



BOSTON FOUNDATION *for* SIGHT

Community Fundraising & Events Program Guidelines

There is a minimum goal of a \$1,000 return in order to use Boston Foundation for Sight name and/or logo in association with any event or promotion.

The use of the BFS name and/or logo must be approved prior to use by the event organizer. Also, Boston Foundation for Sight must be clearly identified as the beneficiary of any planned event, not the sponsor. For example, an event should be promoted as the “Tennis Tournament to benefit Boston Foundation for Sight”. This applies to all copy, from invitations, to advertising, to promotional activities.

Boston Foundation for Sight must approve, **at least one month prior to any printing or public use**, all copy (invitations, advertisements, press releases or any other activities related to the event).

Important Reminder: Events must comply with all federal, state and local laws governing charitable fund-raising, gift reporting and special events. Some states have restrictions regarding certain fundraising efforts. Please check with your local authorities to ensure you are in compliance with the regulations in your area. For instance, volunteer organizers cannot fundraise in Massachusetts by holding raffles and poker tournaments.

If the organizer plans to solicit contributions, sponsorship or in-kind donations from local businesses, the list of potential business sponsors must be reviewed and approved by Boston Foundation for Sight before they are approached.

The organizer must submit event proceeds to Boston Foundation for Sight no later than 30 days after the event. Proceeds should be mailed or delivered to: Boston Foundation for Sight, 464 Hillside Avenue, Suite 205, Needham, MA 02494.

Estimated expenses and revenue should be established by the event organizer and submitted to BFS using the Community Fundraising and Events Program Proposal Form for review before the event. We encourage event organizers to make every effort to strive toward a minimum event return rate of 65%, in line with the Better Business Bureau Guide to Wise Giving.

If BFS will not be receiving all of the proceeds from the event, then the exact percentage of the proceeds to benefit BFS must be stated clearly on all invitation copy, advertising and promotional materials. Under no circumstances may an individual or group keep any portion of the proceeds as profit or compensation for organization of the event.

Whether this is a first-time or annual event, the sponsoring organization must seek approval from BFS for each individual event.



Fundraising and Event Ideas

One of the best ways to raise money and awareness is to host a fundraising event open to the general public. They can be very high-end or more laid back, but the goal is to create an enjoyable event where everyone has fun.

Here are some great ideas to help start you start brainstorming what you would like to do:



Bachelor/Bachelorette Auction

Recruit all your single friends to be auctioned off for a Valentine's Day date. Find a venue that will donate space for the night. Decorate, have beverages and snacks and also have a standard door charge for the evening. Each bid will go towards the cause, as well as the door charge and refreshments. Advertise in your local newspaper.

Breakfast With Santa

Have someone dress up as Santa and Mrs. Claus, perhaps even have a few elves. Advertise this event in your local newspaper. If this is going to be a bigger event, then ask a hall to donate space and have local restaurants donate breakfast foods. There should be a door charge for adults and children should be free. You can also take pictures with Santa, which people can purchase for \$5-\$10 extra. Keep it festive with holiday décor, music, face painting, etc.



Challenge Fundraiser

With some creativity, your fundraising group can pull off some "outside of the box" events. A fun example is putting together an event modeled on "The Amazing Race". Similar to the television show, teams are challenged to travel to various checkpoints and conquer many challenges, detours in order to make it to the finish line. Funds are raised through team registration fees, plus individual pledge donation requirements. Another "cool" idea is a Polar Plunge, where each participant is expected to raise a minimum amount through collecting a specific pledge donation requirement and then plunge into the chilly ocean in the winter.

Champagne/Cocktails and Dessert Party - Include local bakeries/pastry chefs showcasing their goods.



Chili Cook-off

Charge an entry fee for all cooks to show off their culinary talents. Offer donated prizes to the winners. Try to gather local celebrities to make up the judging panel (ala *Iron Chef*) and to attract more people to come. Have different categories for people to enter (best spicy chili, best vegetarian chili, best chili by a chef under the age of 16). Either invite the chefs to bring their own pre-cooked chili or provide a space for them to cook on-site. Sell bowls or samples of the different chili dishes for the audience to try and raise extra money.

Concert in the Park

A concert takes a lot of planning, but if you have the resources, it can be a huge success. Put together a showcase of local talent for your concert. Many local bands will play for free because it is a great opportunity for them to display their talents, and this is especially popular if you are working with kids and teens.



Dance Dance Dance

Hosting a dance is a fun and profitable way to raise money. Ask your local VFW to donate their space, and a local restaurant to donate appetizers and finger snacks. Instead of a DJ, hire someone to work an iPod for the evening or if you know someone in a band, who will donate their services for free, have a live band. Charge a door fee and find local businesses to donate door prizes. To get your community involved, advertise in your local newspaper.

Fashion Show

Contact various small stores throughout your town and get an agreement to show so many fall fashions for a community fashion show. Charge a fee per store and feature five to ten stores in an hour long show. You can ask that the store owners or managers provide some gift certificates (10% off purchases) that will get people into their store after the show. Then charge a cover charge to anyone wanting to attend the show. You can also provide food and beverages to be purchased as well.

Halloween Costume Party

Throw a costume party for adults and/or children and include dancing, food, music and karaoke. Offer a prize for the best outfit. You can also have a cover charge at the door of your home or have it at a restaurant/bar where the proceeds will go towards your fundraising. You can use an online Evite to send out donations or promote it in your local newspaper, depending on the size of the event you would like to have.

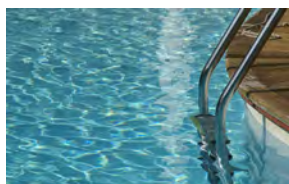


“Low-End” Event

This is a unique idea that turns the usual fancy event on its head. Instead of a cocktail party at a high end hotel, hold a hot-dogs and beer event at a Holiday Inn. Tell your donors that this year is such an important year for the organization that you want to spend most of the money on funding programs for patients. This only works if you still charge the full amount (whatever you would charge for a fancy event) and are willing to be a little campy with the theme.

Networking Event

If you know someone in the public eye or is a high profile executive that people would want to meet and talk to, hold a meet and greet event at a high-end restaurant. Have cocktails and appetizers and charge people admission which will serve as their donation.



Pool Party

With the right resources (a pool for starters) and proper supervision if you are working with children, a pool party is a wonderful fundraising idea for the summer. Sell snacks, raffle prizes and set up carnival-type games like ring-toss. Charge a cover charge for people to attend the party.

Product Party

Get in touch with a local product company (Tupperware, Pampered Chef, Avon, Mary Kay, Creative Memories and Silpada Jewelry) and see if a representative will host a party at your home and what portion of the proceeds would go towards your fundraising.

Spaghetti Dinner

Contact your local VFW or other town venue and ask them to donate their space for free to host a spaghetti dinner. Get your local grocery store to donate the food. Pasta, sauce, cheese, salad ingredients, salad dressing and bread (rolls). Keep it very simple but fun.

Summer Barbeque

Pick a warm weekend and host a barbeque with friends, family, neighbors and others in your community. Cook hotdogs and hamburgers, serve corn, chips, and other side dishes and people can bring their own beverages. You can have a bunch of fun games (where your guests can enter to win) such as wheel-barrow races, three-legged sack race etc. You can have donated prizes from local businesses (i.e. gift certificates to spas, the movies or restaurants) for all of the winners.



Super Bowl Sunday Open House

Invite all of your sports friends over to watch the game and encourage them to invite their friends. Have everyone bring their favorite snack (wings, chips and dip, chili) and you provide the beverages. Have people pay a door charge (\$25) as a donation to Boston Foundation for Sight. Include fun games during half time.



Tennis Tournament

Invite all of your single, double and mixed double tennis players to a fabulous tennis tournament, hosted by you. Charge an entrance fee (as their donation) and they have the option of getting sponsored by a business to cover the cost of the entrance fee. Try hosting it at a country club that will give you the courts for the afternoon and possibly even treat the tennis players to free beverages/cocktails and finger food after the event is over. Have a prize for each category (single, double, mixed doubles) from a business. You could do a similar event with other group sports – for example, a charity golf tournament.

Trivia Night

Host a Trivia Night at your local restaurant or bar. Many restaurants and bars actually already do this, so see if you can piggy back off of an already existing event. Let the management know that you'd like to host a trivia event, and would like to advertise the event in the community. This way, before people come to the trivia night, they'll know it is a fundraiser and they have to pay to participate.

Whiskey Tasting Event

You'll need a good venue to host the event, liquor experts to explain the finer points to potential connoisseurs, ticket sales partnerships with local retailers and a strong publicity campaign. Charge an admission fee which is commensurate with the quality of the whiskey tasting (\$50-\$100 range).

Wine and Cheese Tasting Party

Partner with a wine merchant or distributor who can not only help with supplying wine and expert advice, but can also help sell advance tickets to your event. Make sure to charge a cover charge at the door which will go towards your fundraising.





Fundraising Event Planning Tips

As someone planning an event or fundraising activity to benefit BFS, you are an important member of a vibrant community of patients, family members, supporters and volunteers. You may have little experience with fundraising and are wondering about how to get started or what you should do. You also may feel a little funny about fundraising. Don't. Remember that you are not asking people to give you money. You are raising awareness by asking for them to support you through a donation to a cause which you passionately believe in and that is making a difference in the lives of patients each and every day.

The following steps will help you meet and exceed your goal and have fun with your fundraising!

Notify Boston Foundation for Sight

Development staff must approve all fundraising and/or special events. To facilitate this approval process, we have provided a Community Fundraising & Events Program Proposal Form. The completed form will help us to better understand how your event may benefit BFS and the type of support you will require in order to be successful. The form should be completed and submitted a minimum of 10 weeks prior to the event. Please keep a copy of this form for your own files.

Don't Do It Alone

Utilize your own network of friends, family and co-workers and invite them to be on your fundraising committee. They will most probably be flattered and keen to help you. The more help you have, the broader your base of potential support and the more connections you will have that will make for a successful event.

Define Your Fundraising Goal

Develop a realistic, measurable fundraising goal by using the proposal form to help put together a budget, including revenues and expenses.

Create A Plan

Once you've put together your committee, hold a planning session. Having others share their thoughts and suggestions make for a better event and will give you the chance to think of things that you may never have considered. There are many different types of fundraising activities to choose from. The best rule of thumb is to choose something that resonates with you and your interests. Carefully consider the scope of the activity and what resources you will need to pull it off successfully. A great plan is the first step in creating a fun and successful event.

Know Your Cause

It's critical to know about the cause that you are supporting. Many donors will want information about BFS and the impact of their donation. The BFS web site is a helpful tool for this information.

Schedule Your Event

Choose a date and time for your event that is going to be the most appropriate for those who will be attending. Consider important logistics like weather, parking availability and accessibility to public transportation. The easier you can make it for potential donors, the more likely they are to attend.

Promote Your Event

Promoting your event is a critical piece of the puzzle. Use the press release template (provided) and customize it to promote your event in your local newspaper, radio station or television station. Send invitations by email or postal mail to everyone that you know. Place flyers in prominent places – the grocery store, the gym, work.

Identify Your Donors

Consider who your audience will be and make a list of everyone that you know who could attend and/or support your event. Each of the people on your committee should also make a list of everyone that they know. The key is to not make a decision for a potential donor. Even if you think they may not be able to give, more often than not they will surprise you. Many people put aside an annual charity budget and are just waiting for someone to ask.

Develop A Budget

Develop a budget to better understand income versus expenses. If you can get donations of products and services, then it will help to keep your overhead low and will make for a larger donation from the event, which is something that all of your donors will appreciate.

Follow - Up

All donations should be sent to BFS within 30 days following your fundraising event. Be sure to thank your donors for their participation and support of your event and let them know how very much you appreciate their support. BFS will send tax acknowledgement letters for all donations made directly to us.

Let's get started! Just complete the proposal form and submit it to the Development Office at BFS. Upon receipt of your proposal, you will be contacted within 7 business days. We look forward to learning more about your event. If you have any questions at all, please call Tara Stepanian at 781-726-7512 in the Development Office.



BFS Community Fundraising & Events Program Proposal Form

Boston Foundation for Sight must approve each application before events can be held. All fields must be completed in full in order to process your proposal request. Please attach/provide any supplementary information that would be helpful.

ABOUT YOU:

Name of Organizer(s):

Name of Group/Company Planning Event:

Mailing Address:

Home Phone:

Business Phone:

Fax:

Email:

BUDGET:

Please list all costs even if you expect the items to be donated.

Revenue:

Participant revenues (# x Cost per person)	\$
Sponsorship	\$
Pledges	\$
Auction	\$
Raffle	\$
Other (describe)	\$
Other (describe)	\$
Other (describe)	\$
Total expected revenue	\$



BOSTON FOUNDATION *for* SIGHT

Expenses:

Check here
if donated

Venue	\$
Food/Beverage	\$
Printing	\$
Security	\$
Advertising	\$
Entertainment	\$
Licensing Fees	\$
Prizes	\$
Supplies	\$
Other (describe)	\$
Other (describe)	\$
Total costs	\$

Net revenue (revenue less total costs) to Boston Foundation for Sight \$

Are costs to come out of: Proceeds Paid by Event Organizer

Date that funds will be received by BFS:

Please list all businesses that you plan to ask for cash or in-kind support (products or services):

To Submit Your Proposal:

Fax: 781-726-7310

Mail: Boston Foundation for Sight
Community Fundraising & Events
464 Hillside Avenue, Suite 205
Needham, MA 02494



About the event:

Name of Proposed Event:

Date of Event:

Time of Event:

Location:

Is the Event: Open to the public By Invitation only

Ticket Price:

For publicity purposes, provide a phone number that can be publicly listed:

Has this event taken place before? Yes No

Are there other beneficiaries besides BFS? Yes No

If yes, please list other beneficiaries:

% BFS will receive:

Does your organization plan to match the amount you raise? Yes No

Please describe in brief the event and how funds will be raised (e.g. ticket sales, sponsorship, etc)

How will the event be publicized (e.g. press releases, flyers, radio/TV, printed ads?)

Does your event require a license? Yes No

Please note that all events must comply with all federal, state and local laws governing charitable fund-raising, gift reporting and special events. Some states have restrictions regarding certain fundraising efforts. Please check with your local authorities to ensure you are in compliance with the regulations in your area.