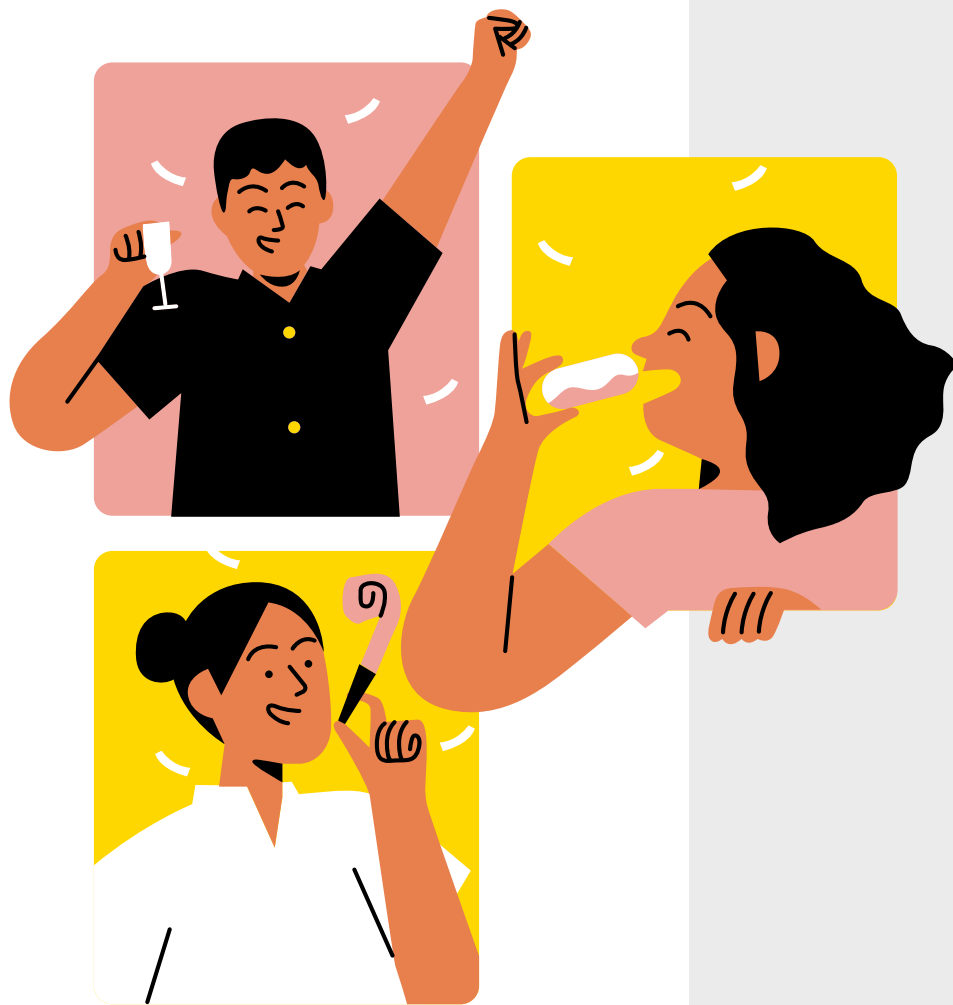


FUNDRAISER PARTY TOOLKIT



Prepare by Sick Cells



INTRODUCTION

You can throw your own fundraiser with a **Party!** Maximize your impact by bringing together your friends, family, neighborhood, or coworkers to eat, drink, and donate. Raising funds for sickle cell disease (SCD) is raising awareness, too.

What is a **Fundraiser Party?**

Fundraiser parties or any type of gathering, are a quick and easy way to raise awareness about and money for Sick Cells. It can be at your house, outside at a park...anywhere! Have brunch at your favorite restaurant, a picnic at a park, or coffee at your neighborhood café. Invite folks to attend, tell them why you care about the work Sick Cells is doing in the community, and leave them with an easy way to donate or get involved.

Whatever type of gathering you choose to host, make it unique to you and your guests. You know them better than anyone else, so shape your party to what will best resonate with them.

Where do I start?

The first thing you should do once you've decided to host a fundraiser is email info@sickcells.org and **give us a heads up**. It helps to know a little more about your event, the date, and the location. We can help you brainstorm the rest!

Next, **use the tools below to plan your event**. The tools included are:

- FAQ to guide you in your party planning
- Party Checklist that covers everything you'll need to host a great event
- Sample party agenda, though this is customizable to your event
- QR code to Sick Cells' online donation page
- Sign-in sheets so we can reach out to the guest who want to know more about Sick Cells
- Sample email invite for you to personalize
- Sample thank you email



FAQs

Q: What kind of party should I host?

A: That's up to you! You know what would be most fun for your friends. Are they more sit-down dinner folks or more for a backyard barbeque? Tea party, church gathering, park playdate, or even a game night. Some people like to host house parties as part of another celebration, such as a birthday or anniversary. It doesn't have to be fancy – light refreshments are great, the less work you take on as a party planner, the more you can focus on the mission of your event.

Q: I don't know Sick Cells work inside and out. Should I still host?

A: Absolutely! Use the resources in this toolkit to get familiar, or simply share them directly with your friends and family. You should also talk about your experience with Sick Cells, sickle cell disease, and/or the cause.

Remember: the best way to connect with your guests is to share how your own experiences connect to Sick Cells' mission and what inspired you to take action.

Q: What's the best way to promote my event?

A: If you choose to send your invite through an online platform there will be built-in features that make it easy to communicate with your guests (e-vite, paperless post, etc). Take advantage of social media to spread the word, and ask each guest to bring a friend or two along. Expand your guest list even further by co-hosting with a friend or colleague – bonus points if you don't have overlapping social circles.

FAQs Cont.

Q: How should my guests and I make our donations?

A: Great question. We've made it simple for you to collect donations from your guests using one (or more) of these options:

1. Ask your guests to donate online at sickcells.org/donate. We included a QR code in this toolkit. They can donate before or after the event, or even during the party on their phone. Guests you invited that cannot make it to the party can make a donation online as well.
2. Collect cash donations during your event and then you donate online after the event. With this option, your guests will not receive a donation receipt.
3. Your guest can donate via venmo too @sick-cells.
4. For folks who bring their checkbooks, you can mail their checks to: Sick Cells, 1042 Maple Ave., Suite 103, Lisle, IL 60532

Q: Is there a suggested donation amount?

A: Any donation is appreciated by Sick Cells. If someone would like a suggested amount, we say \$10 or \$100 helps us to find the 100,000 people living with SCD. It goes towards our programs. If the donor feels inclined, ask them to Make It Monthly! Recurring donations are a treat.

Q: Can you send a speaker to my event?

A: You can be your own speaker. You can share your story and connection to Sick Cells. If you'd like, we will be sure to mail you a packet of supplies including information about Sick Cells, sickle cell disease, and marketing materials.

Q: Are my guests going to get tax receipts for their donations?

A: For gifts made to Sick Cells, we send an acknowledgment.

Event Ideas

Not the party hosting type? No worries! You can get creative about fundraisers. Remember, raising funds is also a way to raise awareness about SCD.

Here are some event ideas for fundraisers:

Community Stroll

Planning walks is a lot. So why not plan a stroll? Gather a group of friends. Each chooses an amount to donate. Walk together around a park.

BAKE SALE

Bake some goods. Find a location, like a library, college campus, park district, job, church. Sell them for a cause.

MOVIE NIGHT

Instead of a party, host a movie night. Follow this guide to plan that event. This is a great option for the introvert type.

Gamer Tournament

Gather your fellow gamers. Host a virtual meet up online to game together. Ask them to donate to play.

BLOCK PARTY

Work with your local town to host a block party. Raise funds through games, music, ticket sales, etc.

CHURCH DAY

Ask your church if you can choose a day to donate to Sick Cells. You can even host an event there.

PAINT NIGHT

Gather some friends. Each picks an amount to donate. Paint together. Add another layer by raffling the paintings to friends and family.

BBQ

Instead of just a party, why not host a cookout! Your friends can donate an amount for a plate of food or even to attend.

SPORTS GAME

Host a local sports game (basketball, football, soccer, bocce ball, etc). Ask your friends to donate to join the game.

CHOOSE YOUR OWN EVENT

There are many ways to gather people and raise money for a cause. Bowling, fishing, gamer nights, cake walk, music concert, any event that you are comfortable with, is a great way to get the word out.

Event **Start to Finish Checklist**

4 - 6 WEEKS OUT

- Decide on your location, date and time. If you can't have the party at your home, consider local businesses or community centers that might be willing to host.
- Set a fundraising goal. People will be more motivated to donate during your party if the finish line is in sight, and they can help you cross it. Your goal can be anything small or large. We suggest a goal of \$100-\$500 per event.
- Email info@sickcells.org with the date, location, and a few details about your event. We will mail you materials and want to chat about you on our socials too!
- Create your invite list – not everyone will be able to make it so don't be afraid to invite over your preferred amount.
- Send your invites out. Email, Facebook, e-vite, or mailed invites all work great. Go with what's easiest for you and your guests.

2 WEEKS OUT

- Plan your menu and create your shopping list. You are welcome to hire caterers if you prefer but a simple set up with fruit, cheese and crackers works just as well. Sometimes less is best.
- Follow up with anyone who hasn't responded yet. A quick phone call or text to check in is a nice touch. If it turns out they can't make it, ask if they'd be willing to donate anyway and send them a link to the Sick Cells donation page.
- You should receive your packet of supplies from Sick Cells.

Event **Start to Finish Checklist** Cont.

1 WEEK OUT

- Do the shopping for any food, drinks, serving wear, and décor you may need.
- Send an update to your confirmed guests on where to park, and how to find you if you are meeting up at a park or restaurant.

THE BIG DAY

- Prepare your space, food, and drinks, don't forget to make space for people to mingle and sit.
- Greet your guests with a smile, and have fun!
- Help us collect your guests' information. Ask them to put their name, address, and email on the sign in sheet. This will allow them to receive email updates to stay connected with us.
- Guests can donate online, use venmo, or write checks. Any cash donations can be sent to us from the host.

POST PARTY OR POST EVENT

- Send a personalized thank you to your guests. Sick Cells can provide you with branded, blank notecards if you'd like to use those.
- Let us know how it went! Email us with any information you learned from your guests, your total amount raised and all the exciting details. We want to celebrate with you!
- If you received cash donations, donate the value of what you collected online at sickcells.org/donate. Send checks to: Sick Cells 1042 Maple Avenue, ste 103, Lisle, IL 60532

Sample Party Agenda

| | |
|--------------------|--|
| 6:00–6:30PM | Greet your guests and ask them to sign in using the sign in sheet provided in this packet. Give your guests time to socialize over drinks. |
| 6:30–6:40PM | Briefly welcome your guests and remind them that the evening’s event is a fundraiser for Sick Cells. Let them know you’ll be sharing more in a bit, and encourage them to get to know one another and have fun! |
| 6:40–7:15PM | More mingling, plus food or appetizers. Now’s the time for a quick icebreaker, introductions, or game if that’s your style. |
| 7:15–7:45PM | <p>Grab your guests’ attention and share with them your reason for hosting an event to raise money/awareness for Sick Cells. A personal story about your connection to the cause, focusing on one or two of the issues most important to you, is a really great way to get started. Finally, ask your guests to donate. They can take out their phones for venmo, payment online, or write checks. You can hand out a collection basket.</p> <p>Make sure they know it’s not required but that it’s very much appreciated.</p> |
| 7:40 and on | Have a great time bonding over your shared passion for elevating the voices of the SCD community. |

Communication Templates

Email Invitation Template

*Tweak this template to include a few specific details about your party!
You can also just send a group text too!*



New Message



To

Subject You're Invited: House Party in Support of Sick Cells

Dear (Name)

Please join me for a party to raise money for Sick Cells. September is Sickle Cell Awareness Month. Sick Cells is a national SCD advocacy nonprofit. The organization elevates the voices of the sickle cell disease community and focuses on eliminating stigma tied to the disease. [INSERT YOUR CONNECTION TO SICK CELLS].

When: (Month, Day, Year and Time)

Where: (Your address and directions to the event)

Refreshments will be served. Dress casual.

You can donate now at sickcells.org/donate. You'll also have the option to contribute to Sick Cells at the party by making a check, cash, or online donation.

Please RSVP by (month, day). If you are unable to make it but would like to show your support, donate online at sickcells.org/donate.

See you there!

(Your name)

SEND



Communication Templates Cont.

Email Post Event Thank You Template



New Message



To

Subject Thanks for Supporting Sick Cells

Dear (Name)

Thank you for attending my house party in support of New Beginnings. Thanks to your generous support, we were able to raise a total of \$_____!

A few of you have asked me how you can stay involved, so here are a few suggestions:

- Follow Sick Cells on Facebook or Instagram so that you can see what's coming next and share with your friends.
- Consider becoming a monthly donor to sustain Sick Cells work in the community.
- Sign up for the newsletter

Thanks again for being part of the movement to bring awareness to sickle cell disease

Sincerely,
(Your name)

SEND



Make a **Donation** to Sick Cells

Scan Me



Or find us on Venmo



Other ways to **Get Involved**



Sign up for our
Newsletter

Follow us on
Social Media

