



## Organize Your Own Fundraising Event

### Are you looking for a way to help support The Parmenter Foundation?

Perhaps you have a friend or relative who has been served by one of Parmenter's programs or maybe one of our many services has had a positive impact on your own life. Whether you have a personal connection to Parmenter or you are just looking for a fun way to raise money for a good cause, organizing your own event is a great way to get involved.

In Parmenter's almost 70-year history we have seen events that come in all shapes and sizes, for all audiences. Whether it's a simple fundraiser like a car wash or one that requires more planning, such as a concert or golf tournament, *every* event makes a difference. Use your imagination and have fun!

### Event Ideas

- In lieu of gifts or favors at a birthday party, bridal shower, wedding, or other special event, make a donation to Parmenter
- Participate in a road race, triathlon, marathon, or cycling event in support of Parmenter
- Have party guests make a donation in lieu of gifts to the host
- Host a Parmenter benefit night or coffee at your business with a portion of the sales going to support Parmenter
- Don't forget about employee matching!

### *Donate proceeds from an event:*

- Birthday Party
- Holiday Party
- Super Bowl, March Madness or World Series Party
- Bake Sale or Yard Sale
- Car Wash
- Scout project
- Confirmation or Bar/Bat Mitzvah Project
- Restaurant night
- Sports Tournament (basketball, floor hockey, broom ball, tennis)
- Concert or Play
- Comedy Night
- Pledge Walk/Run
- Arts & Crafts Sale
- Lemonade stand
- Cocktail Party or Coffee

## Third Party Event Guidelines

### Parmenter can help in the following ways:

- Offer advice and event planning expertise
- Provide promotional Parmenter materials and banners
- Provide and approve Parmenter logo use
- Help promote your event through Parmenter's publications (newsletters, website, social media)
- Provide a letter of authorization and validation to assist in fundraising

### What Parmenter cannot do:

- Provide staff or volunteer support
- Provide tax exemption information
- Provide funding or reimbursement for expenses
- Provide donor or vendor mailing lists
- Guarantee event attendance by the CEO or staff
- Guarantee corporate sponsorship

### Things to Consider

- Who will be invited: friends, family, co-workers, church or social group, neighborhood, town, etc.?
- What is your budget?
- How will you generate revenue: tickets, registration fee, and donation to participate?
- What is the schedule of activities for the event?
- How will you promote your event?
- What social media channels should you use and what fun teasers for the community can you create?
- When would you like the event to take place? (Create back up plan in case of rain or other outside influence)
- When should you prepare an email or printed invitation and when should the invitation be sent? Follow up with electronic reminders.
- Where will the event take place?
- Are there any permits, insurances or permissions required to use the venue?
- Does the location supply the equipment you need or will you need to rent anything?
- How will food be prepared and set up? Does it need to be picked up or delivered?
- How do you want the venue to be organized (registration or greeting area, tables for eating, dance floor, etc.)?
- Who will help you organize the event? Do you need to create an event committee or recruit volunteers to help before or at the event?

## Promoting Your Event

The key to successful fundraising is getting the word out about your event. One way to increase participation is to put a spin on your fundraiser, and market that angle. That little extra spin can turn a typical fundraiser into a fun event that people want to be a part of in whatever way they can. And don't forget to make it clear that all proceeds will benefit The Parmenter Foundation or a specific program at Parmenter!

- Leverage your social media channels with news of your event! If you or your group has a website, post the event in a prominent place on the site, or set up a dedicated page for your event on social networking sites like Instagram, Facebook, Twitter, or LinkedIn
- Send an email, letter, postcard or invitation in the mail or send an email with the event details and ask everyone on your email list to pass it on to all of their friends and family
- Send a request to Gail Coppola [gcoppola@parmenterfoundation.org](mailto:gcoppola@parmenterfoundation.org) to promote the event on Parmenter's website. We may also be able to promote in our e-news sent to our donors
- Create and distribute posters or flyers. Ask others to help you post on bulletin boards in your community (library, church, gym, school, coffee shop, etc.)
- Let your local paper or e-newsletter know about your event! Send in a contributed article or contact a target reporter directly to let them know of your event!

If you are planning on submitting a contributed article or calendar announcement to promote your event, please send it to Gail Coppola ([gcoppola@parmenterfoundation.org](mailto:gcoppola@parmenterfoundation.org)) for approval along with a list of which publications you plan to approach.

### Ready to plan your event?

If you've read all the guidelines and suggestions and would like to move forward with organizing your own event in support of Parmenter, please contact Gail Coppola ([gcoppola@parmenterfoundation.org](mailto:gcoppola@parmenterfoundation.org)).

### After Your Event

- Be sure that you have collected all of the money raised for your event
- Return any borrowed or rented equipment
- Pay all vendors for their services
- Send thank you letters to your guests, donors and sponsors
- Consider making it an annual event and start planning for next year! *(Make a list of what worked and where improvements can be made while it's still fresh)*
- Please share a review of your event with us.

*Thank you so much for all of your time, talent, energy and generosity! We are so grateful!*

Please send all donations to:  
The Parmenter Foundation  
260 Boston Post Road, Suite 5  
Wayland, MA 01778