

TEAM KISS

Kick In to Stop Sarcoidosis

Fundraising Guide



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The background of the page is a photograph of several motorcycles parked outdoors. In the foreground, a yellow motorcycle is prominent on the left, and a red motorcycle is on the right. The background shows more trees and a fence. A semi-transparent white box with a grid pattern is overlaid in the center, containing text.

Team KISS - Kick In to Stop Sarcoidosis

Welcome to Team KISS! We are so excited that you are interested in hosting an event to benefit FSR! Hosting an event in your local area is a great way to unite fellow sarcoidosis warriors with your community to raise awareness and crucial funds for sarcoidosis research. Here at the Foundation for Sarcoidosis Research (FSR) we are proud to have volunteers who are willing to put so much time and effort into hosting an event. FSR is grateful for your interest and support, we recognize in order to expand this program every year, and we can't do it without your help!

This handbook will make planning a third-party event simple and fun. Read on to learn about resources we provide to fundraisers and tips on how to ensure your event is successful!

Welcome to Team KISS!

Your Event at a Glance

- Once you have secured your event date, location, and time, FSR invites you to create your own fundraising page to promote your event through our Team KISS website! Your website can be used to collect donations/registrations and also serve as an effective marketing tool to spread the word about your event.
- Invite your family and friends to create their own pages too, individual fundraisers to help spread the word and raise funds for your event. See pg. 14 for step-by-step instructions on how to do this.
- We will provide ongoing support including outreach tips, promotional flyer templates, social media resources and more for you event! For all of our fundraising resources, check out our Third Party Fundraising Toolkit today!
- Post pictures from your event throughout the day to FSR's Facebook page and include the hashtags #TeamKISS and #StopSarcoidosis to spread social media awareness!





Brainstorming

— Conceptualize Your Event

Prior to spending time on the event logistics, think about what type of fundraiser you would like to host. Your event does not have to be a walk or 5k! Don't be afraid to start small, especially if it is your first time organizing a fundraiser. For example, you could invite your close friends and family to a movie night in the park or stroll through your neighborhood. If your location is not conducive to hosting an event in an outdoor location, you might also be able to use the field house or the indoor track of a local gym!

— Set a Fundraising Goal and Budget

Prior to your planning, commit to a fundraising goal so you have a concrete milestone to work towards. It can either be how much money you plan to raise or it can be based on how many attendees you would like to have at your event! Don't be afraid of a challenge but ensure it is manageable. FSR will not hold you accountable to match the difference of the amount you raise vs. what your goal is. Keep in mind, it is merely a starting point!

TIP FOR TEAM CAPTAINS!



If you are able to make the first contribution toward your fundraising efforts, that is a great way to kick-start your campaign and show supporters you are personally committed!



First Steps

— Decide on a Location

When you first begin planning your event, the most important aspect is to have a location. Make sure you have a rough idea of how many people you would like to attend because, based on the number of people attending, certain locations have requirements for larger groups. For example, some parks require permits and insurance for gatherings exceeding a certain number of people. Researching this information is key to planning an accurate budget.

— Receive Your Permits

One of the most time consuming aspects of organizing an event involves obtaining all the requirements specific to your venue. Contact your local city, park, or village officials to ask about what approvals you need. If you are hosting a walk or 5k, you will probably need approval from the city for everything from road closures (for large walks) to noise permits. This also includes getting approvals from local law enforcement. Once you have your event date set, it is vital to then begin applying for permits as soon as possible. Planning for an event six months in advance will ensure you have everything needed prior to the date.

— Decide on a Budget

Whatever your fundraising goal may be, it is important to remember that you want to keep costs as low as possible. Remember to budget for everything from park permits to event insurance. Developing your budget could require additional research now but knowing the costs upfront will prevent you from running into surprise expenses later. Once you have your budget set, stick to it! The lower the costs, the more money that is raised for research!



First Steps

— Make a Timeline

In order to be fully prepared to host a successful event, you will need to create a timeline. Use your event date as a deadline and work backward to organize all your tasks that will need to be completed prior to the event. For larger events, planning may need to start up to six months in advance, for smaller events you may need only 9 weeks to plan.



— Complete Third Party Fundraising Agreement

In order to safeguard and preserve the integrity of the Foundation for Sarcoidosis Research name and our commitment to raise the funds necessary to fulfill our mission, all third party fundraisers must complete our Third Party Fundraising Agreement in advance. We want to provide as much support as we can to your event, however due to the high volume of requests we do not have the personnel to handle the organizational and administrative tasks associated with third-party events. Registration pages will not be posted until FSR receives the third party agreement and is processed for approval upon review. All approvals and denials will be emailed and mailed to the event organizer.

Next Steps

— Secure Volunteers

Ask friends or family to help you on the day of your event. Make sure you have enough hands on deck and that everyone knows their responsibilities. This will help the day go smoothly.



TIP FOR TEAM CAPTAINS!

A good rule of thumb is to have at least one volunteer for every ten participants. Therefore, if you have fifty people registered, then you should have at least 5 volunteers.

— Invite Your Community

If your venue is large enough, invite local support groups, non-profit organizations, sports teams and spiritual groups to come join the event! Hosting events in your area is a great way to inform people about sarcoidosis and enrich the community as a whole.

Next Steps

– Reach Out to Local Media

You can reach out to your local news station to see if they will promote your event. Also, see if your local newspapers has a community calendar for events and get your event included!

– Any Additional Materials

To help the event run smoothly, having signs posted at major check-points will help your attendees find the event.



Next Steps

Make The Event Your Own

— Music

If you or any of your volunteers have a speaker or radio to play music on, invite them to bring it to your event! Music can be a fun touch to add to your occasion. Open a family-friendly and upbeat music station on Pandora or Spotify so you can let the music player run on its own!

— Themes

FSR's annual 5K walk/run is a superhero theme to represent all the everyday heroes battling sarc! If you are interested in having themed event, we invite you to match our theme or anything else that inspires you and your participants.

— Prizes

Prizes are a fun reward for your participants but, because prizes are optional, FSR does not provide prizes to event leaders.



TIP FOR TEAM CAPTAINS!

Visit local businesses and invite them to participate in the event by providing a gift card, service, or product as a prize so they can promote their business!

— Special Guests

Invite local celebrities or elected officials for extra publicity and awareness!

— Photographer

Have one of your volunteers take photos for you during the event so you are not distracted from leading. Also, in exchange for recognition at the event, you could find a local photographer who might be interested in donating their time and services to the cause!

After Your Event

— Mail \$ to FSR

All checks for event proceeds should be made payable to the Foundation for Sarcoidosis Research (FSR) and mailed to our address (see below). Contributions are tax-deductible only if they are made directly to FSR, not the event leader. Event proceeds need to be submitted within 30 days after the event to receive proper recognition and tax information.

Foundation for Sarcoidosis Research
1820 W. Webster Ave, Suite 304
Chicago, IL 60614

— Send out Thank Yous

All donors and registrants will receive an acknowledgment letter from FSR. You may choose to also thank everyone who participated in your event, especially if you plan on hosting a event annually!

— Share Pics with FSR and Social Media

We love sharing your photos with our social media network to illustrate international the impact of Awareness Month! Posting photos quickly will create buzz around Awareness Month and will build up the hype! If you are interested in submitting your photos, send them to info@stop sarcoidosis.org. Also, remember to use #TeamKISS and #StopSarcoidosis in your posts!

— Relax

After the race, you will need to take some time to rest! FSR recognizes most of our events leaders are also patients are our priority is always to ensure our patients come first. If you do have plans to pursue the “second annual” version of your event, you will need to note what worked and what did not work for your event. Making notes while it is still fresh in your mind is important to remember all the details that will help your event success next year.



Creating a Fundraising Page

– Step One

Use the link provided to begin the registration process and be on your way to creating an online fundraising campaign through FSR's website: stopsarcoidosis.rallybound.org/Account/Register

– Step Two

Enter your team information and click 'Next'.

– Step Three

Team Options:

- Fundraise without a team: Click 'Solo'
- To join an existing team: Click 'Join Team'
 - Search for the team you'd like to join by typing the team name or clicking 'see list' and selecting the team name
- To create a team: Click 'Create Team'
 - Type your team name
 - Enter a fundraising goal for your team to collectively raise
 - Click 'Create Team'

– Step Four

Detailed Information

- Enter your own personal fundraising goal
- If applicable, read the waiver, and select 'Agree to Waiver'
- Select 'Continue'

– Step Five

Customize your page by following the step-by-step 'Getting Started' instructions which will include creating the following:

- Your personal URL which is a direct link to your fundraising page
- Upload your personal image from your computer or import an image from Facebook or Twitter
- Choose one of the following options based on how you plan to use your fundraising site, 'Join an Existing Team', 'Start a New Team' or 'Stay Solo'
- Personalize your page! Click 'Personalize Your Page' to bring you to your Team KISS HQ. On your HQ landing page you will need to customize the following information to make your fundraising site impactful.
 - Find your 'Edit My' box on the right of the HQ page
 - Click 'Message' to create a page title, and personalize your welcome message that is the featured text on your home page
 - Click the 'Photo' button to upload a profile photo for your page
 - The 'URL' button will populate your unique fundraising page's URL to share with your network!
 - Click 'Goal' to update your fundraising goal, when individuals start to donate to your page, your total amount raised will automatically update!
- Add media to your page by clicking the blue '+' button on the HQ page, you will be given the following media options to add:
 - YouTube Video
 - Vimeo Video
 - Image

– Step Six

Begin sharing your personal fundraising campaign URL with your friends and family!

Corporate Sponsorship Levels



\$100

- Opportunity to distribute company's informational flyers or coupons at event
- Verbal acknowledgment pre-event
- Free entry for one event participant



\$250

- All benefits from Bronze Level
- Logo recognition on individual event registration website with a link to the sponsor's website
- Free entry for two event participants



\$500

- All benefits from Silver Level
- Logo recognition in local event promotions on FSR's website
- Free entry for four event participants



\$1,000

- All benefits from Gold Level
- Logo recognition on individual event registration website with a link to the sponsor's website
- Logo recognition on local event posters and event brochure/entry form
- Opportunity to have informational booth at local event
- Free entry for six event participants

There are simply guidelines/ideas to follow. Corporate level sponsorships subject to walk leaders discretion.

Social Media

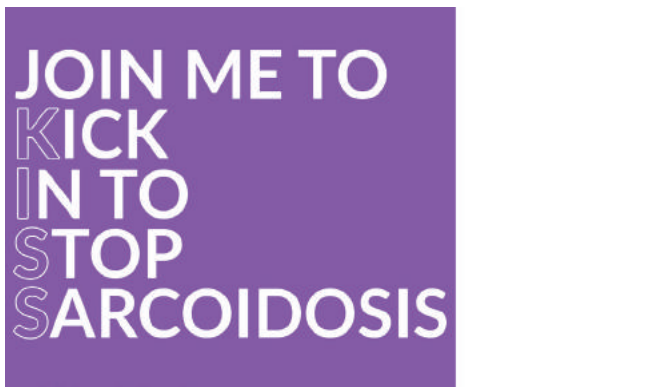
Facebook/Instagram

- Help us Kick In to Stop Sarcoidosis! Invite your friends, family, and community to the Foundation for Sarcoidosis Research and Team KISS's event!
- Be a superhero in the fight against sarcoidosis by joining the Foundation for Sarcoidosis Research and Team KISS's 5K event!
- Make a difference in the lives of those with sarcoidosis and join the Foundation for Sarcoidosis Research and Team KISS's 5K event.
- In the United States an estimated 200,000 people have sarcoidosis. Join the Foundation for Sarcoidosis Research and Team KISS in fighting towards a cure. Together we can make a difference!
- Help me Kick In to Stop Sarcoidosis! Invite your friends and family to my event to support sarcoidosis research!
- Be a superhero in the fight against sarcoidosis by joining my event!
- Make a difference in the lives of those with sarcoidosis by joining my event.
- In the United States an estimated 200,000 people have sarcoidosis. Join me and the Foundation for Sarcoidosis Research in fighting towards a cure. Together we can make a difference!

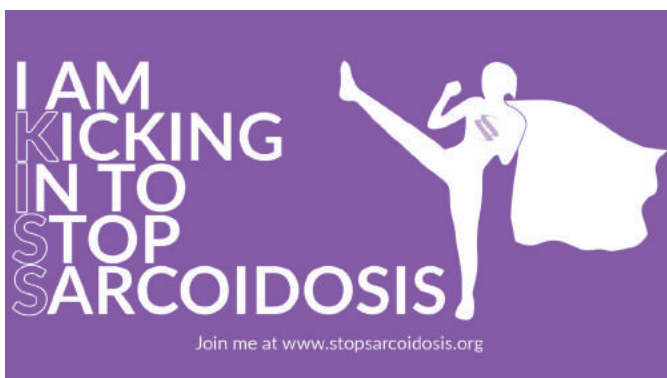
Twitter

- I'm participating in @StopSarcoidosis's event to find a cure for #sarcoidosis. Join me on my journey.
- I committed to @StopSarcoidosis's event because I want to help kick in to find a cure for #sarcoidosis. Join me today and together, we can find a cure!
- Help kick in for a cure for #sarcoidosis by joining me at @stopsarcoidosis's event.
- It's time to put an end to #sarcoidosis. Join me and @StopSarcoidosis's for an event. Find an one in your area.

Customizable Facebook Cover Photos



National Facebook Cover Photos



Profile Pictures/Instagram Posts





FSR Contact Information

Any questions about fundraising, event details, or your registration page, please contact:

info@stop sarcoidosis.org
(312) 341 - 0500

Foundation for Sarcoidosis Research
1820 W Webster Ave
Suite 304
Chicago, IL 60614

www.stop sarcoidosis.org



FOUNDATION FOR
SARCOIDOSIS RESEARCH



Kick In to Stop Sarcoidosis