

HOST YOUR OWN FUNDRAISER TOOLKIT



Thank You

Thanks for your support for DAWN and your interest in doing a fundraiser for DAWN! Your ideas and energy in alignment with DAWN's mission can make a huge difference for our clients and community, not only by raising essential funds for the mission but also to raise awareness and bring new connections to the organization.

About DAWN

MISSION: At DAWN, we stand with all survivors of domestic abuse, help them rebuild their lives, and strive to make our communities safer by preventing and addressing violence through education and advocacy.

VISION: We envision peaceful homes and communities that believe violence is preventable and act together to make that happen.

What is Third-Party Fundraising?

A third party fundraiser happens when a friend of DAWN like you hosts an event (in person or virtual) where the proceeds go to benefit DAWN in support of DAWN's mission and vision. You choose the kind of event or online fundraiser that you'd like that works for you and the people in your circle, invite your community, manage the event, and donate the funds to DAWN.



DAWN can help with:

- Posting your event on our online calendar and sharing it on our social media
- Advertise your event in our email blasts
- Provide already created materials such as brochures etc.
- Provide a letter of verification of authenticity of the event and its organizers
- Issue charitable tax receipts to donors when applicable
- Accept credit card donations by sharing DAWN's online donation page
- Have a staff member present for a Check Presentation, at a scheduled time.



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DAWN may be able to help with:

- Providing a representative to speak at your event
- Provide volunteers

DAWN can NOT do the following:

- Underwrite any event costs
- Provide any event insurance or liability coverage
- Provide our tax exemption number
- Provide a mailing list of our donors, staff or other constituents
- Provide charitable receipts for cash donations made directly to your event.

If your donor wants a receipt

Please be sure the check is made payable to DAWN, and leave the check in its original form before sending it to DAWN. Please note that there are complex regulations around the distribution of charitable tax receipts. This includes gifts of money, in-kind items, and services. Issuing an inappropriate receipt can put DAWN's charitable tax status in jeopardy so please do not promise any kind of receipt for gifts made to your fundraiser. For more information, please contact development@dawnrising.org,

Third-Party Fundraisers must be approved by DAWN

Contact development@dawnrising.org.

Third-Party Fundraisers Marketing Tools

DAWN provides approved fundraising partners with:

- DAWN Logo
- DAWN Brand Kit
- DAWN virtual brochure

Our Third-Party Fundraisers agree to follow and use the DAWN Brand Kit, DAWN logo, and (optional) DAWN virtual brochure when representing DAWN in the community, to the media, etc.



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Fundraiser Event Ideas

Think about what you already enjoy doing and add a fundraising event to that. It will save time, you already like doing it, and you probably already have a community who enjoys it too!

BIRTHDAY/ANNIVERSARY

Consider adding to your party a request for friends to make a gift to DAWN as their gift to the person being celebrated. This is a great way to involve kids!

COCKTAIL PARTY

Throw a cocktail party or after hours in your home or workplace or at a local restaurant/bar. Ask guests to donate 3x what you plan to spend per person on food/beverages. This will ensure you have a good amount to donate by the end of the event. Include a raffle or mini auction to increase revenue.

GARAGE SALE

Ask friends to clear out their garage to help DAWN. Participants will clean out their garages, get more organized, and support those in our community facing DV at the same time!

TEE TIME

Whether you play at a local driving range or a premier course, getting together with friends as a fundraiser golf outing makes your swing really count, by making safety and life change possible for those fleeing DV.

LOCAL SMALL BUSINESS GIVING BACK

As a local independent business owner, retailer or restaurateur, you can collect change, round up for DAWN, or donate a percentage of receipts. Or host a special event at your business to raise funds. All these make an impact for good in your community.

SCHOOL FUNDRAISER

Kids have power to help. Have fun with your students while helping them become philanthropists, with anything from a coin drive, read-a-thon, car wash, or whatever they come up with. We'd love to hear your school fundraiser stories.

SELL, SELL, SELL!

Many promotional item companies offer discounts – Following Brand guidelines, offer t-shirts, bracelets, keychains, etc. and sell them above your costs to create revenue for DAWN.



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Fundraiser To-Do Checklist

- Download and agree to DAWN's "Host Your Own Fundraiser Toolkit."
- Get your event approved by DAWN.
- Set a goal for your event.
- Form a Planning Committee (even if it's family). Bringing together others helps increase success and fun.
- Brainstorm. Get several ideas and imagine the possibilities.
- Identify your target audience. Who is most likely to participate?
- Plan your event timeline to make it work for you and your guests.
- Schedule your event. Check local community calendars for conflicting events.
- Promote your event via word of mouth, social media, and/or email.
- Provide updates and encouragement throughout your event to engage your supporters.
- Send a "Last Call" message to your friends and family and supporters five days before the event date so they can help you exceed your fundraising goal.
- If you've received any funds by cash or check, give a receipt to the supporter, keep a copy of it, and provide the funds within 2 weeks of the event date.
- Say thank you! Send a thank you email, note or letter to everyone who participated, showing your appreciation and reinforcing goodwill about their support for DAWN.
- If any supporter would like a charitable donation tax receipt, encourage them to donate online or get their name, address, email and phone number to ensure DAWN has the information needed to correctly record and acknowledge their gift.

We're so grateful for your support and want to help you make your fundraiser a success! If you have any questions please contact Development@DAWNRising.org or call 206-459-9510

