

FUNDRAISING AND ADVOCACY

Where to Start

Fundraising can be a great way to educate your community on Perthes disease while raising both money and awareness for the cause. There are lots of options from virtual fundraising to a good old fashioned car wash.

Start by making a commitment.

Set a clear goal. Aim to raise \$2000.00 for example. It motivates people to help you hit that target. Furthermore, if your event or campaign allows for keeping track of earnings in real-time, a powerful motivator for increasing donations is to announce progress during the event, such as at the mid-point of the evening or just before close. Hearing "We're only \$250 from our goal of \$5,000...who can find some spare change and get us there" just might cause folks to open up their wallets again or motivate those who haven't yet.

Be prepared to get personal.

Discuss your personal involvement with Perthes. Few people have heard of Perthes disease and even less understand exactly how this disease impacts daily life. Throughout the disease process, a child may outwardly appear just as he or she did prior to the diagnosis, smiling and active. Many people in the schools and community don't understand the impact of Perthes. Consider sharing your experience with the following:

- It is chronic. 2-5 years on average.
- Psychological toll it takes on the parents, siblings, and certainly the patient.
- Full impact of being in a cast or wheelchair. Not only can your child no longer do the activities they once loved but many can't fit through the doors to their own bedroom, go up and down stairs in the family home, or even get dressed or use the restroom unassisted.
- How much money it takes: treatments that aren't covered by insurance, time away from work for appointments or when your child is in too much pain to go to school.

Consider an event where you give a 5 minute presentation on these experiences such as or plan to mingle and repeat some of these themes to each participant during your event.

So you're committed and ready to get personal; now what?

It's time to decide how to best reach your audience. Are you part of an active social group with other parents? Consider a parent's only wine and dine informational session; a more relaxed alternative to the workplace "lunch and learn!" Are your friends and family widespread? Consider a social media or online campaign.

FUNDRAISING AND ADVOCACY

Where to Start

Some of the best fundraisers involve the patient!

Consider working with your child's school to set up a Fun Run for the Legg Calve Perthes Foundation! What about a dance party with the ticket sales going to support LCPF—it could even be a dance marathon where participants can seek sponsorship for how long they can stay on the dance floor! A car wash or a spaghetti dinner are all classic examples.

The added benefit of engaging your child's school, favorite club, after school activity, or even pediatrician, is that you increase knowledge of Perthes disease awareness where it counts. These are people that come into contact with you and your family daily. They can be reliable and creative resources during the journey and, by extension, they are part of the Perthes community.

Reach out to a restaurants.

Another option is to reach out to restaurant to host a fundraiser night. There are many national restaurant chains who have policies in place for fundraising nights. Typically, restaurants schedule a fundraiser night on a less popular night of the week and donate a portion of the proceeds to Legg Calve Perthes Foundation.

Check out **GroupRaise** (www.GROUPRAISE.com) to find restaurants participating in fundraising near you!

Contact businesses.

Retail and activity based businesses are a great option too. A common practice is to donate 10-20% of total sales during the timeframe you've selected for your fundraiser (whether it be a whole day or an evening). If your preference is to host a party, online or in person, many companies participating in direct sales have policies for charity events. For example Stella and Dot, LuLaRoe, or ThirtyOne representatives are often eager to host fundraiser night parties in your own home.

When you contact a person or establishment about hosting a fundraiser night, make sure you give them a little information on Perthes and why fundraising is so important, but also, point out the benefit for their business!

- Reach New Clients
- A fundraiser night is a great way to introduce new people to a product or restaurant!
- Increased Advertisement

FUNDRAISING AND ADVOCACY

Where to Start

Contact businesses...continued

While the business will likely promote your event, you will also promote the business and their philanthropic goals!

Increased Revenue

Most fundraiser events take place at a date or time when the business is typically slow, thus boosting overall revenue. Remember to be flexible on the date and timing and plan in advance.

Once your fundraiser is in place, don't forget to promote (more on that later)!

Lastly, once your fundraiser is complete, make sure to personally thank both the business or host(s) and the attendees. You guessed it: more on that too! We're in this together.

Holding a Campaign

Perhaps a themed "fundraiser" isn't your thing. One option is to host a campaign. In the "old days" this might involve cold calls, stuffing envelopes, and licking stamps to solicit donations with very little feedback on results. Now, social media has changed the game.

Certainly, this can be done on the phone, in person, or through the mail but an online campaign allows the potential donor the ability to access a secure donation site directly and keeps you from having to handle personal information such as credit card or banking information. Timeliness and convenience are also factors. We're all more likely to give if it is a simple click away rather than remember to write and mail a check.

Set a goal for yourself short term goal (\$2,000 within 2 weeks). Then set up a Facebook fundraiser by posting frequently, tagging the people, directing them to an online donation page. For friends that don't use Facebook or Twitter, email them personally. Ask participants to "share" or forward the email. If using Facebook make sure your privacy settings are set to allow this.

The information offered in a campaign is still essentially the same as a themed fundraiser. Tell your audience

- What you are raising money for
- Why you are raising the money, don't be afraid to get personal
- How much you are trying to raise
- What timeline you have to raise it

FUNDRAISING AND ADVOCACY

Where to Start

Holding a campaign...continued

Let your audience know your progress and at the end of the campaign let them know your results. And of course, thank each donor.

The “thank you” is just as important if not more so during an online campaign. After all, the cornerstone of this approach is simply asking for funding. A follow up to your email list or a social media post depending on your method of delivery is one way to ensure you thank donors even if they give anonymously.

Promotion

There are several ways to promote a fundraiser. Each has its place and the best campaign is promoted in more than one way.

For example, you may put up posters at the location that will host the fundraiser and in the community. This should happen well in advance but not so far off that people lose interest. The poster should include the **cause** (Perthes disease), **brief info** about the cause and why funding is necessary, info about **Legg Calve Perthes Foundation**, what the fundraiser is as well as the **date and time**.

Flyers with the same information can be placed around the community at coffee shops, doctors' offices, etc. A powerful tool is social media.

Whether you choose an online campaign or an in person event, create a Facebook event make sure you have links to donate online, and invite all of your contacts. The beauty of social media is it reaches out to friends and family we may not be geographically close to.

In the case of an in person event, aim to create your event page a month in advance and invite all of your contacts. Yes, all of them. Just because your college roommate lives 500 miles from Charlie's Wine and Dine where you are holding the fundraiser doesn't mean they won't donate online. Post weekly and ramp up activity during the week prior to the event.

Twitter, Instagram, and the like are all valuable tools as well.

FUNDRAISING AND ADVOCACY

Where to Start

Promotion...continued

Prior to and after the event, post great pictures! Whether your event was predominantly marketed online or not post pictures on social media! It's a great way to draw people in and a great way to remind them how much fun they had! It's just one more way to make it personal.

Are you an introvert? That's ok! Remember this is your child, your family, your passion. And Legg Calve Perthes Foundation is here to help you!

Make sure you let Legg Calve Perthes Foundation know about your event and we will help promote!

Facebook www.facebook.com/leggcalveperthesfoundation **Twitter** @LCPerthes **Email** fundraising@perthes.org

Thanking your participants

This is just as important as promoting your event. Without promotion, no one would know about your event, but without proper thanks a donor is less likely to donate again. Considering the rarity of Perthes disease, many donors will have to gain some basic knowledge of the disease process prior to being compelled to donate. The second, and subsequent donations will be easier because they are already aware of the need and the validity of the cause.

Thank donors and attendees alike. If someone chose not to donate, at least they leave knowing a little more about this rare disease we call Perthes.

When possible thank donors personally whether it be at the event or after with a call, note, or email. When that is not possible a thank you letter is appropriate or a post on your event page on Facebook. Remember to include the outcome of the fundraiser such as "...we reached our goal of \$2,000," or "we exceeded our goal by raising an additional \$1500!"

Look to the future! Mention that you'd like to count on a donor's participation on support in the future and be sure to mention that support comes in many forms. After an initial donation, a participant may want to become more involved in the next fundraising campaign by volunteering their time or services.

The Paperwork

Before organizing and holding a fundraiser, it's important to prepare yourself with some background information in order to answer questions from collaborating businesses or organizations as well as potential donors. Here's a list of common questions and answers.



FUNDRAISING AND ADVOCACY

Where to Start

The Paperwork...continued

Can my donors trust Legg Calve Perthes Foundation?

Legg-Calve-Perthes Foundation, Inc. is organized for exclusively religious, charitable, educational and scientific purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1986 or the corresponding provision of any future United States Internal Revenue Law, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under said Section 501(c)(3) of the Internal Revenue Code of 1986. Specifically, the organization will provide educational programs to the public regarding Perthes as well as benevolent assistance to those in need. EIN/Tax ID: 82-2121017.

At LCPF we believe in transparency. We publish our financial statements in accordance to IRS policy. Nonprofits are required to submit their financial statements and other information to the IRS via form 990. The IRS and nonprofits are required to disclose the information on Form 990 to anyone who asks. Simply write the IRS or access one of several public access sites which makes these documents public record. We'll save you a step and publish it on our website.

How do I issue donation Receipts and acknowledgement letters in compliance with the IRS regulations?

In general donors giving more than \$250 in a single contribution to a tax-exempt nonprofit organization need a written acknowledgment from the organization to claim that on the tax return. According to IRS Publication 1771 this should happen "in writing, when the payment is received, and in a way that will come to the attention of the donor."

We lost you at "IRS..." right? That's just one more reason to let us help! By directly donating to Legg Calve Perthes Foundation online, we can manage your donor's receipts. You can set up one or two tablets or computers for an in-person event or provide links to our site in your online campaign. If you are hosting an event with large, personal donations, please contact us and we can set up a plan. Generally we'll ask you to collect the donor's name and address and forward that to us along with the donation check addressed to Legg Calve Perthes Foundation.

Is a donation tax exempt if I'm selling something?

It is important to note that a donation is not tax exempt if goods or services were exchanged. The exception is any



FUNDRAISING AND ADVOCACY

Where to Start

The Paperwork...continued

amount donated over fair market value is generally tax deductible. For example, if you paid \$2300 for a T-shirt, you can reasonably expect to write off \$2285.

Our Disclosure

Legg Calve Perthes Foundation is not qualified to offer tax advice. The material contained in this document is for informational purposes only and should serve as the bare minimum knowledge base. Hopefully this can answer some of the more frequent questions you may have from your donors.

Reach Out

We are in this together!

Remember that we are united in this goal. The Legg Calve Perthes Foundation depends on members like you to help us *grow strong* as we add more programs and better ways to support the Perthes community.

We are here to help you in your fundraising efforts. Email fundraising@perthes.org!