

2021



FUNDRAISING GUIDELINES



CFC International
Cardio-Facio-Cutaneous Syndrome



WWW.CFCASYNDROME.ORG

THANK YOU FOR FUNDRAISING FOR CFC INTERNATIONAL!

OUR MISSION

To improve the quality of life for individuals with CFC Syndrome and their families through family support, research, and education.

OUR VISION

To advance the understanding and treatment of CFC Syndrome.

GOALS & OBJECTIVES

1

To provide support as needed by people affected by CFC syndrome through outreach, education and information sharing.

2

To ensure that physicians have ready access to the latest information to enable accurate diagnosis and proper symptom treatment.

3

To maintain a registry of CFC individuals.

4

To maintain a broad base of funds needed to accomplish our mission and goals.

5

To provide sustainability of the organization through continuity and growth.

6

To foster and facilitate research on CFC syndrome including development of appropriate treatments.

7

To support a collaborative relationship among the conditions of the RAS pathway.



THANK YOU!

CFC International depends on the generosity of our donors. By your interest in holding a fundraiser to raise money for CFC International, you understand the importance of our vision to improve the lives of individuals with CFC Syndrome and their families.

This packet has been prepared to guide you through the steps that will help you organize a successful event.

Please read this pamphlet carefully. It contains information that requires your attention and response. Be sure to complete the Third-Party Fundraising Event Agreement before activity is initiated related to the event.

Don't forget to contact CFC International with the results of your event so that we can share them on our website, on our social media channels, and in our e-newsletter.

When you raise money for CFC International you can be sure that every donation is being used for our mission!

We are excited to see your creative ideas for your fundraising event. In the next few pages you will find information that will help you prepare for your fundraiser.

Please **sign the enclosed Third-Party Fundraising Event Agreement** that denotes mutual understanding concerning your event (see page 10). This completed form must be returned to CFC International prior to event preparations.

If you have any questions while planning your event, please feel free to contact
Tuesdi Dyer, Executive Director, at
tdyer@cfcsyndrome.org
or (623) 248-7992



BEFORE YOU BEGIN, PLEASE NOTE:

1. You are responsible for all permits, insurance, and other necessary requirements for your event. Please check with your event location, city, county, and state for regulations.
2. CFC International will be happy to fill requests for brochures, or a banner to be used for your event to raise awareness of CFC Syndrome.
3. We love to attend events, so please let us know if you'd like to have a member of our staff or board of directors in attendance at your event.
4. Donations received by and made out to CFC International will receive and acknowledgment (thank you letter for tax purposes).
5. 100% of the proceeds of your event must be sent to CFC International and back up documentation (copies) of donations received is required for tax-receipt.
6. If you are choosing to contribute a percentage of sales, you must publicly disclose to customers what percentage supports CFC International.
7. Donors must be aware of the portion of their donation that is tax-deductible - any portion above the value of goods and services an event attendee, donor or sponsor receives.
8. Silent auction purchases may only be deducted for the amount paid above the publicly disclosed value.
9. All silent auction donations must be acknowledged by event hosts.
10. Please turn all cash donations into a cashier's check or money order prior to sending them to CFC International. A spreadsheet for cash donations should accompany the check
11. Contact CFC International in before your event to discuss questions you have.
12. Maintain accuracy and consistency, all event logos and out-going materials should be proofed by a staff member of CFC International and adhere to logo branding guidelines.
13. "Third Party Event" is designated as any event not recognized as a signature event insured, budgeted by, sponsored, and paid for by CFC International.
14. Email a copy of your signed agreement to info@cfcsyndrome.org.

PROMOTE YOUR EVENT!

GET CREATIVE!

Creating the right buzz around your fundraiser creates the biggest success!

CREATE A SOCIAL MEDIA PAGE

Make sure guests, donors, and the public can find information about your event easily. Promote sponsors and donors on your page, and don't forget to tag CFC International. Promote the sharing of posts on your page. And remember, the best social media posts are ones that make your community want to click that "share" button! Make sure to post messages to the public on your event page at least weekly and share the CFC International hashtags:

[#cfcsyndrome](#)

[#cfcinternational](#)

CONTACT LOCAL MEDIA

In any awareness and fundraising event, local media coverage is vital to your event's success. Once all of your details are finalized, contacting your local television stations, newspapers, and radio stations about your event can help give you even more publicity - even if your fundraiser is by invitation only. Post your press release in social media, and make sure to tag local media outlets. Send press releases to media outlets regularly beginning 4-6 weeks from your event. You will want to send a follow-up release after the event detailing the success of your event.

Make sure your press releases include the WHO, WHAT, WHEN, WHERE, and WHY of your event. After your event, make sure to include how much you raised and a photo to show your success. Don't forget to make sure media outlets know who to contact.

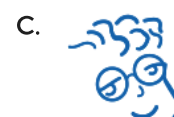
CFC INTERNATIONAL LOGO USE GUIDELINES

CFC International's logo may be used with consent from: President, Board of Directors; Chair, Marketing and/or Fundraising Committee; Executive Director

Use of CFC International's logo and likeness:

1. The CFC International name and logo may only be used for fundraising and marketing that directly support the services, fundraising efforts, or programs of CFC International.
2. In accordance with IRS compliance, the name or logo may not be used in the following ways:
 - a. To raise funds directly to benefit an individual, family, or other nonprofit.
 - b. To market a for-profit or non-profit business or increase revenue for a for-profit business. .
 - c. To promote partnership with an organization or business unless expressly agreed upon by CFC International.
 - d. To promote or support a political campaign.
 - e. To promote a fundraiser for CFC International that does not hold the values of the organization, is political in nature, or does not promote the well-being of children and families.
 - f. To sell or promote a product for profit, unless expressly for revenue of percentage of profits for CFC International. Percentage of profits funding CFC International must be disclosed.
3. In accordance with CFC International's logo use guidelines, the logo may not be:
 - a. Resized without keeping its original ratio and thus distorting images.
 - b. Cropped so images and text in the logo are not showing. Approved images are below.
 - c. Mixed with another logo or combined with the logo/image of a business or nonprofit, unless approved by CFC International. The logo may be used with CFC International "face" only as provided by CFC International in this version.
 - d. Printed on merchandise, correspondence, promotional materials, or websites without the authorization of CFC International.
 - e. Pulled from images on websites or other CFC International social media platforms. All logos used should be provided by CFC International staff, board members, or fundraising and marketing committee members.
4. The CFC International logo may be used in the following colors, unless specifically approved by CFC International:
 - a. The official (blue) color of CFC International and CFC Syndrome RGB: 12:101:165
 - b. True White
 - c. True Black or monochromatic variations of black.
5. Express requests for logo and color use may be made to: info@cfcsyndrome.org

Three approved CFC International logos and use:



GET DONATIONS!

IN KIND:
(OF PAYMENT) IN GOODS OR
SERVICES AS OPPOSED TO MONEY.

IN-KIND DONATIONS

Attempt to have as many things donated for your event as possible. Events can be expensive, but by accepting generously donated venues, materials, food, or entertainment, you can increase the amount raised for CFC International. Partner with local businesses, and remember to share this with CFC International. We'll show our support for your in-kind donors and their generosity too! Use your social media, business, and personal contacts to connect with potential donors.

Remember:

- Local businesses are the best! Small businesses that you have a personal connection to are more likely to donate goods or funds than large corporations.
- Large corporate donors should be contacted 6-12 month before your event. If you're interested in attracting a national or international corporation, please contact CFC International. This will ensure that other people are not contacting a corporation on the behalf of CFC International at the same time.
- A letter with a quick personal follow-up increases the likelihood of donations.
- Be ready to tell potential donors how you will publicly acknowledge their generosity. Show them how you're already acknowledging current donors.
- Always follow up with a formal thank you letter. This can be done within 30-days after the event. Be sure to detail how they made your event a success. We suggest ALSO writing hand written thank you notes - to go the extra mile.
- If your event is held annually (or will become an annual event), make sure to share with donors how you will involve them next year.
- Be bold, creative, inventive and courageous! Standing out goes a long way. And don't worry if a potential donor says "no." Research shows potential donors would rather say "yes," but may be experiencing limitations on what they can do. Ask them how best to get them involved in the future.
- Remember that CFC International does not recognize in-kind donations to "third party events," so you'll be responsible to thanking your in-kind donors.

GET DONATIONS!

MONETARY DONATIONS

You may want to consider contacting a tax professional prior to your event planning regarding handling financial transactions for the fundraiser. You should never deposit funds collected for CFC International into your account. Additionally, it is advised that you do not hold funds given to you for your event in your account, as you may be personally responsible for taxes on these funds. CFC International cannot reimburse you for any costs associated with the event.

To assist you, a budget template (page 8) is enclosed for you to track expenses and any and all forms of income, whether monetary or in gift form (e.g. supplies, food items, service, etc. donated by local sponsors). The CFC International donation form (page 7) is also included for you to use at your event. This form allows us to properly thank each donor with the correct information. You should only accept checks or money orders --made payable to CFC International.

Remember:

- CASH:

- Record the amount of received on the donation form and mark the form "CASH."
- Do not deposit cash into your personal bank account.
- DO NOT MAIL CASH. Have a money order/cashier's check made payable to CFC International totaling the sum for all cash donations.
- Staple the "CASH" donation form to the money order/cashier's check.
- An excel spreadsheet with a list of all cash donors, including the amount of each donation and the full mailing address of the donor must be included or emailed to info@cfcsyndrome.org.

- CHECKS:

- CFC International will mail an acknowledgement for the donation according to the amount on the check and the address listed on the donation form or check.
- Checks not made out to CFC International or Cardio-Facio-Cutaneous International cannot be deposited.

GET DONATIONS!

MONETARY DONATIONS (Continued)

- ONLINE:

- Online donations made should include tribute information in the notes.
- You must contact CFC International to reconcile online donations made for your event.
- You may use CFC International's "peer-to-peer" fundraising platform - Just Giving - for your event and fundraising needs. However, you **MUST** contact staff at CFC International at least 60 days prior to your event to engage the Just Giving program.

ADDITIONAL INFO:

You may not access CFC International's direct mail or e-mail database to advertise your event. You may not promote your event in the CFC Parent closed Facebook group, or the Parents of Adults with CFC Syndrome close Facebook group. You may not promote your event by posting on the CFC International Facebook page. CFC International Board Members and Staff are not authorized to send emails or direct mail on your behalf. For marketing assistance, please contact staff at CFC International to learn how we can assist you in making your event a success.

Please contact CFC International within 10 business days of your event to discuss the donation acknowledgement process. Checks, money orders and any donation forms should be mailed to CFC International within two (2) weeks after the event concludes.

CFC International
8720 W Bent Tree Drive
Peoria, AZ 85353

Event details and forms may be emailed to info@cfcsyndrome.org

MAIL IN DONATION FORM

Mail-In
Donation Form

Print this page, fill in all applicable fields and mail to:

CFC International
8720 W Bent Tree Drive
Peoria, AZ 85383

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email Address: _____

Please accept my donation in the amount of \$ _____. Cash? Y / N

Name of Event: _____

In honor of _____

In memory of _____



FUNDRAISING AGREEMENT

PLEASE PRINT CLEARLY AND FILL IN ALL FIELDS

(This form may also be requested electronically via "DocuSign" by contacting CFC International at info@cfcsyndrome.org.)

Name: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Thank you for conducting a fundraiser to support the mission of CFC International. This agreement outlines mutual understanding in hosting a third-party event.

1. I will host a fundraising event on _____ [date] in _____ [location] in the nature of a _____ [picnic bake sale, etc.] for purposes of raising awareness about CFC Syndrome and raising funds for CFC International (the "Event").
2. Funds raised will be designated toward every aspect of the mission of CFC International, intended for furtherance of its charitable purposes.
3. I will contact CFC International to fill requests for brochures to be used for your event to raise awareness of CFC Syndrome.
4. Donations received by CFC International will be acknowledged with proper documentation (backup copies/receipts).
5. I am solely responsible for complying with national, state, county, and local laws and ordinances regarding your event. If I fail to comply with such laws, I hold CFC International, its officers, directors, staff and agents harmless from any and all claims and damages arising from such failure to comply.
6. Any and all details regarding my event (pre, during and post) are my sole responsibility. This event is not sponsored or endorsed by CFC International and CFC International disclaims any responsibility or liability associated with this event. I hereby hold CFC International, its officers, directors, staff and agents harmless from any and all claims and damages that may arise in connection with this event.

I have read, understand, and agree to the terms and conditions set forth in this letter.

Print Name _____

Signature _____ Date _____

BUDGET PLANNING FORM

There can be many costs associated with a fundraising event. This budget example is meant to help you clearly process what it will take to achieve the event you are developing. We encourage you to have your location, supplies, postage, etc. donated so that 100% of the donations given by your attendees will come directly to CFC International.

CFC International cannot reimburse you for any costs associated with the event. We may be able to assist with vendor payments. Please contact us to discuss details.

Income: (List each possible income source, and adjust for sponsor or ticket levels)

1. # _____ Attendees @ \$ _____ each = \$ _____

2. # _____ Sponsors @ \$ _____ each = \$ _____

Total Projected Income \$ _____

Expenses: (List all possible expenses)

1. Printing \$ _____

2. Postage \$ _____

3. Professional Services \$ _____

i. Legal/Insurance \$ _____

ii. Graphic Design \$ _____

4. Location Rental \$ _____

5. Food and/or Beverage \$ _____

6. Permit Fees \$ _____

7. Add additional expenses...

Total Projected Expenses. \$ _____

Net Profit \$ _____



IN SUMMARY

We hope you find this information helpful. CFC International is appreciative that you are considering holding a fundraising event.

This document has been prepared for the mutual benefit of all parties involved. The steps outlined in this document are intended to protect the interests of everyone.

Please do not hesitate to contact CFC International if you have any questions.

CFC International acknowledges and greatly appreciates the selfless contributions of our volunteers and participants who generously and compassionately support CFC International.

CFC International's staff and Board of Directors, along with the state and federal regulatory agencies, desire to maintain the highest level of integrity in our fundraising efforts. We count on you to abide by the policies and regulations in place. We look forward to working with you and welcome any questions you may have regarding conducting a fundraising event.

NOTICE AND DISCLAIMER REGARDING CFC INTERNATIONAL FUNDRAISING

CFC International is a non-profit organization of families, caregivers and professionals who care about those with CFC Syndrome. CFC International reserves the right to deny permission to raise funds for or on behalf of CFC International for any lawful reason and refuses to accept responsibility for any funds or fundraising efforts in violation of this policy.

CFC International
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Peoria, AZ 85383
Phone: 623-248-7992
www.cfcsyndrome.org
info@cfcsyndrome.org