and volunteers and take some pictures to remember all your hard work.

7

## **Celebrate your success with GCGR**

Bask in your job well done! Want to have a check presentation of all your donations with the GCGR staff? Let's make it happen! Send all event donations to GCGR, along with any photos from the event. *We are so grateful you believe so strongly in our mission and appreciate all the work you put into your fundraiser!*



## Important tip!

Social media is a great resource to help promote your event! Creating a Facebook event is an easy way to share it with your audience.

Promoting using stories and reels helps with engagement across your platforms. Don't forget to tag us!



Gilda's Club Grand Rapids



@gildasclubgr

## HOW WE CAN HELP?

*Gilda's staff is here to help. Some examples of how we can back your event are below. These are not limited, so please, if you have an idea, ask!*

- Provide our color logo for use in promotional materials.
  - Promote the event as appropriate, this could include acknowledgement on website, social media, and monthly print pieces.
  - We could provide a representative to attend your benefit event as able. A minimum of 30 days' notice is required for scheduling purposes.
  - Provide existing GCGR promotional materials as we are able, including brochures, and monthly calendars.
  - Provide a letter of support to be used to validate the authenticity of the event and its organizers.
-

# MORE DETAILS

## Event Promotion & Logo Usage

- ALL media and promotional materials must be submitted for pre-approval to ensure proper use of our name and logo (including press releases, public service announcements, scripts, posters, brochures, etc.). The final copy should also be submitted to us for our files.
  - GCGR logo is a registered trademark and cannot legally be reproduced without permission.
  - Logo must be used appropriately. (i.e. not in the title of the event; use correct colors, do not manipulate logo.
- GCGR can promote the event, when appropriate, through:
  - GCGR website (with a link to the event's/organization's website if appropriate), e- newsletter, Clubhouse Community Boards, social media, etc.

The full name, Gilda's Club Grand Rapids, must be used in all materials pertaining to the event. Event names may not incorporate the name Gilda's Club Grand Rapids as in "Gilda's Club Silent Auction" but may use a secondary line to identify the relationship such as "Silent Auction to benefit Gilda's Club Grand Rapids." or "Proceeds benefit Gilda's Club Grand Rapids."

## Sponsorship

- Many area businesses support the mission of Gilda's Club Grand Rapids, prior to soliciting area companies for gifts larger than \$500 please check with Gilda's Club Grand Rapids staff to coordinate the request.
- GCGR cannot solicit sponsors for your fundraising event and does not provide any donor or member contact information. Please provide a list of all potential sponsorship contacts (including all potential in-kind donors).
- This will allow us to provide you information on their current relationship with GCGR and help us to be good stewards of our longstanding partners within the community.

## Cancellation, Liability, & Changes

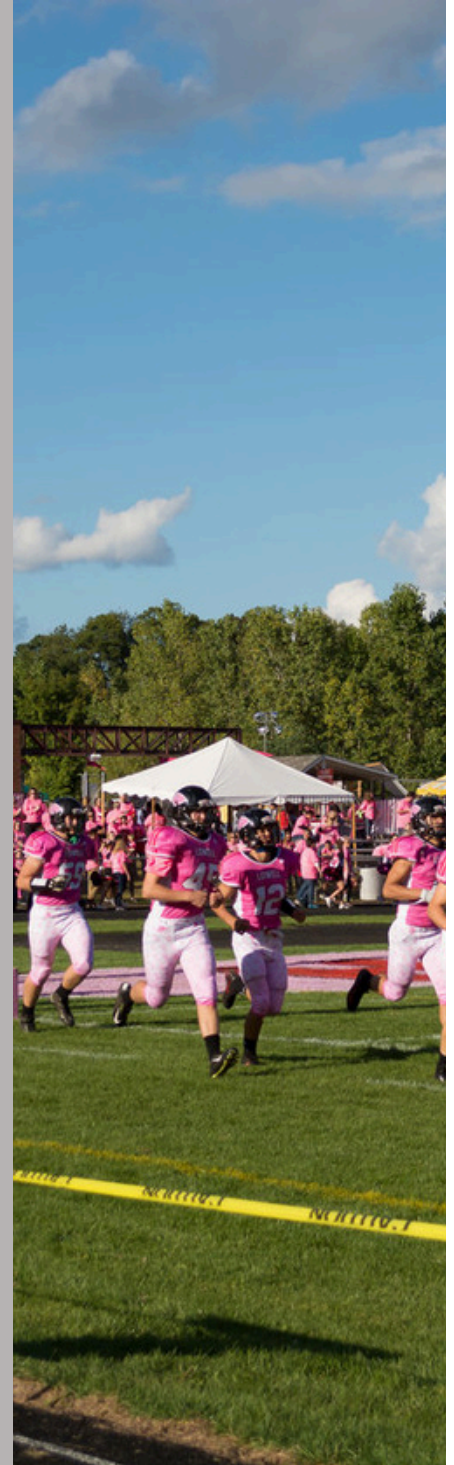
- You will secure the proper licenses and insurance for the event.
- If circumstances warrant, GCGR may at any time opt out as a beneficiary of the event/promotion through any of its employee's. If so directed, and further agree to release GCGR, and its directors and employees from all liability and connection to such action.
- The sponsors agree to indemnify and hold harmless GCGR and all its officers, directors, and employees from all claims and liabilities in any way related to the event.

## Other

- Provide a fundraising goal/ estimate.
  - Keep accurate financial records of the event and share net proceeds within two weeks after the event.
-

# FUNDRAISING TIPS!

1. Reach out to friends and family!
  - Ask them to support you in reaching your fundraising goal, and invite them to your event.
2. Establish clear and achievable goals for each day, week, or general goals to complete throughout your fundraising
3. Support your team. Don't forget to celebrate the little steps and always be encouraging. Stay engaged with your team and promote positivity.





# YOUR PROPOSAL

*We look forward to seeing  
what you have planned!*

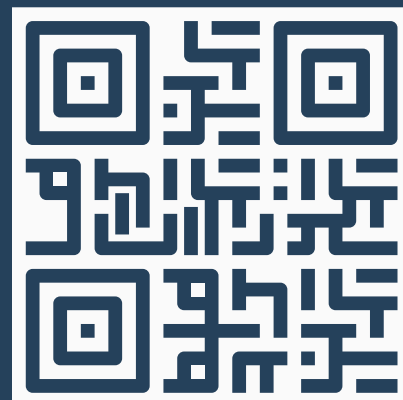
Please click here, follow the link below or scan the QR code to fill out our online community interest form.

Community interest form link -



**GILDA'S  
CLUB  
GRAND  
RAPIDS**

An Affiliate of the  
**CANCER SUPPORT COMMUNITY**



# Thank you!

## *Here for you!*

Your Gilda's Club Grand Rapids Contact

**Sierra Belz**

Development Coordinator



616.453.8300 Ext. 138

269.716.3280 cell

[sbelz@gildasclubgr.org](mailto:sbelz@gildasclubgr.org)

[gildasclubgr.org](http://gildasclubgr.org)

---

**IN THIS TOGETHER ... LEARN. SHARE. LAUGH.**