FUNDRAISING TOOLKIT

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Thank you for your interest in raising funds to support CRC!

Community Resource Center (CRC) is a nonprofit organization that works to end hunger, homelessness and domestic violence in North County San Diego. CRC's programs include a domestic violence emergency shelter, hotline and prevention/education outreach, a Therapeutic Children's Center, professional counseling, legal advocacy, tax preparation, food distribution center, homelessness prevention and rental and housing assistance.

All of CRC's programs are designed to help our neighbors create paths to healthy food, stable homes and safe relationships. Through our mission and programs, CRC strives to empower, transform, guide and nourish our program participants.

Anyone can be a lifeline of help: a volunteer, a donor or third party event planner. Use this toolkit as a guide to help you plan a fundraising event in your community. Tips, tools and templates are included to help you succeed. If you have any additional questions about third party fundraising for CRC, please contact the team in our Development Office at development@crcncc.org or (760) 230-6307.

This toolkit will …

- Give you ideas of various types of fundraising events.
- Help you get started planning a successful fundraiser.
- Give you examples for promoting your fundraiser via local and social media.

We wish you and your team a successful event and thank you for supporting CRC's mission!

Your Help Impacts CRC Participants Today

- $48 can help provide nutritious food for a child for a week

- $144 can help provide a night of safe shelter for two families experiencing homelessness

- $247 can help provide counseling for a child to heal from domestic violence

- $760 can help provide nutritious food for five families for a week

- $984 can help provide the housing deposit for a family experiencing homelessness

- $1,520 can help provide nutritious food for ten families for a week

- $2,470 can help provide counseling for ten children to heal from domestic violence

- $3,936 can help provide housing deposits for four families experiencing homelessness

GETTING STARTED

☐ **Set Your Fundraising Goal**

✓ How many lives would you like to impact? See Page 2 for information on how your fundraising efforts will impact those in need.

☐ **Round Up Support**

✓ Reach out to your friends and family for assistance. Identify skills, talents and resources that will help your fundraising efforts.

✓ Work with your employer's Human Resources department to plan and hold your event. If your company has a Wellness initiative, there are many fundraisers you can do that also have a wellness focus, e.g., a Walk for CRC or a virtual food drive.

☐ **Determine How You Are Going to Raise Funds**

✓ Like to cook? Hold a bake sale. Is it warm outside? Hold a car wash. Check out more fundraising ideas in the pages that follow.

✓ Seek out sponsors (businesses, faith organizations, schools) for support.

✓ We love groups who have a lot of enthusiasm, but if this is your first event … don't take on too much! And be sure to recruit others who can help with specific skills like marketing, logistics, etc.

☐ **Devise a Plan**

✓ Set a date for your fundraiser. Create a list of things that must be done leading up to the event. Use a timeline to help complete and pace out your tasks.

✓ Do you want to collect online donations? Create a Web page to track and promote your fundraising efforts and goals.

☐ **Complete the CRC Third Party Fundraising MOU**

✓ Send this form into us as soon as you know the details about your event, so we can help promote it! The MOU is included in this toolkit.

☐ Spread the Word

✓ Place fliers and posters in your workplace, school or places of worship.

✓ Promote your fundraising event with social media.

✓ Send invites to family and friends using free online tools like Evite or Punchbowl.

✓ Send personalized invites via mail or email.

☐ Double Your Donations

✓ Reach out to local businesses or individuals who may want to sponsor your fundraising efforts or double the funds raised.

☐ Track Donations

✓ Be the FIRST to donate to your event!

✓ Use our Fundraiser Tracking Form found in this Fundraiser Toolkit.

✓ Donation checks should be made payable to:

> Community Resource Center
> 650 2nd Street Encinitas, CA 92024

☐ Share and Celebrate Your Success

✓ Thank your volunteers, sponsors and contributors.

✓ Share event photos with Community Resource Center. We may post them and highlight your event's success on our website.

✓ Let your friends and family know what an impact they made by sharing your event photos on social media.

☐ Submit Your Contributions to Community Resource Center

✓ Use our CRC Fundraiser Donations Submission Form found in this Fundraiser Toolkit.

✓ Once donations are received, CRC will distribute thank you acknowledgements to the donors.

FUNDRAISING IDEAS

FRIENDS, FAMILY & NEIGHBORS

Bake Sale: Encourage family and friends to bake their favorite treats, and then sell them in a public area where there are potentially a lot of hungry people.

Spaghetti Dinner or Barbecue Picnic: Organize a spaghetti or barbecue dinner. Sell tickets to dine and give a portion of the proceeds back to CRC. Combine the event with a silent auction to raise even more money and draw more people to your event.

Crowd Funding: Utilize websites like GoFundMe or CrowdRise, or Facebook, to reach out to friends and family for financial contributions. An account is easy to set up and manage.

Spa Day Event: Partner with your favorite spa or salon. Schedule a large group of attendees to visit a spa on pre-determined date, encourage your spa to donate 10-15% of the proceeds from your day of beauty back to CRC.

Plays / Concerts: If you belong to a theater or musical group, consider presenting a performance and committing all or a portion of your proceeds to CRC.

RETAIL & RESTAURANTS

Retail Fundraising: Partner with local retailers to raise funds by either encouraging a portion of the proceeds from the sale of store items to go back to CRC or encourage customers to round up their bill to the nearest dollar. The difference in change will be donated back to CRC.

Restaurant Night: Engage local restaurants to donate a portion of their proceeds from certain days and times back to CRC. Many restaurants already have fundraising programs in place. Be sure to inquire about their rules and guidelines when organizing a restaurant night event.

Golf for Charity: Team up with a local golf course and hold a golf tournament. For an even easier fundraiser, hold the event at a miniature golf center!

Silent Auction: Obtain donated items from local businesses or through websites like Donationmatch.org and auction them off to the highest bidder. Be sure to follow California state auction guidelines and submit contributions with a silent auction tracking sheet.

Food Truck Lunch: Book one (or several!) food trucks. Assign a day for your food truck event and encourage others to buy lunch from the vendors. Many food truck vendors will give back a certain percentage of their sales to nonprofits.

FUNDRAISING IDEAS
CORPORATE TEAM BUILDING

Team building can help companies build trust, encourage communication and increase collaboration among employees. Help improve company morale, while giving back through CRC's team building activities!

Giving Competition: Generate a friendly competition among employees to raise funds for CRC! CRC can help you set up a website page to make the process easier.

Casual Fridays: Wear jeans to work on Fridays. Employees and staff can donate a small contribution to the company's fundraising drive for CRC.

Karaoke Night: Organize a karaoke event. Participants pay to sing or others can pay to watch certain individuals to sing.

Neighborhood Party: Plan a block party with your neighbors. You can charge to play games, sell food off the BBQ, have folks pay to enter to win a contest (e.g., tackiest t-shirt or best hat). You'll connect with your neighbors while raising funds for CRC!

Book Sale: You can sell secondhand books. The proceeds can be sent to CRC, and the unsold books can be donated to a CRC resale store. We'll sell the books to raise even more money!

Ice Cream Social: Host an ice cream social at your workplace and ask your CEO or other executives to serve. Employees can donate to CRC in exchange for a hot fudge sundae served by their boss!

Walk for CRC: Host a walk-a-thon, which can be a large one-day event or something your company does over a period of days or months. Your colleagues can compete as individuals or teams for raising the most funds (e.g., $5 per hour walked, or $5 per mile walked. You can walk during lunches, use company provided volunteer time off or after work. At the end of the designated time period, everyone provides their stats to determine who walked the most and raised the most!) This is a great event idea if your company has a Wellness initiative – you'll all get moving and raise money for CRC, at the same time!

Bowl-a-thon: This would be another great one to combine with a wellness program! Departments or teams can compete for best scores and highest amounts raised from friends and family.

Contact us at Development@crcncc.org or (760) 230-6507 with any other fundraising ideas you might have. We would love to discuss them with you!

CREATE A WEBSITE PAGE

The more you can spread the word about your fundraising event, the more successful it will be.

Promote your event and CRC through virtual fundraising tools. Here are some of the website tools that you can use to help you get started:

VIRTUAL FUNDRAISING

GoFundMe: gofundme.com/
Facebook: Facebook.com/SanDiegoCRC/fundraisers

GRAPHIC DESIGN

Canva: Canva.com

PHOTOS

Pixabay: Pixabay.com

Once you have your website up and running, you're ready to tap into social media to promote your event and direct interested donors and attendees to your website …

SPREAD THE WORD WITH SOCIAL MEDIA

Social media networks are an effective springboard to bring awareness to your event and CRC.

Here is a quick guide to productively using digital platforms to spread the word about your upcoming event and direct your donors and attendees to your event website. Please direct them to CRC's website or tag us using our social media handles. Your audience can learn more about who we are and how the money you raise will be used to better the lives of our program participants.

TWITTER TWITTER.COM

Twitter users share and find content using Twitter. Help them find you and your cause through 140-character bite-size updates. Promote your upcoming event, build your donor and event attendee base and update your community on the happenings surrounding your fundraising event.

Tag: @sandiego_crc

FACEBOOK FACEBOOK.COM

Facebook is a simple and easy way to promote your online fundraising website. You can easily create a Facebook group for your event that allows you to quickly share event updates with friends and family and ask people to donate.

Tag: @sandiegocrc

INSTAGRAM WWW.INSTAGRAM.COM

Instagram is an easy way to promote your event through photos. Increase your event's visibility by launching a hashtag fundraising campaign.

Tag: @sandiegocrc

TOOLS & RESOURCES

Here are some useful forms to get started on your event today!

- **Third Party Fundraising MOU**
- **Fundraising Flyer Template**
- **Fundraiser Donation Tracking Form**

If you have any additional questions about third party fundraising for CRC, please contact the team in our Development Department at development@crcncc.org or (760) 230-6307.

THIRD PARTY FUNDRAISING MEMORANDUM OF UNDERSTANDING

Thank you for considering Community Resource Center (CRC) as the beneficiary of your upcoming event. We truly appreciate your efforts to help us create paths to safety, stability and self-sufficiency for people in need in our community. In order to maintain the integrity of Community Resource Center and to ensure its success every event must agree to the following:

Promotion and Logo Usage:

- CRC will provide our logo in a .jpg or .eps format to the event organizer.
- The CRC logo may not be altered in any way.
- CRC must review and approve all promotional materials prior to production or distribution. including, but not limited to, press releases, invitations, brochures, letters and flyers. If you intend to use the logo on other materials (e.g., t-shirts), please contact our office for our logo usage guidelines.
- All third-party events must be promoted or conducted in a manner to avoid the appearance that CRC is endorsing any product, firm, organization or service.
- All promotion of the event must clearly state that the event is not hosted by CRC.
- Publicity may not imply that the event is sponsored or co-sponsored by CRC, or that CRC is involved as anything but the beneficiary. List the event name followed by "In support of," or "Proceeds to" followed by Community Resource Center.
- For public fundraisers, CRC is not responsible for promotion of your event but will share the fundraiser or event through our e-news. This includes at least 1 e-newsletter mention and 1 post to social media channels.

Support:

- Due to limited personnel resources, CRC cannot guarantee staff support to third party events. Please submit any requests as early as possible as they may be subject to timing and availability.
- CRC will not supply any funding to finance a Third Party Event and will not be responsible for any debts incurred.
- CRC must not be included in any contracts as a guarantor of payment.
- Volunteer recruitment is the sole responsibility of the third party event organizers. CRC does not release volunteer names externally. Due to privacy protection of

our donors, we cannot loan or offer our distribution or contact lists for solicitation by a third party.

- CRC will not provide insurance for third-party events. The event organizer is responsible for obtaining insurance for the event.

Insurance & Contracts:

- You are responsible for obtaining your own necessary insurance and permits as required by law.
- CRC Tax exempt status or tax ID # shall not be extended to any third-party event vendors.
- If your event is considered "high-risk," (extreme sports, climbing, etc.), please contact us for an additional waiver.

Donation Collection and Acknowledgement:

- Our standard rule is that all funds raised are due to CRC within 30 days after your fundraiser.
- The event organizer must be accountable for all donations and submit them in a way that CRC can easily send donors a thank you letter of acknowledgement.
- CRC can accept donations by cash, check, money order or credit card.
- Consider redeeming cash for a bank cashier's check, then submit the bank cashier's check to CRC with a list of the donor names and addresses and the amount donated.
- All checks and money orders must be payable to Community Resource Center.
- CRC will send a letter of acknowledgment to all the donors who contributed by check or credit card, because their contact information is included on these forms of payment. If cash or money order donations are submitted, please include donor contact information so acknowledgement letters can be sent.
- Consider setting up an event webpage that will accept credit cards, as that is the easiest way to collect donations.
- As the event organizer, please remember to thank everyone who helped make your event a success: donors, volunteers, sponsors and the venue.
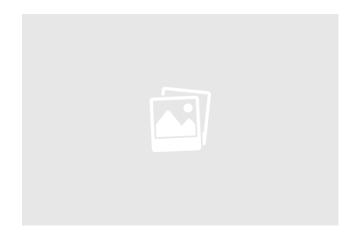
Participants:

- Your volunteer and donor lists will be added to CRC's e-Newsletter; there is always an opt-out from receiving this communication at any time.

This Third Party Fundraising Memorandum of Understanding (MOU) is provided by Community Resource Center to "GROUP NAME" for the implementation of a third party fundraising effort or event to enhance fundraising efforts within the community. By signing below, you acknowledge that you have read and accept the sections on Promotion and Logo Usage, Support, Donation Collection and Acknowledgement and Participants.

Group Name ("Group"): _____

Contact Name: _____

Address: _____

City: _____ State:_____ Zip_____

Email:_____ Phone: _____

Name of Fundraiser or Event: _____

Location of Fundraiser: _____ City: _____ State:_____

Date of Event: _____ Start Time: _____ End Time: _____

Event Description:

Facebook name:

Instagram name:

Expected Number of Attendees (if applicable): _____

The donation will be (check one):

☐ In-Kind (clothing, accessories, etc)   ☐ Financial Donation   ☐ Both

Is there a guaranteed donation amount or percentage of proceeds to be donated?

(check one)

        Yes   No

If Yes, what is this amount?   _____

_____   _____ _____
NAME (Print name)   Signature   Date

_____   _____
John Van Cleef, CRC CEO   Date

Event Title

Add event description here.

Month XX, 2020

Time
Location

Get Involved

Explain how to get involved or join in the event.

Questions? Please contact us at XXX-XXX-XXXX or youremail@email.com.

Event proceeds will benefit Community Resource Center and help those who experiencing hunger, homelessness and domestic violence in our community.

Community Resource Center (CRC) works to end hunger, homelessness and domestic violence in North County San Diego. CRC's programs include a domestic violence emergency shelter, hotline and prevention/education outreach, a Therapeutic Children's Center, professional counseling, legal advocacy, food and nutrition distribution center, homelessness prevention and rental and housing assistance. Tax Identification #: 95-3497926

CRCNCC.org | 650 Second St. Encinitas, CA 92024

FUNDRAISER DONATION TRACKING FORM

First Name	Last Name	Address	City	State	Zip	Phone	Email	Amount Donated	Cash or Check