



DIY FUNDRAISER TOOL KIT



Multiple Sclerosis
Association of America

TABLE OF CONTENTS

- 2 INTRODUCTION**
- 3 FUNDRAISING IDEAS**
- 4 DIY FUNDRAISER APPLICATION**
- 5 KNOW YOUR NETWORK**
- 7 SOCIAL MEDIA EXAMPLES**
- 10 SAMPLE BUDGET**
- 11 SPONSORSHIP REQUEST LETTER**
- 12 IN-KIND REQUEST LETTER**
- 13 SPONSOR/IN-KIND COMMITMENT FORM**
- 14 EVENT WAIVER**
- 15 DONATION FORM**

INTRODUCTION

CONGRATULATIONS!

You've taken the first step in creating your own fundraising event.

Volunteer-driven fundraisers are an important part of MSAA's fundraising efforts. All fundraisers, large and small, play a vital role in raising awareness and funds to help support MSAA's free programs and services.

You don't need to be a fundraising expert to raise money for the MS community. This guide can help you exceed your fundraising goals!

If you have questions along the way, contact Donor Relations
DonorRelations@mymyaa.org
or call (800) 532-7667, ext. 172.

FUNDRAISING IDEAS

The best way to host a fundraising event is to find something you are passionate about so the event is personal and takes on more meaning for both you and your participants. Below are just a few suggestions to help you get started!

- Auction
- Afternoon Tea Party
- Bake Sale
- Bingo
- Car Wash
- Cook-off
- Coin Drive
- Dance
- Exercise Challenge
- Face Painting
- Fashion Show*
- Game Night*
- Halloween Party
- Ice Cream Social
- Ice Skating
- Jazz Night
- Karaoke Night
- Livestream*
- Lawn Service
- Movie Night*
- Nearly New Sale
- Office Fundraising
- Pancake Breakfast
- Paint & Sip*
- Quiz Bowl*
- Roller Skating
- Swim for MS
- Theater Night
- Wedding Favors
- XBox Night*
- Yoga
- Zumba Night

*Fundraisers that can be virtual

DIY FUNDRAISER APPLICATION

Please fill out this DIY fundraiser application with event details (please print).

Name of event: _____ Date(s): _____

Event location: _____

City: _____ State: _____ Zip: _____

Event website: _____

Brief event description: _____

Projected # of Participants: _____ Fundraising goal: _____

Would you like MSAA informational materials? YES Qty: _____ NO

Would you like the use of MSAA's logo? YES NO
(Contact MSAA for details and specifics on how to use logo.)

Describe how logo will be used: _____

Event leader: _____

Company: _____

Event leader phone number: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Planning committee (add additional pages for additional members)

Name: _____ Email: _____

Name: _____ Email: _____

All expenses for the event are the responsibility of the DIY fundraiser organizer. MSAA is not able to serve in the role of fiscal agent and cannot cover any of the costs associated with your event. MSAA is not able to provide liability insurance coverage in any form for your event, nor are we able to provide a certificate of insurance.

I have read the DIY Fundraiser Responsibility Statement above and acknowledge the event and all expenses associated are entirely my responsibility.

Event lead signature

Date

Please complete and mail or email your completed form to:
Attn: Development Department DIY
375 Kings Highway N., Suite B | Cherry Hill, NJ 08034
Email: DonorRelations@mymyaa.org

KNOW YOUR NETWORK

Use this worksheet to help you find people who can help support your event via volunteering, in-kind donations, or sponsorships.

PERSONAL

Write down ideas of who to contact & how (phone, email, social media, etc.)

CONTACT INFORMATION

FAMILY

Go beyond your immediate family

- Who did you see at the last reunion or holiday party?

FRIENDS

Include friends from other periods of life

- Grade school, high school, college
- Informal groups or clubs
- Book club, exercise groups, poker night, sports groups

OTHER CONTACTS

- Review wedding or shower guest lists
- Review your holiday card list
- Were you in a sorority or fraternity?
- Anyone in your inner circle that you recently supported in a charity event of their own?

COMMUNITY

How are you involved in your community?

- Volunteer activities/organizations
- Your children's activities
- Civic or religious organizations
- Neighborhood groups
- Facebook groups
- Connections on social media

DAILY ACTIVITIES

What does your average day/weekend look like?

What businesses do you frequent?

- Grocery stores, dry cleaners, coffee shops, gyms, etc.

KNOW YOUR NETWORK

Use this worksheet to help you find people who can help support your event via volunteering, in-kind donations, or sponsorships.

PROFESSIONAL

Write down ideas of who to contact & how (phone, email, social media, etc.)

CONTACT INFORMATION

COWORKERS

Ask outside your department or direct contacts

- Outlook contacts, office directory, former coworkers from previous jobs or positions

BUSINESS CONTACTS

Who do you regularly interact with?

- Clients, partners, vendors

Where does your business regularly spend money?

PROFESSIONAL GROUPS

Review your LinkedIn network

Think of different organizations whose meetings you attend regularly

- Chamber of Commerce, municipal meetings, networking groups
- Industry groups, professional development

SOCIAL MEDIA EXAMPLES

Not sure what to say in your social media post? Use one of the pre-written messages below or find a fact that's meaningful to you and share how it personally relates to your story!

ALL YOU NEED TO DO IS:

- Pick a message from below and personalize it to your story or event!
- Before you post, make sure your post is set to 'public' so we can view it.
- End your message with a call to action directing people to your fundraiser's link.
 - Use hashtags #MSAssociation #ImprovingLivesToday #DIYFundraiser #MSAA
 - Tag us in your post! (handles below)

Let's raise awareness about multiple sclerosis and funds for programs and services! I'm hosting a DIY fundraiser because every donation counts. Did you know that MS commonly affects individuals between the ages of 20 and 50? Your support can make a significant impact on those facing this challenge.

Did you know that close to 1 million people in the United States are impacted by MS? Together, we can improve lives and create positive change! Donate today and be a part of improving lives for people living with MS.

Get involved and help improve lives! I'm hosting a DIY fundraising event supporting the MS community. Did you know that MS is one of the most common neurological conditions in young adults? Let's raise funds for programs that help improve the lives of those living with MS!

SOCIAL MEDIA EXAMPLES

I'm committed to making a positive impact! Join me in supporting individuals with multiple sclerosis through my DIY fundraising campaign. Let's join together and provide hope and support to everyone impacted by MS.

Let's make change happen! I'm raising funds to #improvelives for those living with multiple sclerosis. Heat intolerance is a common symptom for those with MS. Your donation can provide cooling vests to help lessen the negative effects of heat for people with MS.

I'm hosting a DIY fundraiser to support those living with multiple sclerosis. With your help, we can fund vital programs and services to improve the lives of the MS community today. Be a part of the journey!

Make a positive impact today! Support my DIY fundraiser for multiple sclerosis and help improve lives. MS can present a range of symptoms, including vision problems and difficulty walking. Your generosity can provide much-needed resources and support for those facing these challenges.

SOCIAL MEDIA EXAMPLES

Join me in spreading awareness and support for multiple sclerosis! Let's come together to improve lives and create a better future. Your donation, no matter the size, can make a meaningful impact on individuals affected by MS. Be a part of the change today!

Your generosity can make a world of difference for those with MS. By donating, you'll help us supply cooling vests that provide relief during scorching summers. Let's come together to support the MS community.

#CoolingVestsForMS

Support the MS community and lend a hand! Your donations will help provide free safety and mobility equipment, making daily tasks more manageable for those living with MS. Together, we can improve the quality of life for the entire MS community. Donate today and be a champion for the MS community! #MSCommunity

MSAA'S SOCIAL MEDIA HANDLES

Facebook: @MSAssociation

X (Formerly Twitter): @MSAssociation

Instagram: @MSAssociation

TikTok: @MSAssociation

SAMPLE BUDGET

	<u>Budget</u>		
Ordinary Income/Expense			
Income			
Other Fundraising Income	\$4,000		
Individual Donations	\$1,000		
Registration Fees	\$5,000		
Corporate Sponsorships	\$6,000		
Total Income	<u>\$16,000</u>		
Cost of Goods Sold			
Golf Expenses			
Merchant Fees	\$75		
Direct Cost Benefit to Others			
Green Fees	\$2,600		
Other Expenses	\$50		
Facility Fee	\$100		
Flags/Balls/Tee Signs	\$450		
Prizes			
Total Direct Cost Benefit to Others	<u>\$3,200</u>		
Travel Expenses			
Postage			
Advertising/Promotion			
Total Golf Expenses	<u>\$3,275</u>		
Total Cost of Goods Sold	<u>\$3,275</u>		
Gross Profit	<u>\$12,725</u>		
Net Ordinary Income	<u>\$12,725</u>		
Net Income	<u>\$12,725</u>		

SPONSORSHIP REQUEST LETTER

Month Day, Year

Dear ____ [NAME] _____,

We invite you to join us by sponsoring our event on ____ [DATE] _____, where we will be hosting _____ [EVENT] _____ at _____ [LOCATION] _____ to raise awareness and funds for the Multiple Sclerosis Association of America (MSAA) and the MS community. MSAA is a national non-profit dedicated to improving lives today through ongoing support and direct services to individuals with MS, their families, and their care partners.

Your generous donation will be acknowledged and appreciated as a vital part of our event. With your support, we can make a significant impact on improving lives today!

For your records, MSAA's tax ID is 22-1912812. Checks should be mailed to _____ [address] _____ and made payable to _____ [event organizer] _____. Please include the event name in the memo section of the check.

Together we can help *improve lives today!*

Sincerely,

[Name]

[Event Name]

[Contact Information]

All items in red should be edited

IN-KIND REQUEST LETTER

Month Day, Year

Dear ____ [NAME] _____,

We are writing to request your support by donating ____ [Item(s)] _____ to our event on ____ [DATE] _____, where we will be hosting _____ [EVENT] _____ at _____ [LOCATION] _____ to raise awareness and funds for the Multiple Sclerosis Association of America (MSAA) and the MS community. MSAA is a national non-profit dedicated to improving lives today through ongoing support and direct services to individuals with MS, their families, and their care partners.

Your generous donation will be acknowledged and appreciated as a vital part of our event. With your support, we can make a significant impact on improving lives today!

For your records, MSAA's tax ID is 22-1912812. Checks should be mailed to _____ [address] _____ and made payable to _____ [event organizer] _____. Please include the event name in the memo section of the check.

Together we can help *improve lives today!*

Sincerely,

[Name]

[Event Name]

[Contact Information]

All items in red should be edited

SPONSORSHIP & IN-KIND COMMITMENT FORM

Proceeds benefiting the Multiple Sclerosis Association of America (MSAA)

Sponsor/Company Name (list exactly as should appear in promotional materials)

Mailing address (including city, state, and zip)

Contact Person: _____ Title: _____

Email: _____

Phone: _____ Fax: _____

Website: _____

Sponsorship Dollars \$: _____ In-Kind (Value) \$: _____

Sponsorship Level: _____ Description of product or services donated

Method of Payment (check one)

Send invoice to email: _____

Full payment enclosed:
Check made payable to: _____ **[Event Organizer]** _____ (include **Event Name** in the memo)

*Logo - Submit a high-resolution log in **BOTH** .EPS and .JPG formats to event organizer.

I am committing to donate the monies, goods, or services as listed above.

Signature

Date

Please mail completed form and payment to:

_____ **[address]** _____

Check should be payable to:

_____ **[person]** _____

EVENT DONATION FORM

Donor/Company Name: _____

Mailing address (including city, state, and zip): _____

Contact Person: _____ Title: _____

Email: _____

Phone: _____ Fax: _____

Website: _____

Donation Amount:

\$25 \$50 \$100 \$250 \$500 \$1,000 Other: \$ _____

Method of Payment (check one)

Send invoice to email: _____

Full payment enclosed:
Check made payable to: _____ **[Event Organizer]** _____ (include **Event Name** in the memo)

Signature

Date

Please mail completed form and payment to:

_____ **[address]** _____

Check should be payable to:

_____ **[person]** _____

Donations may be tax deductible (please consult your tax advisor). Proceeds benefit the Multiple Sclerosis Association of America (MSAA). MSAA is a 501(c)(3) organization. Tax ID number 22-1912812.