



## Guidelines for holding a fundraiser to benefit Family Promise of Greater Rochester

**Thank you** for your wonderful intention to donate the proceeds from your proposed fundraiser to FPGROC (formerly known as RAIHN)! As beneficiaries of your generosity, we would like to provide a few guidelines to help you find success.

### To Begin

1. **Check in!** Call or email Beth Bojarski (585-506-9050 or [beth@fpgroc.org](mailto:beth@fpgroc.org)), Manager of Development & Community Engagement, to determine a date which does not conflict with other FPGROC fundraisers (depending on the size of your event, date conflicts may or may not be an issue).
2. **Determine the exact nature of the fundraiser.** What are your goals and intentions? What resources will you need? Is the event one-time or on-going? Where will you event be held? How many volunteers are required? What other questions can you answer in planning to help you prepare?
3. **Consider costs and sponsors.** Draft a simple budget considering expenses, income, and sponsorships. If you are going to seek sponsors for your fundraiser, please review with FPGROC before soliciting to avoid possible duplicates. Funders appreciate coordinated asks.

### Publicity & Marketing

- **Market your event!** Within your own community/constituency, first (neighborhood, school, congregation, organization, or business), then also consider using newsletters, e-newsletters, social media (Facebook, Instagram), local newspapers, and/or fliers.
- **Share with us!** Send Beth at FPGROC a full but brief written explanation of the event that can be used to advertise the event in FPGROC newsletters, to congregations, on social media, etc. (FPGROC will share/distribute publicity, but we will not create advertising copy.)
- **Resources** for verbiage and the most recently completed annual statistics can be found on the Mission, Vision, and Values page of the website ([www.raihn.org](http://www.raihn.org)). If you need logos or other information, email Beth ([coordinator@raihn.org](mailto:coordinator@raihn.org)).

### Wrapping Up

- **Acknowledgements.** Keep track of people and organizations to thank following the event. Determine who will thank whom, and be sure to do so!
- **Share with us!** Provide FPGROC with a list of names, addresses, and roles of major organizers and contributors (we'd like to send a thank you note as well).
- **Review.** Within a couple days of your event, meet with your committee to determine what worked well in the planning and execution of your event, and what you would do differently next time. Please submit a copy of the notes from this final meeting to FPGROC so we can learn from your experience and better prepare/advise others.