

THIRD PARTY FUNDRAISING TOOLKIT



***Special
Olympics
Michigan***

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Thank you so much for your interest in supporting Special Olympics Michigan (SOMI) by hosting a fundraising event. We are a strong believer in the power of partnership and teamwork and know that great things are possible when people work together. That's where you come in. Every dollar raised has lasting impact for our athletes and the greater community. Event fundraiser options are endless, from concerts to barbeques, garage sales, car washes or happy hours. We encourage you to be creative and personalize your fundraiser to what works best for you. Even if you don't know where to begin with a fundraiser, we are here to help. In this toolkit you will learn about SOMI, how you can help, and in turn, how we can assist you.

Our Mission

The mission of Special Olympics Michigan is to provide year-round sports training and athletic competition for children and adults with intellectual disabilities.

Athletes develop physical fitness, demonstrate courage and experience joy while participating in the sharing of gifts, skills and friendship among other families, Special Olympics athletes and the community. The athletes achieve their dreams with the support of caring volunteers, coaches, family members and staff.

Donations from Michigan citizens and businesses provide funding for the program.

What is a third-party fundraiser?

Third party fundraisers are an event or initiative organized by an individual, company, or community organization that is not an official Special Olympics Michigan event but benefits SOMI's work and participants. Acting independently and with Special Olympics Michigan's approval, third party fundraisers are an important resource for raising funds and increasing awareness of the organization.

Why we need your support

Connection is at the core of what we do and you can play an important role in strengthening that by organizing a third party fundraiser in support of Special Olympics Michigan. These events and initiatives are a great way to broaden our support base, increase awareness about the opportunities we offer, and inspire people within your own network to support something you are passionate about.

What we do with your support

Special Olympics Michigan serves over 22,700 participants across the state of Michigan. Each component of SOMI is offered at no cost to athletes or their families, and we rely on support like yours to do this. We are often known for sports -- we offer 24 sports and facilitate over 700 local, regional, and statewide competitions. But Special Olympics Michigan is so much more than a sports program -- your support helps provide 7 Health and Wellness programs, Young Athletes programs, and Unified partner programs in communities across the state.

How we can support you

We are in the business of supporting people and that extends to you! From helping you form your initial idea to supporting your planning and donor follow up, we look forward to working with you in support of Special Olympics Michigan.

Depending on your idea, here are some ways we can help:

Planning

You will have access to a Special Olympics Michigan staff member to answer questions and provide fundraising and planning support. We'll also help you refine your idea to ensure it is aligned with our organizational values and our community.

Implementation

We can provide fundraising tools such as pledge forms, revenue tracking form, planning checklist, and custom online fundraising pages.

Promotion

You will have access to high resolution SOMI logos and social media promotion templates. Any use of SOMI logo, and all promotional material, must be approved by SOMI. To support your fundraising event, resources and literature are available to help you convey the impact of Special Olympics Michigan to your community. Upon request, and subject to availability, these resources may be picked up from your regional SOMI office. Depending on your event, there may also be additional opportunities for social media shout outs and promotion on the SOMI website and social media platforms.

Post Event

You will be responsible for ensuring your supporters are thanked and donations are submitted to Special Olympics Michigan, however, we are here to help you with any questions about the process.

Fundraising Ideas

Fundraisers come in many forms and we welcome your ideas. Whether you are looking to bring people together for an event, host an online initiative or bring a new idea to the table, we encourage you to get creative.

Event Examples

- Bring the community together: Organize a barbecue, car wash, lemonade stand, bake sale, garage sale, walk-a-thon, run, race, etc.
- Turn your passion into a purpose: Host a yoga class or hiking group by donation, plan a kayaking event, organize a dinner, etc.
- Challenge yourself: Collect pledges to try and break a record, swim across a lake, run or walk a certain distance, etc.
- Challenge others: Host a tournament in any number of activities from golf to ping pong.

Initiative Examples

- Ask people to donate to SOMI in lieu of gifts for your birthday or wedding.
- Inspire giving in your workplace with casual days by donation, payroll deductions, monthly giving, corporate matching programs etc.
- Encourage philanthropy at school with classroom challenges.
- Leverage your network with retail or restaurant campaigns that give partial proceeds from an item in your store or an item on your food menu to SOMI. You can also ask customers if they would like to add a small donation to their total.

Planning Checklist

You've got an idea. We've got the support. We have compiled a checklist to get you started in your planning. After you have reviewed this checklist, fill out the Third-Party Fundraiser Request Form and we will get in touch with you to propel ideas into action. Every donation makes a meaningful difference to our organization. Together we can make a difference in the lives of thousands of Special Olympics Michigan athletes!

Step One: Check out our resources

- Third-Party Fundraiser Proposal Form: Use this form to solidify your idea and apply to host an event or initiative.
- Pledge Form
- Customized Online Fundraising Page (if applicable)
- Solicitation Letter: Use this form to support your donations and gift in-kind asks.

Step Two: Develop a plan

- Is your fundraising going to be event or initiative based?
- What type of event or initiative works best for you?
- Where can you host your event (in person or online)?
- What is your fundraising goal?
- How will you raise money?
- How are you going to promote your fundraising?
- Do you need a committee to help you plan?
- Do you require any licenses? (i.e. raffles, event, etc.)
- Is your idea in line with Special Olympics Michigan's values?

Step Three: Share your fundraising idea with us

- Complete and submit the Third-Party Fundraising Proposal Form to Kristie Kigar at kristie.kigar@somi.org.

Step Four: Set your fundraising goal

- Setting a goal is important to give direction to your cause and help your donors feel encouraged to give. Every dollar raised makes a difference for our athletes, so aim high.
- That being said, make your goal realistic too. Exceeding your goal is always more satisfying than not reaching it.
- Talk to us about successful fundraisers that have been hosted in the past.

Step Five: Plan for expenses

- Make a list of supplies, rentals, and items you will need for your fundraising efforts with associated costs.

Step Six: Collect Donations

- Online: SOMI can support you in setting up an online fundraising page. Online fundraising can increase your fundraising success and make it easier for your guests and participants to donate to your cause.
- In person: Use the pledge form to collect cash or check donations and track donations coming in for those wanting tax receipts. Special Olympics Michigan needs specific donor information to issue a tax receipt to donors.

Step Seven: Celebrate and Share

- We want to hear about your fundraising successes and stories. Please share stories and photos with us along the way by emailing your Special Olympics Michigan representative.
- Get social! Channels such as Facebook, Instagram, and Twitter are great places to promote and celebrate the success of your fundraising. This can also help encourage others to support SOMI with creative fundraising ideas. Be sure to tag Special Olympics Michigan in your posts!

Step Eight: Thank your participants and donors

- A thank you goes a long way. Be sure to thank all participants, sponsors and donors as soon as possible for their generous contributions to your fundraising. This is a great opportunity to update them on your overall fundraising success and remind them of how their support will help people in their own community. If there is someone who went above and beyond in their support, let us know so we can thank them too.

Step Nine: Submit funds raised

- Submit your funds raised within 60 days of the completion of your event/initiative. Please note that receipts are issued for the year SOMI receives the donation in.
- Make sure checks are payable to Special Olympics Michigan. All cash should be dropped off in-person to your local office.

Guidelines

Special Olympics Michigan *MAY*

- Offer advice and event planning expertise
- Provide material support when it is available
- Approve and provide branding/logo usage. Any promotional material and logo use must be approved by SOMI.
- If applicable, help promote the fundraising event or activity through SOMI's website, social media, and other resources
- Provide a letter of authorization and validation for the fundraising event or activity

Special Olympics Michigan *CANNOT*

- Guarantee event attendance by anyone
- Guarantee event promotion via website, social media, or other resources
- Assure ticket sales, and monetary or in-kind donations
- Provide third-party or donor tax exemption information
- Provide third-party fundraising event or activity sponsorship, funding, or reimbursement of associated expenses
- Provide donor, client, vendor, volunteer, or staff mailing lists or other contact information
- Be held responsible or liable for any and all claims that may arise as a result of a third-party fundraising event or activity?

Agreement

With my signature below, I certify that I have read and understand the rules and policies for conducting a third-party sponsor event or activity. I assure that Special Olympics Michigan name and associated logos will be properly used and use will be approved by SOMI, funds will be handled and accounted for in a responsible manner, fundraising will be conducted in a method that is consistent with the public image of Special Olympics Michigan and that those associated with the event or activity will act in accordance with all municipal, state, and federal laws. I understand that at any time Special Olympics Michigan can withdraw its consent for the event or activity at any time and for any reason.

Signature of contact person/responsible party

Date of Event

Print Name: _____

Contact Phone: _____

Contact Email: _____

Third-Party Fundraising Proposal Form

This form serves as a branding agreement between the Sponsor and Special Olympics Michigan (SOMI) for the purpose of setting forth the terms and conditions of our relationship in respect to the fundraising event described below. **Please return this form to SOMI for event approval four (4) weeks prior to scheduled event.**

Contact Name:

Organization Name:

Address:

City:

State:

Zip:

Phone:

Email:

Website:

Event Information

Name of Event:

Event Date(s):

Event Time(s):

Event Location:

Estimated financial donation to be raised for SOMI:

Estimated number of event participants and attendees:

Please describe your fundraising event or activity including all parties involved with the event.

