



## Basic Fundraising Guide

### Special Events and Promotions

Successful fundraising through special events and promotions is achieved through organized and creative planning, a clear focus on accomplishing the fundraisers objectives, highly motivated volunteers and an unabashed willingness to solicit funds. Some basic steps to organizing any promotion have been outlined as follows for your consideration.

#### Step 1 | Committee

The more collaborative effort, the more successful your event will be. Look to form a core group of dedicated volunteers who share your enthusiasm for the fundraiser or the cause that can make up your committee.

- Recruit enough members to share the workload and prevent future burnout
- Discuss core objectives of the event to volunteers along with the charitable mission
- Place volunteers into an area of responsibility that best fits their interests and skillsets
- Provide concise roles and/or job descriptions to establish expectations of responsibilities
- Schedule regular committee meetings to communicate events progress, needs and updates
- Ensure volunteers receive necessary information and/or tools to meet individual expectations
- Inform Special Olympics of meetings; Staff can attend when possible and help guide group

#### Step 2 | Concept

If a fundraising concept isn't already developed or you're interested in integrating auxiliary events or promotions, a great start is to hold a brainstorming session to collect creative thoughts from your committee.

- Allow creative space for attendees to participate freely
- Categorize similar ideas into a condensed list
- Decide on the direction of your event

#### Step 3 | Audience

Identifying your audience may be the single most important step to presenting an event and/or promotion.

- Determine who your activity's primary and secondary audiences will be
- Consider activities directed towards the general public to draw a larger audience
- Research your audience if needed, once you've determined who they are



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#### Step 4 | Event

Selecting an event or promotion should fit the size, interests, and talents of your planning committee to provide the best possibility for a successful result. Smaller committees might consider starting with something realistic and easy to implement, while larger committees allow flexibility to add additional event components and disperse the workload.

- Review resources and materials available to you provided by Special Olympics Washington
- Discuss the activity with others who have conducted the event to seek their guidance
- Ensure you're promotions are consistent with the organizations brand guidelines

#### Step 5 | Plan

The overall objective of any Law Enforcement Torch Run event should be to raise funds and awareness for your local Special Olympics Washington athletes.

- Select date, time and location, in addition to developing measurable/attainable financial goals
- Utilize goals and identify strategies/tactics for achievement
- Remember that an event can take 1-3 years to mature to its full potential
- Create a multi-year plan to help set realistic expectations and provide evaluation opportunities
- Plan a budget with sources of income/expenses; Expenses may not exceed 25% / gross income
- Discuss plan with Special Olympics Washington staff to obtain appropriate approval(s)

#### Step 6 | Promotion

Begin your publicity campaign and outreach strategies as early as possible with a layered marketing approach. It takes someone seeing something approximately 7 times before they're likely to activate on it.

- Get social through Facebook, Twitter, and Instagram; create an event, posts and tweets
- Include event marks, notice, or link on e-mail signatures and community/departments pages
- Posters and flyers can be another cost effective awareness tool as is speaking to local groups
- Recruit participants, teams, and sponsors which will in turn aid in spreading the word
- In-Kind contributions of goods and services like earned media, printing, prizes can help

#### Step 7 | Reconciliation

Please review the Accounting Procedures in full for a detailed overview of the reconciliation process prior to hosting an event. Don't forget the important final step of acknowledging your participants, sponsors, volunteers, and committee.