

STONNEWALL KICKBALL

Washington, D.C. | Est. 2010

Fundraising Guide & Checklist

Planning & Registering the Fundraiser

- Come up with a creative, exciting, and values congruent concept for a fundraiser and determine how you will monetize it.
- Determine if you would like to partner with other teams for the fundraiser. Individual team minimums will be reduced by 25% when partnering with at least one other team.
- Set a goal for how much money you want your event to raise. Identify specific program needs of your charity to help set the goal.
- Create a budget for anything you may need to execute your fundraiser, including supplies, decorations, signage, etc. Make sure this is factored into your fundraising goal.
- Determine if you'll need support from team members (or others) to execute the fundraiser and what specific roles they'll need to play.
- Determine your target audience. Teams should not limit themselves just to SKDC members but look to outside audiences as well.
- Determine how donations will be accepted (cash, venmo, etc.).
- Identify opportunities for sponsorship from local businesses to help cut event expenses, raise awareness for your fundraiser, and provide in-kind donations (e.g., raffle prizes, silent auction items, etc.)
- Submit your fundraiser concept, including details around date and venue (if applicable) through the Philanthropy Intake Form. The Director of Philanthropy & Community Outreach will connect with you on final approvals to move forward with your concept.
- For events:
 - Once approval is received, finalize reservations for your venue.
 - Schedule a detailed event schedule working backwards from the day of the event to stay organized and determine what needs to happen when.

Promoting the Fundraiser

- Brand your fundraiser and develop a marketing plan to promote it.
- Work with the venue (if applicable) to cross promote on their social media channels.

SKDC Fundraising Guide & Checklist

- Create a Facebook event and invite as many people as possible, including those outside of SKDC if the fundraiser isn't kickball-specific.
- Promote the fundraiser on other social media channels.
- Develop ways to educate participants on your team's charity that their donation will be benefiting. If the fundraiser is an event, be sure to invite a representative from your charity.

Hosting the Fundraiser

- Make sure you have all supplies ready in preparation for the fundraiser.
- If hosting an event:
 - Schedule a venue walk-through for either the day before or earlier the day of the event to make sure that everything is in place and that any last minute needs are identified.
 - Set up the venue as needed with decorations, supplies, etc.
- Communicate with the fundraising team regarding their responsibilities. When should members get to the event? What are their tasks once there? Ensure you have mobilized enough support to help you throughout the fundraiser.
- Ensure participants and donors are being educated on what the event is supporting and how donations will be used at the charity. If a representative of the charity is invited and comes, have them speak to participants and donors.
- Document the fundraiser! Take photos and videos to use for future promotions. Use #SKDCphilanthropy to tag your photos.

Post-Fundraiser Wrap Up

- Send thank yous to participants, donors, venues, and team members who helped out.
- Send in all the money collected to the beneficiary in a timely manner.
- Ensure that a donation receipt is forwarded to the Director of Philanthropy & Community Outreach for tracking purposes.
- Solicit feedback from participants. This will help with future planning.
- Do post-event PR by using social media to tell the story of the impact of all funds raised.