



FUNDRAISING TIPS & GUIDELINES

Tips

Select a Fundraising Event that Interests You

Create an event that ties into your hobbies and pastimes. Check out our list of event ideas or raise funds through an already established event.

Make a Plan for the Event

Select a date, time and venue for your event. Allow yourself at least a couple of weeks to secure the venue, plan the details, advertise and post your event, get approval if needed.

Develop a Budget and Set Fundraising Goals

Consider all event costs, including costs for supplies, printing, venue fees, food and beverages. Be sure to set a reasonable fundraising goal and please try to limit expenses to 20% of the total raised by the event.

Marketing Your Fundraising Event

- ♥ Develop a plan to spread the word. Use all available social media outlets to promote your event- don't forget local event calendars and community post pages, like Craigslist.
- ♥ Try to incorporate Facebook, Twitter, Google +, Tumblr, Instagram, etc. into your campaign – and don't forget to let Heart Heroes know about the event so we can get it posted to our Facebook page, too!
- ♥ Create invitations, flyers, press releases, and/or signage to promote your event in the community. Please contact us for Heart Heroes printable marketing materials you can customize for a polished, professional look at your event. We can also provide you with CHD fact sheets and Heart Heroes informational material.

After Event Wrap-Up

- ♥ Send checks and proceeds to Heart Heroes.
- ♥ Send thank-you notes to sponsors, donors and event participants.
- ♥ Look ahead at repeating the event (annually).
- ♥ Send out a survey to volunteers and participants for feedback and ways to improve future events.
- ♥ We want your feedback! Please provide us with a list of your impressions from the event- positive and negative. What helped, what worked, what didn't, what you think would help make a more successful event in the future.
 - ♥ Please include a breakdown of your expenses/ costs related to your fundraiser, as well as in-kind donations or other contributions.
 - ♥ If you conduct a follow-up survey, we'd love to know how the results turn out!

Guidelines

- ♥ Unfortunately, sales tax laws do not allow fundraising coordinators to use Heart Heroes' tax-exempt status for purchases related to the fundraiser.
- ♥ Fundraising coordinators understand that Heart Heroes Inc. assumes no responsibility for promoting the event or promotion.
- ♥ Fundraising coordinator agrees to obtain all required permits or licenses for the event. Because Heart Heroes Inc. is the ultimate beneficiary of your event and has no direct involvement with running the fundraiser, we cannot provide event insurance. The fundraising coordinator/event manager is responsible for obtaining any required permits and certificates of insurance.
- ♥ No bank accounts in the name of "Heart Heroes" or "Heart Heroes Inc." can be set up to hold funds from a fundraiser.
- ♥ Fundraising coordinators or volunteers are not permitted to retain any portion of the proceeds as profit or compensation for organizing and/or hosting the event.
- ♥ We recognize that some coordinators may need funds to run an event and pay reasonable expenses. However, Heart Heroes Inc. can't fund or financially support community fundraisers. Fundraising coordinators are responsible for covering all expenses and will not be reimbursed by Heart Heroes Inc.
- ♥ Events benefitting Heart Heroes, Inc. must comply with all federal, state and local laws concerning fundraising for non-profit organizations and gift reporting.

If ever you have questions or concerns about your fundraiser, or just need some advice, please feel free to contact us. Thank you for your support, love, and consideration of fundraising for Heart Heroes. We simply could not do what we do without help from generous volunteers and donors like you.

