

Caring Enough to Make a Difference



The
American Kidney Fund®
presents

Tried and True Ways to Raise Awareness of
and Money for Your Favorite Causes

What does it mean to care enough to make a difference?

Dear Friend,

In whatever large or small way we can, we Americans love to help our neighbors. We love to give back to our communities. We love to support the causes close to our hearts and give to our favorite charities.

Even in tough economic times, we won't give up on the causes we value most . . . or turn away the charities we love to support.

The American Kidney Fund has created this packet of materials to give you ideas and tips for how to plan and carry out fun activities that also raise money for charity. You may choose to do something as simple as placing an American Kidney Fund donation jar on your desk at work. Or you may choose to enlist the help of friends, family and colleagues to organize a golf or tennis tournament, complete with team registration, T-shirts, snacks and prizes. Whatever you choose to do, have fun . . . and know that your efforts can make a world of difference for someone in need.

The ideas in this packet are tailored for fundraising events with a goal of raising under \$25,000. If you expand on these ideas and host a fundraiser to benefit the American Kidney Fund with a goal of raising more than \$25,000, please contact me, Rhonda Watson, Director of Community Engagement, by phone at 301-984-6654 or email at rwatson@kidneyfund.org.

Thank you for helping your neighbors, near and far, who suffer chronic kidney disease and kidney failure, by supporting the American Kidney Fund.

Here's what you'll find in this packet . . .

Ideas for fundraising

- in the workplace
- for individuals
- for kids and teens
- for sales and auctions
- for sports-related fundraising

Tips for

- Planning
- Timeline
- budget templates
- sample donation letter
- sample registration form

Caring enough to make a difference in the life of a kidney patient means that . . .

. . . Dorothy, a dialysis patient in Atlanta, will have the money to pay the recently increased bus fare so she can get to and from the dialysis clinic three days each week . . .

. . . and Marie, who has dialysis at home for nine hours every night and is awaiting a kidney transplant, can afford the co-pays for her prescription medications . . .

. . . and Darren, recently diagnosed with kidney disease and the father of a 3-year-old, could receive free kidney education materials from the American Kidney Fund and talk with a specialist on our toll free HelpLine to learn what he can do to delay kidney failure and avoid having to begin dialysis.

It's more fun when you do it as a group —

Fundraising Ideas for the Workplace

Host a health fair at work — offer health and wellness seminars, healthy snacks, blood pressure checks and massage. Entry fee: a modest donation.

Brown Bag It for Charity — Brown Bag your lunch for a week and contribute what you would have spent eating out or ordering in. Spice it up by swapping brown bag lunches with co-workers.



Office Party — Pass an AKF change bucket during your office holiday party or to celebrate a co-worker's birthday.

Dress-Down Day in the Office — employees pay for the privilege of going casual for a day in the office. Charge for each casual clothing item worn — jeans, sneakers, sweatshirt or T-shirt — or a single fee for the entire day.

Break for Fun — Organize an outdoor or sports event — picnic, golf tournament, tennis or softball game. Team entry fees become their charitable contribution.

Treats for Meetings or Lunch — Set up a table of home baked goods at staff meetings or in the lunchroom. Charge for the treats, all proceeds going to charity.



Steps that Count

Walkathon or Race — The American Kidney Fund holds annual walkathons/ fun runs — **Steps that Count** — in the New York City, Atlanta and Washington, DC, metropolitan areas. If you live nearby, put together a team and walk or run with us. If not, organize your own **Steps that Count** in your area.



If you're in the hospitality business — donate a portion of one night's proceeds or plan a special evening for your patrons — with the door fee donated to charity.

National Kidney Awareness Month in March is the perfect time to use our special kidney awareness drinks coasters. Ask patrons to add \$1 to their tab for water or make a corporate donation to help cover the production costs of the coasters.

Fundraisers Come in All Shapes & Sizes

IDEAS FOR INDIVIDUALS

Fashion Show — Enlist your friends and family in cleaning out their closets and model these gently used clothes in a fashion show — partner with a local boutique or community group. Sell tickets to the event and offer the clothes for sale after the show.

Host a luncheon, tea party, brunch or dinner party — sell tickets, circulate donation jars or combine with a silent or live auction.

Lights! Music! Action! Enlist the talents of local musicians or bands for a community concert. Sell tickets or collect donations at the door.

Holiday Home Tour — Decorate your home for your favorite holiday or season. Invite your friends, family and neighbors to tour your home. Charge an entry fee or set up a donation jar. Encourage neighbors to participate and initiate a neighborhood-wide Holiday Home Tour.

School or Community Dance — Organize a dance at your school or local community organization, with proceeds going to charity.

SPORTS & FITNESS

Family Bowling Night — Organize a family bowling night as a charity fundraiser.

Sports Tournament — Softball, basketball, soccer, bowling . . . Pick your favorite sport and organize a tournament for family, friends and neighbors.

Walkathon or Race — Organize a **Steps that Count** walk or fun run in your community or participate in an established AKF **Steps that Count** event in the Washington, DC, New York City or Atlanta metropolitan areas.

SALES & AUCTIONS

“Junk in the Trunk” Yard Sale — Organize an outdoor flea market in a parking lot. Participants “buy” a parking space and sell their own gently used household and clothing items from their car trunk. Parking fees go to charity, sales profits go to the participant. Add food and music and make the day a community event.

Bake Sale — Home baked goods are always popular. Set up a table at a local business or community center, or sell baked goods at school or work.

Silent Auction — Organize a silent auction, asking friends and/or local businesses to donate auction items, with proceeds going to charity. Bidders silently record their name and bid on sheets of paper next to each item. Highest bidder wins.

Live Auction — Organize a live auction, asking friends and/or local businesses to donate auction items, with proceeds going to charity.

FOR KIDS & TEENS

Kidney Change — The American Kidney Fund can provide attractive change buckets for counter-tops, desks, in the lunchroom or anywhere people gather. Small change adds up fast — this is one of the easiest ways to raise money for your favorite charity.

Car Wash — Youth and community groups can plan a weekend car wash at the local school, community center or gas station. Request donations or charge by vehicle.

Lawn Mowing — For those kids old enough to mow lawns, earn summer money and pledge a set amount from each mowing job for charity. Distribute flyers in the neighborhood and post in local businesses and on community boards.

Fundraising Event Planning Guide

What to say to persuade family, friends and colleagues to support your fundraising event

About Kidney Disease

- Chronic kidney disease is when a person suffers from gradual – and usually permanent – loss of kidney function over time.
- 1 in every 8 adults has chronic kidney disease – about 31 million people – but many don't know it.
- Chronic kidney disease can lead to kidney failure.
- About half a million people have kidney failure – with about 350,000 on dialysis and 150,000 having received kidney transplants.
- Chronic kidney disease is the nation's 9th leading cause of death.

About the American Kidney Fund

- The American Kidney Fund (AKF) was founded in 1971 by a small group of people who set out to save the life of a friend by raising enough money for dialysis treatment.
- Today AKF helps 1 out of every 5 dialysis patients nationwide with treatment-related expenses, providing financial aid to cover health insurance premiums, co-pays for medications, transportation costs to and from dialysis, nutritional products, and more.
- AKF provides free kidney screenings in targeted metropolitan areas for minority and medically underserved populations.
- AKF provides kidney health information through free brochures, fact sheets and other publications (also available for download at our website), and a toll-free HelpLine staffed by trained kidney health educators.
- 96 cents out of every \$1 given goes directly to programs and services.
- AKF has earned top ratings from Forbes Magazine, Reader's Digest, Charity Navigator and the American Institute of Philanthropy and participates in the Better Business Bureau Wise Giving Alliance's Seal Program.

Legalities

We, as a charitable organization governed by IRS law, must be conscientious and respectful of the rules that guide nonprofit activities.

We know that you, as a volunteer fundraiser, will want to be equally respectful and conscientious as you plan and carry out your event.

Here are a few things to keep in mind:

- You, as a donor, know how important it is to be informed about how much of your donation is used for operating costs. If you use a portion of the event proceeds to pay for running your event, please state clearly in all promotional materials to event participants what percentage benefits the American Kidney Fund.
- If your event is open to the community, please ensure that it is accessible to people with disabilities. The event should take place at a location that adheres to the guidelines of the Americans with Disabilities Act.
- Because of trademark registration laws, the American Kidney Fund does not give blanket permission to use our logo in fundraising efforts. You may state that your event proceeds will "benefit the American Kidney Fund."
- If you plan on requesting support from local businesses, please check with us to see if any of your prospective event sponsors overlap with the corporations that already support our work.
- Please provide a list of all tangible, non-cash contributions, underwriters and sponsors who contributed to your event.
- ***The American Kidney Fund and you, the fundraiser, agree to indemnify and hold the other harmless from and against any and all costs, losses or expenses.***

Fundraising Event Planning Timeline

4 months before your event
1. Decide what kind of event to hold and choose a date on which to host your event. Complete the Registration Form in this packet and sent it by email to rwatson@kidneyfund.org, fax at 301-881-0898 or mail to American Kidney Fund, Attn: Rhonda Watson, 6110 Executive Blvd., Suite 1010, Rockville, MD 20852.
2. Research price for venue and other costs.
3. Start building support for your event by including friends and family in the planning process.
4. Set your budget.
5. Look into the areas where you may need support and see if you can get a sponsor or donation to provide certain items or to make a financial contribution.
6. Send proposals to individuals or corporations from whom you think you may be able to get support.
3 months before your event
1. If you do not receive an acknowledgement letter in response to your Registration Form, please follow up with Rhonda Watson at rwatson@kidneyfund.org or (toll free) 800-638-8299.
2. Make phone calls or send letters to follow up on proposals for support.
3. Secure venue and other vendors.
4. Build your guest list.
5. Design invitations, flyers, and other promotional materials you plan to use.
6. Please forward any artwork you plan to use on promotional materials to rwatson@kidneyfund.org for approval.
2 months before your event
1. Send out your invitations.
2. If you plan to invite the press, contact rwatson@kidneyfund.org for a sample press release.
3. Organize your staff/volunteers and plan how to execute your event
1 month before your event
1. Send details and any final correspondence to your guests.
2. Follow up with local media.

Fundraising Event Planning Timeline, cont.

2 weeks before your event
1. Confirm location and details.
2. Send a reminder to the local media.
1 day before your event
1. Update volunteers/staff on event plan and responsibilities.
Day of your event
HAVE FUN!
After your event
1. Collect any outstanding donations.
2. Send thank you notes.
Within 1 month after your event
2. Send your donation to the American Kidney Fund – <i>THANK YOU!</i>

[The American Kidney Fund Supports You](#)

Giveaways – The American Kidney Fund is happy to announce that we now offer a giveaway kit featuring American Kidney Fund logo items. In return for an up-front donation of \$25, you will receive 25 silicone bracelets, 10 pens, 10 pencils, 15 informational brochures, 5 change buckets and 10 car magnets (contents may vary depending on availability).

Sample Budget Template

Event Name: _____

Event Date: _____

<i>CATEGORY</i>	<i>ESTIMATED COST</i>	<i>VENDOR</i>	<i>CONTACT INFORMATION</i>	<i>NOTES</i>
<i>Invitations</i>				
<i>Flyers</i>				
<i>Food/Drink</i>				
<i>Location</i>				
<i>Decorations</i>				
<i>DJ</i>				
<i>Gifts/ Giveaways</i>				
<i>Set-up supplies (tape, wiring, etc.)</i>				

Sample Donation Letter

The following letter is an example of what can be used for soliciting donations. Please use your letterhead for such communications.

DATE

NAME

ADDRESS

ADDRESS

To Whom It May Concern:

I am writing to request a door prize/auction item donation from your organization for our annual <event> that will be held on <date> at <location> to benefit the American Kidney Fund. The American Kidney Fund mission is to fight kidney disease through direct financial support to patients in need; health education; and prevention efforts. This is a (basic info on event) that seeks to raise awareness and funding for the millions of people living with kidney disease.

(More details on your event). Through this event, we hope to donate (either list goal amount or %), due in large part to the generosity of companies such as yours. We appreciate the support and excitement you offer to this event. Contributions will be publicly recognized at the event. Money raised at this event will go into an unrestricted funding pool at the American Kidney Fund.

The American Kidney Fund is a 501(c)(3) organization that was founded in 1971 to save the life of one person who needed help paying for dialysis. Thirty-seven years later, AKF has become the leading source of direct, treatment-related financial assistance to people in the United States who are living with chronic kidney disease. In 2007, AKF helped 68,000 patients, distributing over \$100 million in treatment-related grants.

I thank you in advance for your time and consideration of this request. Please do not hesitate to contact me if there is any additional information I can provide. I can be reached at <phone, email, etc.>

Respectfully submitted,

Your Name



Special Event Registration Form

Type of Event: _____

Date of Event: _____

Location: _____

Coordinator's Name: _____

Home/Cell Phone: _____

Email: _____

Event description:

Registration Fee \$: _____

Fundraising Goal \$: _____

Would you like your event to be advertised www.kidneyfund.org?

Yes

No

If yes, may we put your email or phone number on the posting so those that are interested in participating can contact you?

Yes

No

Thank You For Your Support!

Fax to: Rhonda Watson at 301-881-0898



Special Event Revenue Submission Form

You did it! Thanks for hosting a special event to benefit the American Kidney Fund. How did it go? Do you have any pictures or feedback from guests? We'd love to hear from you.

Please complete the following form and return it along with your donation to:

American Kidney Fund
Attn: Rhonda Watson
6110 Executive Blvd., Suite 1010
Rockville, MD 20852

Special Event Coordinator Name _____
Phone Number _____
Address _____
City, State, Zip _____
Event Name _____
Event Date _____
Amount Enclosed _____

Please do not send cash.

*Make checks payable to the **American Kidney Fund**.*



Special Event Feedback Form

Name: _____

Name of Event: _____

Total Amount Raised \$: _____

Costs/Expenses \$: _____

Net Revenue/Profits \$: _____

Did you enjoy holding a fundraiser for the American Kidney Fund?

Yes

No

Did you find this fundraising guide helpful?

Yes

No

Additional comments _____

Would you be interested in holding another event for the American Kidney Fund?

Yes

No

Signature: _____

Date: _____

We appreciate your feedback!

Fax to: Rhonda Watson at 301-881-0898