



# FUNDRAISING TOOLKIT

(September 2020)

Thank you for your interest in raising funds to support the International WAGR Syndrome Association (IWSA). We have created this toolkit to help guide you through the fundraising process. There are numerous ways to approach fundraising and we hope this toolkit not only guides you but also inspires you. Every dollar raised will support the IWSA mission to promote awareness, stimulate research, and support families affected by WAGR syndrome. We are grateful for your desire to get involved and look forward to working with you.

## Fundraising Policy

Whether you've hosted fundraising events in the past or are new to fundraising, the IWSA Fundraising Policy is designed to help you effectively raise money and awareness. Carefully review this document as it contains important guidelines to follow when raising money for the IWSA.

The IWSA is a US-based 501(c)(3) charity organization with tax exempt status. All donations are tax deductible to the extent of laws in individual countries and territories. In order to preserve this status, it is essential that all fundraisers comply with regulations regarding nonprofit fundraising activities.

IWSA representatives are available to help make your event as easy and successful as possible. If you have questions or need the IWSA to support your efforts, contact [shari.krantz@wagr.org](mailto:shari.krantz@wagr.org) or [cathryne.cansler@wagr.org](mailto:cathryne.cansler@wagr.org)

## Third Party Events

A "Third-Party Event" is defined as any fundraising activity conducted by a group or individual that is not employed by IWSA, where IWSA has no fiduciary responsibility and little or no staff involvement in its execution. These policies pertain to all events or activities benefiting IWSA that are organized and executed by third parties.

## Organizer Responsibilities

- All expenses are the responsibility of the event organizer. IWSA is not responsible for any expenses incurred for a third-party fundraising activity, and will not advance funds or reimburse expenses unless approved in advance by the Board of Directors. The IWSA recommends finding event sponsors or charging a registration fee to help cover expenses. You may not purchase goods or services under the IWSA name, and IWSA sales tax-exemption (on purchases) cannot be extended to any third-party event or fundraising effort.
- The event organizer is responsible for the planning and execution of the event including safety precautions and adherence to applicable laws. As the beneficiary of a fundraising event, IWSA does not accept or assume any liability associated with the event including but not limited to any injuries sustained by event volunteers or participants during the event. The event organizer will indemnify, defend, and hold harmless IWSA, its directors, officers, and employees from any and all claims that may arise out of or relate to such event.
- The event organizer is responsible for obtaining all applicable permits or licenses, including but not limited to alcohol, solicitation, and sales tax licenses.
- The event organizer may not keep any portion of the proceeds (beyond real expenses) as profit or compensation for organizing the event.
- The event organizer may not set up a temporary bank account in the IWSA name, as this is illegal.
- Donors must be informed that the tax deductible amount of a donation is only the amount that is over and above the value of any goods or services received in exchange for the donation. For example, if a participant pays \$200 to participate in a golf outing, and the value of the outing is \$50, the donation amount is \$150. If a donor pays less than the value of an item then they will not receive a tax deduction.
- If goods are sold to raise money as part of a fundraising event it must be made clear to the event participants what percentage of the sale price benefits IWSA.

## Promotion & Publicity

- All third party events must be publicized and conducted in a manner that makes it clear that IWSA is the beneficiary, not the event sponsor or host
- Promotional materials must clearly state that the event is raising funds that will benefit IWSA (e.g. "proceeds benefit the International WAGR Syndrome Association")
- Event names may not incorporate the name of IWSA, as in "The IWSA Walk-a-thon." IWSA's name may be used in a second clause identifying the relationship of the event with the IWSA, such as "John Doe Walk-a-thon, benefitting IWSA."
- All event materials that include the IWSA logo, including, but not limited to, advertising, press releases, posters, flyers, t-shirts, and public service announcements, must be reviewed and approved by the IWSA prior to distribution.

## IWSA Responsibilities

- The IWSA will comply with all federal, state and local laws concerning fundraising practices
- The IWSA and its representatives are responsible for conducting fundraising activities in a manner that upholds public and donors trust in stewardship of contributed funds
- Fundraising communications on behalf of the IWSA will include clear, accurate, and honest information about the organization, its activities, and the intended use of funds
- The IWSA will use funds consistent with donor intent and comply with specific conditions placed upon donations
- The IWSA will send a written acknowledgement to all donors
- The IWSA will strive for a balance between publicly recognizing charitable contributions and maintaining donor confidentiality when requested. **The IWSA will not share, trade or sell contact information for any donor**
- The IWSA will decline funds or in-kind donations that would bring about adverse conditions for the organization or its constituents and gifts given for purposes outside the scope of its mission
- The IWSA will closely monitor any individual or organization that solicits funds on its behalf to ensure adherence to donor intent as well as accountable fundraising practices
- The IWSA will regularly communicate with contributors regarding activities and programs and will make such information available through public and private media (including the wagr.org website, IWSA private and public Facebook groups, electronic News&Updates, annual reports, and WAGR Weekend events)
- **The IWSA will not participate in fundraisers that raise money for individuals. Use of the IWSA name, logo, or any text or image meant to imply the participation of the IWSA in a fundraiser in which any portion of the proceeds are designated for an individual is not permitted.**

## Here's what the IWSA can provide to help make your fundraiser a success

- Consult on fundraisers and events – we can help you brainstorm ideas and put you in touch with others who have organized an event like the one you're planning
- Approved use of our logo, when appropriate
- IWSA branded literature and wristbands
- A letter of authorization to validate the authenticity of the event and its organizers
- IWSA Tax ID number (for donation purposes only)
- Help with writing letters, emails, press releases, and other promotional materials

## Services we are unable to provide

- IWSA sales tax exemption number(s)
- Insurance or liability coverage
- Mailing list of donors and/or vendors
- Funding or reimbursement of your expenses
- Celebrities or professional athletes for your event
- Publicity (e.g. newspaper, radio, television)
- Attendance of IWSA representatives

**If you are interested in fundraising for the IWSA, contact IWSA Fundraising Coordinator Cathryne Cansler at [cathryne.cansler@wagr.org](mailto:cathryne.cansler@wagr.org)**

## **10 steps to help you get started**

**Form a planning committee** Depending on the size of your event, bringing together a group of enthusiastic and dedicated people who share an interest in raising money for a great cause will increase the probability of a successful event. This could just be you and a few friends.

**Brainstorm** Gather members of your planning committee, or just family and friends, to brainstorm ideas for your fundraiser. Use your imagination. Several heads are better than one!

**Choose the “right” event** The type of event you choose should fit the size, interests, talents, goals, and time availability of everyone involved

**Identify your audience** Consider who is most likely to attend and support your event

**Develop a budget** Identify expenses and possible sources of funds, including securing in-kind products and services. This will help to minimize your costs

**Develop an event timeline** A timeline is important in event planning

**Schedule the event** Select a time that is appropriate and convenient for those who will be attending. Be sure to check local community calendars for conflicting events.

**Let IWSA know** Let us know about your event. We can publish your event on the IWSA website and share the details on IWSA social media platforms.

**Collect all funds** At the conclusion of your event, account for all funds and within 30 days, forward them to the International WAGR Syndrome Association, PO Box 2875, Montgomery Village, MD, 20886

**Say thank you!** Sending thank you letters, notes, emails, or best of all, a personal phone call, to everyone who participated in or supported your event shows your appreciation and reinforces their goodwill in supporting the IWSA.

**Fundraising can be made easy by adding it to some of your favorite activities. Whether it's cooking, crafting, or exercising, just simply add a fundraising component to it. It's the perfect way to give back to a great cause while doing something you love.**

### **Ideas to get you started**

- Office Jeans Day
- Pie Smash
- Potluck
- Game Night
- Cook Off
- Bake Sale
- Craft Sales
- Garage Sale
- Duck Race
- T-shirt sales
- Trivia
- Car Wash
- Coin Drive
- Movie Night
- Lemonade Stand
- Picture with Santa, Easter Bunny, etc.
- Employer Matching Gifts
- Facebook Fundraiser

**Feeling a bit more ambitious** Organize a fun event with a truly meaningful mission. Here are some great ways to engage friends, neighbors, coworkers, and more.

- Bike-A-Thon
- Variety Show
- Car Show
- Luncheon
- Garage Sale
- Holiday Gatherings
- Fun Run
- Read-A-Thon
- Flea Market
- Fashion Show
- Auction
- Music Concert
- Scavenger Hunt
- Walk-A-Thon
- Talent Competition
- School Fundraiser
- Cornhole Tournament
- Golf Outing
- Black-Tie Event
- BINGO
- Dance-A-Thon
- Casino Night
- Dine Out for a Cause
- Derby Party
- Super Bowl Party
- Sports Tournament
- Boat Racing
- 5K run/walk
- Church Fundraiser
- Tea Party
- Battle of the Bands
- Paint Party

**Social Media** Whether you're promoting your event or celebrating its success, social media can play an important role in your fundraising. Remember these tips when spreading the word through your social media accounts.

- Tell your friends and followers why you have created this event. Be specific about event details, your goal, and the difference it makes for the IWSA.
- Be sure to include a link to your fundraising page, if applicable.
- Post consistently. Share updates before, during, and after your event.
- Tag us in your photos on Facebook and use hashtags #WAGRstrong #IWSA #wagrsyndrome

**Lasting Memories** Photos are a great way to document your event, whether for publicity or simply to share with family and friends. Here are some tips on capturing special moments at your fundraiser

- Write out a photo wish list in advance to make sure you get photos of everything and everyone you want
- Take candid and close-up shots that capture the different aspects of your fundraiser
- Take pictures of your corporate sponsors, if applicable
- Photos with 1-3 people only are the best for publicity
- Post the photos to your social media accounts that are the most appropriate for the event
- Use these photos as a way to thank your supporters
- Take both vertical and horizontal photos
- After the event, please email some photos to [cathryne.cansler@wagr.org](mailto:cathryne.cansler@wagr.org), with some event info and the names of the people featured

## When your event is over, follow these last few steps

### Send in your donation/proceeds

- Checks should be made to International WAGR Syndrome Association, and mailed to IWSA, PO Box 2875, Montgomery Village, MD 20886
- Please do not mail cash. Instead, get your local bank to convert the cash into a check payable to International WAGR Syndrome Association, and mail it to the address above
- Include a short note explaining your fundraiser

### Send a list of individuals and organizations that donated

In addition to your thank yous, The IWSA would also like to thank your donors and keep them in the loop about the work their donation will support. Email your donor list to [cathryne.cansler@wagr.org](mailto:cathryne.cansler@wagr.org)

### Send photos from the event

Email photos from your event to [cathryne.cansler@wagr.org](mailto:cathryne.cansler@wagr.org)

### Say thank you

Sending thank you letters, notes, emails, or making phone calls to everyone who participated in or supported your event shows your appreciation and reinforces their goodwill in supporting the IWSA.

### Start thinking of your next fundraiser

The best time to think of a new idea is right after the event or fundraiser. Think of what parts went well and what could be changed to make the next one even more successful.

**The proceeds of your fundraiser will leave a lasting impact on the individuals affected by WAGR syndrome and their families. Thank you for your support!**

## RAISE AWARENESS

### YOU can help raise awareness for WAGR Syndrome and the IWSA

**Wear It** Create clothing and accessories such as t-shirts, caps, wristbands, or buttons to display support for the IWSA and WAGR syndrome. Let your creativity shine and be bold!

**Raise Funds** Let's be honest, Nonprofits need money to keep going.....so why not choose the IWSA? You can organize a bake sale, a fun run, or even start a crowdfunding campaign. The possibilities are endless for raising funds--all you need is the right motivation (like the IWSA) and a little creativity. Need help, no problem! The IWSA Fundraising Team can work with you to make sure the process is as simple and smooth as possible.

**Donate** Don't have the time or skills to host a fundraiser but still want to help? Don't worry-- you can donate. Make a one-time donation or make a bigger impact by becoming a monthly giver by contributing each month. Monthly giving is an option on the IWSA donation site.

**Volunteer and Participate** If you have time, volunteer for the IWSA and participate in events.

**Talk About It Online** Social media platforms are very powerful tools for spreading awareness. Share your support on forums, Facebook groups, blogs, use hashtags---anything that will allow you to discuss your support for WAGR syndrome and the IWSA.

**Research** Who is the best kind of advocate? A well-informed advocate is our best asset! Become an effective advocate of the IWSA and WAGR syndrome by answering questions correctly, and educating others. Information can be found both online and offline, just be sure to verify the credibility of your sources. Accurate information is available on the IWSA website, [wagr.org](http://wagr.org) or by emailing [reachingout@wagr.org](mailto:reachingout@wagr.org)

**Recruit** The more people who know about and support the IWSA, the more effective we'll be at furthering the IWSA mission. Talk to supporters and donors and keep them informed of IWSA activities and campaigns, and ask when/where they can help out. Ask if they would like to get involved and work with you to promote awareness and support IWSA programs.

**Talk to Your Community and Government Officials** Approach your community and government officials and ask if they can be part of your advocacy. Local civic leaders and representatives are prime examples. As long as they understand your advocacy and why it's worth supporting, they may help aid your efforts. They can help you make connections that promote the IWSA and may result in funding and increased awareness.

**Share Your Story** Whether you have first-hand experience or knowledge through loved ones, sharing your story is powerful and can make a huge impact. Share your support and passion online thru social media and include the IWSA Donate button; accept speaking engagements; participate in community meetings and events; and educate family and friends.