



Third-Party Event Fundraising Toolkit

OUR *mission*

The Maurer Foundation's mission is to save lives through breast health education that focuses on breast cancer prevention, healthy lifestyle choices, early detection and risk reduction.

WE PROMOTE *action*

Awareness is great, but action makes a difference. We teach young people how to eat healthier, exercise, and perform breast self-exams.

WE'RE *local*

Our workshops educate our children, our co-workers and our neighbors throughout Long Island and the New York Metro area.

WE EDUCATE *youth*

Risk reduction is cumulative. By bringing our programs to high schools and colleges, we encourage the development of risk reducing and early detection habits early.



About The Maurer Foundation



Since its inception in 1995, The Maurer Foundation has been serving the community as a 501(c)(3) non-profit organization that provides comprehensive and accessible breast health programs for women, men, and young adults across Long Island and the five boroughs. Our programs reach high schools, colleges, and community groups, as well as corporations and businesses. Our programs are available in English and Spanish and our educational material is available in English, Spanish, Mandarin, Hebrew and French Creole. As we get ready to enter our 25th year, the Maurer Foundation has reached over 375,000 individuals with its lifesaving message.





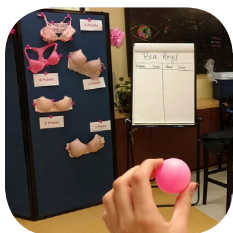
Fundraising Ideas

Thank you for your interest in supporting The Maurer Foundation by hosting an event. The purpose of this toolkit is to introduce the foundation, give you some ideas for planning your own fundraiser, as well as tools to help you plan, organize and execute your event. Fundraising options are endless. Be creative and have fun!



BIRTHDAY PARTIES

Ask friends and family to donate to The Maurer Foundation through a Facebook fundraiser in lieu of gifts. Celebrate your birthday or special occasion in support of breast cancer awareness in October.



WORKPLACE EVENTS

Work with your employer to sponsor company-wide events. Ask them to consider matching the donations raised. Ideas include breast cancer bingo, bra pong and raffle baskets.



PINK & WHITE COOKIE SALES

Sell our pink and white cookies, specially baked for the foundation, to raise funds at your school, club, sporting event or workplace.



FITNESS CLUBS

Promote breast health while you work out. Transform the gym into a pink event. Host a fitness challenge or Zumbathon.





Fundraising Ideas



SALONS & SPAS

Create a fun and festive atmosphere at your shop. Sell pink hair extensions or raffles. Host a pink spa party.



SCHOOL ACTIVITIES

Work with the school administration to create a special event. Host bake sales, dance marathons, club- or sports-sponsored events, a 5K walk or race, car washes, or a battle-of-the-band event.



STORE SALES OR TICKET PROCEEDS

Love shopping for a cause? Donate a percentage of your store sales. Host a ticket sale event or fashion show. Round up sales and donate the proceeds.



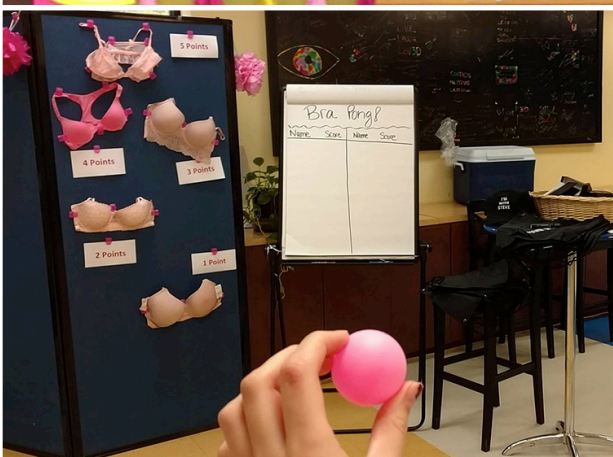
BUSINESS DONATIONS

Be creative and ask your customers and clients to support the foundation. Make a donation for a particular service (i.e. a monetary donation for each time a car is test-driven or a specific item is purchased at your business). Restaurants can donate a percentage of receipts for a specified length of time. Check out the Paws For A Cause fundraiser on our website.





Events





Getting Started

WHAT IS A THIRD-PARTY EVENT?

A third-party fundraiser is when an organization, local business, community group, social club, school or group of private individuals plan and host an event or activity to benefit The Maurer Foundation.

☐ DEVELOP A *plan*

Brainstorm with colleagues and friends about the type of event you would like to host. Choose a time and location and discuss how you will be collecting donations.

☐ SET A *goal*

Make a list of realistic goals for your event. Set a target amount you would like to raise. For every \$250 raised we are able to provide one classroom program!

☐ CONNECT WITH US & GET *approval*

Contact us and let us know what you are planning. **You must obtain approval before scheduling your event.** We are here to answer questions and to provide you with marketing materials and guidelines, fact sheets about the foundation and other useful tools. Contact us at dgoldman@maurerfoundation.org or 631-524-5151. A Maurer Foundation representative may be available to attend your fundraiser to answer questions and say a few words if schedule permits.

☐ *schedule* THE EVENT

Consider the date and location of your event. It is important to choose a date that will work for your target audience.



Getting Started

☐ *promote* YOUR FUNDRAISER

Create flyers to promote your event within your business or community. Allow for enough time to get the word out. We are available to provide input. Use social media, email invites, local newspapers and online event community calendars. We will share the info about your event through our social media channels. Indicate that proceeds will benefit The Maurer Foundation on your promotional material.

☐ MAKE YOUR *donation*

Donations can be made online at www.maurerfoundation.org or mailed to: The Maurer Foundation, 290 Broadhollow Road, Suite 401E, Melville, NY 11747. Please make sure to include your contact information and details about the event. We will send an acknowledgement letter regarding your donation. Our Tax ID is 11-3253292.

☐ SEND US YOUR *photos*

Don't forget to send us photos from your event so we can share them on our social media channels and our website.

☐ SAY *thank you*

Thank everyone that helped make the event possible, including participants, business owners and donors. Social media is a great tool to share your event and express your appreciation. Don't forget to tag The Maurer Foundation on all of your social media posts!





Connect With Us

If you have any questions contact us. Remember to like and tag us with your amazing event photos, flyers and announcements so we can share the love! [#Breastcancer](#) [#cancer](#) [#MaurerFoundation](#) [#BreastCancerAwarenessMonth](#)



www.maurerfoundation.org



facebook.com/MaurerFoundation or [@maurerfoundation](#)



instagram.com/maurerfoundation or [@maurerfoundation](#)



twitter.com/MaurerFdn or [@MaurerFdn](#)



631-524-5151











dgoldmand@maurerefoundation.org





What We Cannot Do

-  Extend our tax exemption to you.
-  Provide a written tax receipt for contributions NOT made directly to The Maurer Foundation.
-  Provide primary insurance coverage.
-  Provide funding or reimbursement of expenses.
-  Solicit sponsorship revenue for your fundraiser.
-  Provide mailing lists of donors, vendors, board members, employees or others affiliated with The Maurer Foundation.
-  Guarantee media coverage.
-  Guarantee attendance.



What Is Your Responsibility?

- ☐ All **expenses** incurred at the fundraising event are the responsibility of the third-party event organizer.
- ☐ Fundraisers must comply with all **federal, state, and local laws** governing charitable fundraising, gift reporting and special events.
- ☐ The Maurer Foundation **cannot sponsor or endorse** individuals, companies, programs, products or services and does not allow door-to-door selling or phone solicitation on our behalf.
- ☐ No fundraising activity that involves agreement with any organization or individuals to raise funds on a **commission, bonus or percentage basis** will be considered.
- ☐ The fundraiser organizer is responsible for obtaining any necessary **permits and clearances** required by the government.
- ☐ The organizer must obtain appropriate **insurance coverage** if necessary.
- ☐ The fundraising organizer must seek **approval** from The Maurer Foundation hold the event and to repeat the fundraiser in each succeeding year.
- ☐ The Maurer Foundation must review and **approve all promotional materials** that include the The Maurer Foundation logo or name prior to production and distribution including, but not limited to: press releases, invitations, brochures, letters and flyers. Branding guidelines must be adhered to at all times.

