



# Supporter Led Event Guide

How to get started  
on your own Supporter Led Event



debra of America  
212-868-1573  
events@debra.org

## Table of Contents

1. [Local Event Checklist](#) – Steps to follow when planning your Local Event (Page 3)
2. [Local Event Ideas](#) – Types of local events to hold in your community (Page 6)
3. [School-Age Event Ideas](#) – Types of local events to hold in your school (Page 9)
4. [Fundraising Myths Debunked!](#) – Some common myths that just aren't true (Page 11)
5. [How to Ask for a Donation](#) – One of the tougher parts of fundraising...or is it?(Page 11)
6. [How to Raise \\$250 in One Week](#) – Not as hard as you might think (Page 12)
7. [Local Event Worksheet](#) – An easy way to keep track of your local event plans (Page 13)
8. [Event Liability Information](#) – Legal Liability Information (Page 14)

## Supporter Led Event Checklist

Congratulations and thank you! You have decided to hold a Local Event for debra of America, to raise awareness and funds to fight Epidermolysis Bullosa (EB) — The Worst Disease You've Never Heard Of. This checklist will take you through some things to consider as you begin your planning. Always remember, if you have any questions, or need any help with this process, we are here to help you every step of the way!



**1. What type of event do you want to organize?** The first thing to consider is the type of event you would like to organize. We have a list of event suggestions on page 6 of our Event Guide that you can use as a starting point. Here are some things to consider to help you narrow it down:

- How much time do you have to put into planning? Some events take more effort to plan than others, so make sure you pick something you are comfortable committing the time to.
- What are you interested in? Many of our events are based upon our Local Supporters' interests. Enjoy basketball? Play a game for charity. Baking? Hold a bake sale. Magic: The Gathering? Hold a pay-to-play tournament. No matter what type of event, we can create you a website to help you collect registrations, donations, and spread awareness. If you need help figuring out how to turn your interests into an event, give us a call, and we'll be happy to help!

**2. Who can you get to help?** Putting on an event can be a time commitment! See if your family and friends are able to pitch in and help you with specific tasks. Building a committee of volunteers is a great way to have a successful and stress-free event. Some things to consider when you ask them:



- Before you ask for people to help, it can be helpful to have a job in mind for them. For instance, ask a friend with some artistic skill to help you make posters and flyers for the event. Or ask a family member who is a good cook to bake snacks for your bake sale.
- Be willing to accept different types of help. Some people will be able to work with you to help plan the whole event, and some people will only have time to help with one or two small tasks. Ask

your friends to be honest about how much time they can commit. After all, every little bit helps!

**3. Where would you like to hold your event?** Once you know what kind of event you would like to organize, the next question is where to hold it. Here are some things to consider:

- What kind of space do you need for your event? A walk-a-thon or 5K will need a park, but a bake sale just needs a table.
- Do you know anyone with access to the type of space you need? Sometimes the best way to find a place is to ask your friends and family.

- Where, in your area, can you find the space you need? There are many different places you can get space, including restaurants, schools, churches, libraries, parks, and community centers.
- Whose permission do you need? For parks and other public spaces, you sometimes need to get a permit from your city or town.
- How much will it cost? While it is great if you can get space donated for your event, sometimes there are fees involved. If there are, contact [events@debra.org](mailto:events@debra.org) to see how we can help!

**4. When would you be able to hold your event?** Once you know what type of event, where, and about how many people you can count on to help you, it's time to figure out a timeline. Some things to consider:

- When is your location available? You want to make sure that the space you are considering is available on the date you choose.
- How long will it take to prepare? Some tasks are quick, like printing up flyers. Others, like obtaining permits, can take longer. Make sure you give yourself enough time to get ready.
- What time of year is ideal for your event? Some events can be held year-round, but anything taking place outside will need to happen when the weather is appropriate. It is also important to consider holidays and school breaks, which may interfere with your community's ability to attend your event.
- How long will it take to let everyone know? For any successful event, you need people to come. How are you going to get them there? How long will it take for you to pass out flyers and send out emails, and how far in advance will you need to let people know so they can plan to come?



**5. What type of budget will you need?** There are almost always costs associated with putting on an event, whether it be space rental, or baking supplies. What does your budget look like?



- First of all, if you need an excel budget spreadsheet, feel free to contact us at [events@debra.org](mailto:events@debra.org), and we will be happy to send a basic one along.
- Some common costs associated with events are space rental, decorations, food and beverages, and printing of flyers and signs.
- If you need to, will you be able to cover the costs yourself, or do you need outside support?
- How much are you expecting to raise from your event? Will you charge admission? Ask participants to fundraise?
- Are there any businesses, local or otherwise, that you can ask to sponsor your event?
- Once you have a basic budget worked out, contact [events@debra.org](mailto:events@debra.org) to see how we can help!

**6. Talk to debra of America!** Once you have the basic idea worked out, make sure you contact us, so we can talk about how we can help. Some ways we can help support you:

- We can make you your very own event website! You will be able to accept registrations, donations, hold an online auction and promote your event.
- We will post your event on our website, and on our Facebook page, as well as advertise it through emails. This way, other members of the debra community can get involved and attend!
- Need debra brochures and merchandise? We've got you covered! We have information and signs that you can use to promote your event, and debra branded merchandise that you can sell.
- We provide all documentation necessary to prove that you are fundraising for an official non-profit. We can provide 501(c)(3), W-9, COI and NYS Tax Exempt documents as needed.
- If there is any other assistance you need, such as graphics assistance, special sponsor materials, or would like a debra staff member to attend your event, make sure to ask as far in advance as possible, and we will make every effort to fulfill your request.

**7. What do I need to do at my Event?** The day of your event is here! Here are some things to keep in mind:

- Collect contact information. If donors or participants would like a tax receipt for their donation, please make sure to collect their name, address, and the amount of their donation, so that we can send them one.
- Take pictures! We are always excited to share pictures of events with the EB community. It helps your guests remember the fun they had at your event, and inspires others to hold similar events.
- All checks collected at the event should be made out to “debra of America.” After the event, all checks can be mailed to: debra of America, 75 Broad Street, Suite 300, New York, NY 10004. Make sure you include your event name in the memo field, or in a separate note, so that we know it’s from you!



## Local Event Ideas

- **5K Run/Walk or Marathon/Half Marathon:** Recruit friends, family, and co-workers to help raise money for debra. Participants are asked to solicit donations prior to race day, via our Personal Fundraising Pages.



- **50/50 Raffle:** Sell tickets to a 50/50 raffle at a large event, door-to-door, or at work/school. The prize is half the "pot." Add up the total amount you collect and divide it in half. Half goes to the ticket winner and the other half to debra. Don't forget that some states require permits for offsite raffles and have numerous rules. These permits must be issued in advance of your Local Event.
- **Auction (Live):** Ask local businesses, friends, and family to donate special items that you can auction off live to benefit debra. You will need an energetic auctioneer to drum up excitement.
- **Auction (Silent):** Ask local businesses, friends, and family to donate items. Create bid sheets for people to write down how much they want to pay for each item. Popular items are restaurant gift certificates, rare experiences like meeting someone famous, trips/hotel stays, signed memorabilia, spa packages, jewelry and art.
- **Baseball or Softball Competition** (soccer or another sport): Police, Firemen, Ambulance Corps, or other local clubs/teams compete against each other over several weekends for a tournament prize.



- **Benefit Night:** Host a fundraising party at a local restaurant, bar, or lounge. Ask guests for a suggested donation at the door. Ask the venue to donate a portion of the night's bar or dining sales to debra.
- **Bike-A-Thon or Motorcycle Road Trip:** Map out a route for your bicycle riders (range from 10-100 miles). Motorcycle routes can be much longer. Recruit friends, family, and co-

workers to help raise money for debra. Participants are asked to solicit donations prior to the event via our Personal Fundraising Pages.

- **Birthday Donations:** In lieu of a birthday gift, ask your friends and family to make an honorary donation to debra in your name. **Tribute Donations:** Ask for donations in "honor of," "support of," or "in memory of" someone who has been affected by EB. Suggest a donation amount and ask that donations be made to debra.
- **Car or Truck Show:** Find a large field to be donated and invite your friends, family, colleagues, and local automobile clubs to come showcase their vehicles. Sell admission tickets. Offer prizes for favorite car and best custom design. If you have access to a Monster Truck, you can sell ride tickets.
- **Dinners or Lunches:** Galas, Beefsteaks, Family & Friends Eat-Together, etc. There are a variety of ways for raising money through group dining. They include fancy galas at hotels or restaurants, informal dinners run by Beefsteak vendors, picnics/BBQs, or self-catered events.
- **Fashion Shows:** A local women's, men's or children's store provides the fashions and sometimes the models. The Local Event committee provides refreshments, lunch, or dinner. There are opportunities for raffles and auctions. The Local Event can be held at a hotel, restaurant, school, or country club.



- **Garden Tour or Home Tour:** Host a tour of your town's beautiful gardens, greenhouses, or homes. Ask each member on your committee to find one special garden/home for the tour. Sell tour tickets. Provide a mapped route of 5-10 homes/gardens that have volunteered to open and share their property on the tour. Offer a different raffle prize at each home.
- **Golf & Tennis Outing/Tournament:** Work with a golf course to plan a charity golf or tennis outing. Ask for a donation amount for participating guests and get prizes donated for the winner of each hole/match.
- **Hair Salon:** Ask your hair salon if they will donate a specified amount from each haircut over the course of a weekend to benefit debra.
- **Jeans Day or Dress Down Day:** Ask your employer if you can host a "Jeans Day" to support debra. Have your colleagues buy a debra awareness bracelet for a specified amount and everyone gets to dress down on the organized day.
- **Pancake Breakfast or Spaghetti Dinner:** You can charge by the pancake, or the plate. Have your friends (work, school, house of worship, club) and family help with cooking. Ask for donations along with ticket sales.

- **Play or Musical Show/Performance:** Team up with your local theater group or school choir, band, or theater department to organize a performance for the community. Sell tickets to benefit debra. Offer snacks and refreshments during intermission.



- **Raffle:** The key is having 1-3 special prizes which can be bought or donated. The raffle tickets can be as inexpensive as \$2 each (6 for \$10) or as expensive as \$100 each. For the more expensive raffles, only a limited number should be sold i.e., for a new car, sell 2 times the value of the car for \$100 each (\$30,000 car, sell only 600 tickets). For lesser prizes, sell an unlimited number of tickets.
- **Tricky Tray or Other Variations:** There are a variety of ways this event can be done. The Local Event committee collects donations of things and groups them into attractive baskets/trays/prizes. Attendees buy tickets which they place in specific containers for each prize. There is an admission fee that entitles each attendee to a small number of tickets and refreshments.
- **Trivia Night:** Trivia nights are fun competitions. Collect a donation to join a team and give participants a debra awareness bracelet to show their support. The teams can be divided by age, expertise, or randomly. The winning team gets a prize. This is a fun Local Event for people of all ages.
- **Web-Based Auctions:** Have friends and family donate items for you to sell through debra's online auction site. It can last for 1-week to 2-months. You can use Facebook, Twitter, and other social media to promote your auction. Tell bidders that all proceeds will support debra.



## SCHOOL-AGE LOCAL EVENT FUNDRAISING IDEAS

- **Bake Sale/Lemonade Stand** (All Ages): Ask volunteers to make an assortment of baked goods. Package and label the items individually (single sweets) and in larger groups (plates of sweets). Also sell juice/cider, hot chocolate, and beverages.
- **Bike-A-Thon** (Elementary): Parents pay a fee and collect pledges from friends and family in support of their children entering the Bike-A-Thon, or use our Fundraising Pages to do so. Mark a bike route around the school. Children bring their tricycles, big wheels, or bicycles to school and race around the “track” during recess. Give prizes for the best decorated bike.



- **Car Wash** (Middle & High School): Use a school or donated parking lot (you will need a hose hook up). Distribute flyers around town and make big signs to attract customers as they drive by. Charge a specific amount for each car.
- **Carnation Day** (Middle & High School): Contact a local nursery or florist for a donation of bulk carnations. Sell the carnations for a week before the designated day. On the delivery day, make cards with the student’s name, who to send to, homeroom, and a personal message. Have students deliver them to the individuals.
- **Coin Drive** (Elementary & Middle School): Each class decorates one jar and the classes compete to see which class can fill it with the most money. Pennies and dollar bills count for your class. Other coins count against your class.
- **Exhibition Game** (High School): If you are on a sports team, get together with a rival school’s team and hold a friendly exhibition game. Sell tickets and provide a concession stand. You can also have teachers compete against administrators or one school’s staff against another.
- **Fair or Activity Day** (Pre-school & Elementary): Organize a community or school fair. Create booths or tables for food, live music, DJ, a fake tattoo parlor, spin art, fishing game, face painting, basketball, magic or animal show, etc.



- **Garage Sale/Yard Sale** (All Ages): Ask friends, family, and colleagues to donate items to a group garage or yard sale. Find a venue such as a sports field, church, or school auditorium to accommodate tables and browsing.
- **Ice Cream Social** (All Ages): Ask your school cafeteria if they will host an ice cream social. Provide basic flavors; chocolate, vanilla and strawberry along with a toppings bar of hot fudge, whipped cream, sprinkles, nuts, and cherries.
- **Jammies Day** (Jeans, Funky Hats, Slippers) (All Ages): Collect a donation in the morning and give participants a debra awareness bracelet to show their support. Ask the teachers and principal to participate. At lunchtime hold a fashion show and give out awards for the best dressed, most original, etc.

## Fundraising Myths Debunked!



**Myth #1: People only give if they like the cause.** Actually, the reality is that people give because you are doing the asking. We suggest starting with family and friends because they are the most likely to give to you, and will get you off to a great start. Tip: They're even more willing to give if you ask them to match or exceed your own personal donation.

**Myth #2: I can't fundraise because I don't know anyone with EB.** Yes, you can. All it takes is believing in the cause.

**Myth #3: I don't have time to fundraise.** Just five minutes a day will yield results. It's as quick as sending one of our pre-written fundraising emails while you drink your morning coffee.

**Myth #4: Everyone else fundraises, so I don't have to.** Actually, about 30% of the people do 100% of the fundraising. You read that right—a relatively tiny number of people are doing ALL of the fundraising. Let's give them a hand!

## How to Ask for a Donation in 3 Easy Steps

No magic tricks required. Just follow these steps and you'll be saying, "Thanks for the donation!" in no time.

### 1. What are you raising money for?

Example: "I'm fundraising for **debra** of America because it supports people living with EB living in our community. It also funds research to cure EB."



### 2. Explain why it's important.

Examples: "While there is currently no cure or treatment, new research is showing a lot of promise, so it's important to keep it funded."

"It can cost an EB family up to \$10,000 per month for bandages, and insurance doesn't always pay. Just \$25 helps to supply these necessary bandages to a family who can't afford it."

If you have a personal connection to the cause, mention it. If not, [read about EB Families](#) to see how the disease affects people's lives.

### 3. Ask your donor to take action.

Example: "Will you make a \$50 donation to help families living with EB?" Take a moment and let your donor answer. It will generally take 2-3 asks for someone to donate, so don't get discouraged!

## **BONUS: HOW TO RAISE \$250 IN A WEEK**

Not sure how to get started on fundraising for your event? Not sure how to encourage your participants to fundraise? Not a problem! Start off with our easy guide on how to raise \$250 in a week. **All you have to do is ask!**

Remember, it takes an average of 3 asks for someone to donate, so don't get discouraged!

<b>DAY 1</b>	<b>SPONSOR YOURSELF</b>	<b>\$30</b>
<b>DAY 2</b>	<b>GET THREE RELATIVES TO DONATE \$20</b>	<b>\$60</b>
<b>DAY 3</b>	<b>GET SIX FRIENDS TO DONATE \$10</b>	<b>\$60</b>
<b>DAY 4</b>	<b>GET FIVE COWORKERS TO DONATE \$10</b>	<b>\$50</b>
<b>DAY 5</b>	<b>GET FIVE NEIGHBORS TO DONATE \$5</b>	<b>\$25</b>
<b>DAY 6</b>	<b>GET YOUR SPOUSE OR PARTNER TO DONATE \$25</b>	<b>\$25</b>
<b>DAY 7</b>	<b>CELEBRATE YOUR SUCCESS!</b>	<b>\$250</b>

## Local Event Worksheet

Name of Event: \_\_\_\_\_

Type/Description of Event: \_\_\_\_\_

\_\_\_\_\_

Location: \_\_\_\_\_

Date/Time: \_\_\_\_\_

Event Committee (People who are helping with planning): \_\_\_\_\_

\_\_\_\_\_

How much are you hoping to raise? \_\_\_\_\_

How much is it going to cost? \_\_\_\_\_

Do you know any businesses that might sponsor the event? \_\_\_\_\_

\_\_\_\_\_

Are you going to charge admission? \_\_\_\_\_

Will you be asking your attendees to fundraise? \_\_\_\_\_

Are you going to include any other smaller events? (i.e. raffle, auction, 50/50) \_\_\_\_\_

\_\_\_\_\_

How would you like debra to help? \_\_\_\_\_

\_\_\_\_\_

What questions do you have for the debra staff? \_\_\_\_\_

\_\_\_\_\_

Feel free to contact **debra** at any point during your planning for help and advice. You can email us at [events@debra.org](mailto:events@debra.org) or call at (212) 868-1573.

**We look forward to speaking with you!**

## **debra of America Official Event Liability Information**

### **Event Approval**

- ◆ Debra of America retains a fiduciary duty to ensure that our name is being used properly, that all funds are being handled and accounted for in a reasonable manner, and that the fundraising event is being conducted in a manner that is consistent with Debra of America's mission and public image.
- ◆ All third party fundraising events require written permission from Debra of America in advance. Do not make public announcements or promote the event until you receive approval of your event proposal. Please allow two weeks for Debra of America to review and respond to your proposal.
- ◆ Fundraising events must comply with all relevant local, state and federal laws.
- ◆ Debra of America reserves the right to decline association with any person or organization when it believes that such association may have a negative effect on the image of Debra of America.
- ◆ The third party event organizers are responsible for the planning and execution of the event, including all set-up, promotion, staffing and/or volunteers. We suggest creating a planning committee to assist in the planning and execution of the event.

### **Promotion and Logo Usage**

- ◆ All third party events must be promoted and conducted in a manner to avoid statement or appearance of Debra of America endorsing any product, firm, organization, or service.
- ◆ Debra of America must review and approve all promotional materials prior to production or distribution including, but not limited to, press releases, invitations, brochures, letters and flyers.
- ◆ The official logo of Debra of America cannot be reproduced without written permission. In addition, the Debra of America logo must be used appropriately in conjunction with the event and must not be altered in any way.
- ◆ Debra of America may promote the event, when appropriate, in the following:
  - ◇ Debra of America's website, with a link to the event's / organization's website
  - ◇ Debra of America's social media pages.
- ◆ Any promotional materials must clearly state that your event is raising funds that will benefit Debra of America.

### **Sponsorship**

- ◆ Debra of America cannot solicit sponsors for your fundraising event and cannot provide you with any names or contact information of our donors, supporters, staff, board members or volunteers as it is our policy to keep records confidential.
- ◆ Please provide a list of all targeted sponsors (both for cash and product/service donations) for the event, before they are contacted, so that Debra of America can provide you with information on their current support and minimize overlap with other Debra of America sponsors.
- ◆ In-Kind or product / service donations may be acknowledged and provided with tax documentation.

### **Financial Guidelines**

- ◆ As a guide, event expenses should be less than thirty percent (30%) of the total amount raised.
- ◆ Debra of America must receive a complete accounting of all income and expenses related to the event, including all tangible non-cash related contributions. Debra of America reserves the right to inspect all financial records related to the event.
- ◆ Debra of America must receive all net proceeds within thirty (30) working days of the conclusion of the event and / or promotion. Please send a check made payable to Debra of America to: debra of America, 75 Broad Street, Suite 300, New York, NY 10004.

### **Tax Deduction / Donor Acknowledgement**

- ◆ Third party event organizers are responsible for collecting the names and contact information of all attendees / participants, sponsors, donors and volunteers who would like tax letters for their contributions.
- ◆ Debra of America has applied to, and been approved by, the Internal Revenue Service as a charitable (qualified) organization as defined by the Internal Revenue Code Section 501(c)3, meaning that contributions to Debra of America qualify for the maximum charitable contribution deduction under the Internal Revenue Code.
- ◆ A donor or participant must be informed that the tax deductible amount of his or her donation is only the amount that is over and above what was received in goods and services. For example, if a participant pays \$200 to participate in a golf outing and the cost per golfer is \$50, the tax deductible amount is \$150.
- ◆ If payments are made to the third party event organizer and it is not an IRS qualified organization, the payments will not be deductible for income tax purposes. If the payments are made to Debra of America, then they qualify to the fullest extent of the law.

### **Liability and Cancellation**

- ◆ Should circumstances warrant, Debra of America may at any time direct you to cancel your event. You hereby agree to cancel the event, if so directed, and further agree to release Debra of America and its directors, employees, and volunteers from any and all liability and connection to such event.
- ◆ The third party event organizers and its donors and sponsors agree to indemnify and hold harmless Debra of America and its directors, employees, and volunteers from any and all claims and liabilities in any way related to the event.
- ◆ Debra of America is not financially liable for the promotion and/or staging of the event.
- ◆ Debra of America requires that your attendees/participants complete a waiver for release form.
- ◆ All responsible parties (including event vendors) must provide evidence of liability/property insurance applicable to the activities of the event.

### **What Debra of America Can Do For You**

- ◆ Offer event planning expertise and advice.
- ◆ Provide a letter of support to be used to validate the authenticity of the event and its organizers.
- ◆ Provide limited existing Debra of America promotional and educational materials for your events such as flyers and brochures.
- ◆ Provide the official Debra of America logo for use on promotional materials.
- ◆ Debra of America will attempt to provide, but cannot guarantee, a representative at your event.
- ◆ Provide cash and in-kind donation letters to those who donated items and funds for your event. (Complete contact information and donation information must be submitted to Debra of America by event host.)

### **Liability Information**

- ◆ Debra of America is not financially or otherwise liable for the promotion and/or staging of fundraising events by any third-party organizations/individuals. The sponsoring organization/individual may not incur any financial or other obligations on behalf of Debra of America.