



Organizing a Successful UCP Fundraising Event

Thank you for your interest in coordinating a fundraising event on behalf of United Cerebral Palsy of Greater Cleveland. Your hard work and commitment will make an enormous impact on the 1,000+ children and adults we serve each year through our beneficial and up-to-date Children's, Vocational and Residential programs.

United Cerebral Palsy of Greater Cleveland is a not-for-profit organization. Under section 501 (c) (3) of the Internal Revenue Code, donations are tax-deductible to the fullest extent allowed by law. Tax ID # 34-0753561.

United Cerebral Palsy Fundraising Event Guidelines

1. Please submit a completed, "Fundraising Proposal Form" for approval by UCP as soon as you decide you want to do a fundraising event. We will get back to you with our ideas and approval within two weeks after receiving your proposal.
2. We will be happy to provide the UCP high resolution logo for any of your materials, however, ***please submit all print and video material (in jpg. or pdf. format) including t-shirts, fliers, programs, banners, etc. to UCP for approval prior to printing to info@ucpcleveland.org.*** We will provide copies of brochures and other UCP items - it is our preference to limit material distributed at the fundraising event to UCP material only. UCP will work with you to discuss appropriate ways to recognize sponsorships and major contributors in your materials. UCP should be the only designated beneficiary of your event.
3. Refer all media sources to Beth Lucas at blucas@ucpcleveland.org or (216) 791-8363 ext. 227 if they have any questions about UCP, our mission or need any additional information.
4. All fundraising events must comply with federal, state and local laws governing charitable fundraising.
5. Please send all monies raised to UCP within two weeks following the completion of the event. Our mailing address is: **10011 Euclid Avenue, Cleveland, Ohio 44106.**

Fundraising Ideas

1. Organize a birthday or anniversary party for a loved one, with gifts donated to UCP in their honor.
2. Turn an annual event at your school, business, or church into a charity event donating the proceeds to UCP.
3. Plan a community walk, run, or bike-athon.
4. Run a marathon or triathlon and solicit support from friends and businesses for UCP.
5. Host a sale or auction with items donated from local businesses.
6. Host a bake sale, hot dog sale, etc.
7. Host a car wash.
- 8. If your company has a matching charitable donation program, please include UCP so that your company can match your donation.***

Tips for organizing a successful UCP Fundraising Event

1. Plan In Advance. The sooner you begin to plan, the better. Think carefully about the event you would like to organize before you start and put an action plan together. Please email us at info@ucpcleveland.org to send us your ideas along with the completed forms, and we'll review your ideas and contact you within two weeks.

*Planning Questions to consider: - Is the date suitable or does it clash with any major or national event in your area? - Who can help? - Do you need a committee? - How much do you expect to make? - Is it worth doing - will you bring in **three times** as much as you spend?*

2. Pull Together A Team. The bigger the event, the more people you are going to need to help you plan. Delegate to your committee what you can and stress the importance of each person doing their job properly.

3. Work Out A Budget and obtain approval from UCP for expenses if available. Determine needs such as printing, marketing, mailing costs, give-a-ways, etc. Doing this before the event will help keep costs down and may even identify possible sources for donations. A good rule of thumb - **think about how much you or the organization has to spend on the event.** Costs include postage, printing, photocopying, equipment and hire charges. Try and see if you can get individuals or local businesses to donate some of the things you need, especially if it is a fundraising event. Your income might include ticket/entry fees, sponsorship, donations, raffles, auctions, advertising, sale of goods and refreshments.

4. Marketing. The success of any public event rests how well it is marketed.

Tips for publicizing a Community Fundraiser

- Contact the city editor or health editor of your local daily and weekly newspapers. Encourage them to assign a reporter to write a story about cerebral palsy and UCP and to include details about your event.
- Contact the calendar editor and do the same with the date and time of the event a short description about your event.
- Contact the public radio and provide the same information.
- Contact the medical news director at your local ABC, NBC, CBS and FOX television affiliates and invite them to send a crew to cover your event.
- Visit local community centers, churches, schools, hospitals and ask them to distribute/display fliers about your event.
- If you have sponsors for your event, ask them to display and distribute fliers.

Here are a few questions to help you put together a good marketing plan - Who are you trying to attract? - Do you need any fliers or posters? How many? Who will design and print them? - Where will you put them? - Do you need to send a press release to local papers or local radio? - Do you need to print invites?

5. Venue. The venue you choose is crucial in the success of your event. It effects who attends, the number in attendance, the age range, how long they stay, etc.

Here are a few tips when picking a venue for your event - Is the venue available on the date and at the time required? - Is it big enough? - Does it have disabled access? - Is a deposit required? - Are there enough seats/tables etc? - Do they provide catering facilities? How much, what choice, and is there a vegetarian option? - Is there a cloakroom? - What toilet facilities do they have and do they have disabled access? - Do you need a TV, video, CD player, or microphone? - Do you have adequate insurance?

If you are interested in organizing a fundraising event, please contact Beth Lucas at (216) 791-8363 ext. 227 or info@ucpcleveland.org.

UCP Fundraising Proposal Form

Please fill in the following information. Please print legibly.

Event Organizer/Contact Person: _____	Fundraising Event Name: _____
Address: _____	City: _____ State/Zip: _____
Preferred Phone: _____	Fax: _____ E-mail: _____
Type of fundraiser and description: _____ _____	
Date of Event: _____	Time of Event: _____ Location: _____
What type of audience is expected?: _____	Anything else you'd like us to know: _____

UCP Fundraising Event Projected Budget

Income Goals:

Please fill in the following information. Please print legibly.

Event Ticket Price (per person):	\$ _____	X	# of tickets	_____	Projected ticket totals:	\$ _____
Item Sales (t-shirts, event programs, etc.):	_____				Projected item sales totals:	\$ _____
Auctions Items:	_____				Projected auction total:	\$ _____
Other income activities:	_____				Other income activities projected total:	\$ _____
Potential Sponsors/Donors:	_____				Projected sponsor/donor total:	\$ _____
TOTAL EXPECTED REVENUE:						\$ _____

Estimated Expenses: If none, please write zero

Please fill in the following information. Please print legibly.

Location Fee:	\$ _____					
Equipment and/or audio visual rental:	\$ _____					
Per person value or cost of food/beverage:	\$ _____	X # of attendees:	_____	=	\$ _____	
Entertainment Fee:	\$ _____					
Decoration Fee:	\$ _____					
Printing Fee:	_____					
TOTAL ESTIMATED EXPENSES:						\$ _____