

EVENT FUNDRAISING TOOLKIT

Please read this document thoroughly and learn more about: **Tips for Planning a Successful Event**, opportunities for **Working with Fox Chase Cancer Center** and **Financial Guidelines** to follow. *(Signature required on final page)*

TIPS FOR PLANNING A SUCCESSFUL EVENT

Here is a list of ideas that our most successful third party fundraisers use in their efforts to support Fox Chase Cancer Center:

- **Form a planning committee:** Enlist your personal and professional networks to utilize a mix of skill sets to reach your goals.
- **Identify the target audience for your event:** Who do you want to attend and participate and how does that impact your planning?
- **Brainstorm event ideas:** With the help of your committee, determine what type of event to host as well as the date, time and potential locations.
- **Develop a budget:** Map out your costs, set fundraising goals and determine how much to charge participants.
- **Schedule the event and start planning:** Secure your event date and location. Make sure to retain copies of contracts and take steps to get the proper permits and insurances if necessary.
- **Promote the event:** Develop and distribute flyers, postcards, emails – whatever you'll need to spread the word about your event! Be sure to utilize social media, and encourage your committee members do to so as well.
- **Create an online donation page:** Through the Fundraise for Fox Chase portal, be sure to set up your unique online donation page, and share the link to allow participants the opportunity to donate securely online.
- **Determine event day tasks:** Handing out a timeline for the event with clear responsibilities for each person will help ensure all tasks are completed.
- **Thank event participants:** Following the event, be sure to acknowledge everyone who participated and let them know how much you value their support!

WORKING WITH FOX CHASE CANCER CENTER

As a non-profit organization, our resources are limited, but we strive to support your fundraising efforts as much as possible, providing:

- An administrative point person to field questions via phone or email.
- An endorsement letter to use for fundraising and sponsor-recruitment efforts.
- Fox Chase Cancer Center authorized fundraising pages for secure donations.
- **An electronic version of the Fox Chase Cancer Center official logo for use in promotional materials. All materials including this logo must be approved by the Fox Chase administrative point person prior to distribution.**
- Promotion of your event on our website events calendar as well as the opportunity for potential promotion on other platforms such as social media and e-newsletters.
- Branded banners and promotional giveaways contingent on current inventory.
- A press release template and local media contact lists to assist your media outreach.
- A Fox Chase representative at your event, contingent on availability and eight weeks notice.
- A post-event check presentation and photo opportunity at the Center.

Fox Chase Cancer Center will NOT provide:

- Event planning support including, but not limited to: serving on event committee, determination of event logistics such as location, invitation design and distribution, provision of mailing lists, compiling RSVPs, selling of tickets, raising funds, recruiting sponsors or celebrities, soliciting auction donations, and employing volunteers.
- Financial support. No cost associated with the event can be paid for by Fox Chase Cancer Center, including sponsorship revenue.
- Additional public relations and marketing support surpassing the above stated opportunities.
- Insurance or liability coverage. The fundraiser is responsible for any permits, licenses, or insurances required.
- Legal or tax advice. The fundraiser is responsible for ensuring the event is in accordance with all applicable laws and regulations. Please consult your own legal/ financial adviser(s).
- Partnership in contracts, commitments, and bank accounts. The fundraiser is not as agent of Fox Chase Cancer Center and has no authority to act on the Institution's behalf.

FINANCIAL GUIDELINES

It is important for our third party partners to be aware of their financial responsibility during and after coordinating a fundraiser to support Fox Chase Cancer Center.

- Donations will support the areas of greatest need at Fox Chase Cancer Center unless the fundraiser indicates a specific designation toward research or patient care.
- As a third party event coordinator, you will not be able to claim Fox Chase's IRD 501(c)(3) charitable classification, federal tax ID number or State of Pennsylvania's tax-exempt certificate.
- All checks must be made payable to Fox Chase Cancer Center.
- Only the individual or organization whose name appears on a check received by Fox Chase Cancer Center is eligible to receive a tax acknowledgement for the donation. It is the fundraisers responsibility to make donors and sponsors aware of this rule. **Please contact us to coordinate how all of your donors can receive a tax acknowledgement.**
- Fox Chase Cancer Center can verify matching gifts only for donations received directly by Fox Chase Cancer Center.
- If the event expenses exceed revenue, Fox Chase Cancer Center, Temple University Health System, and their affiliates are not liable to pay said expenses.
- All proceeds should be provided to Fox Chase Cancer Center within 60 days following the conclusion of the event.

I have reviewed and agreed to the Fox Chase Cancer Center Event Fundraising Toolkit and understand my financial and logistical responsibilities as a Third Party Fundraiser as laid out in this document.

Signature _____ Date _____

PLEASE RETURN THIS SIGNED PAGE VIA MAIL OR EMAIL TO:

Ms. Anna Honer

Fox Chase Cancer Center
333 Cottman Avenue
Philadelphia, PA 19111

Or Anna.Honer@fcc.edu

