



Third Party Fundraising Toolkit

Updated 2022



Habitat for Humanity of Springfield, MO is thankful for the generosity of so many people and organizations in the community who enable us to build strength, stability, and self-reliance through shelter in Greene County, Missouri.

Hosting an Event to Benefit Habitat for Humanity of Springfield (HFHS)

We have been blessed by the support of people and organizations who spend their own time and money to organize fundraisers to benefit HFHS. Some successful examples have included bird house auctions, register round-ups, golf tournaments, a portion of proceeds from special event pre-sales, to beer sales and more!

Overview

What is a third party fundraising event?

A third-party fundraising event is conducted by an individual, group, or organization in the community with proceeds to benefit HFHS or one of our specific home builds.

Who can conduct a fundraiser on behalf of HFHS?

Individuals and organizations can host an independent fundraising event to support HFHS. These can be families, civic organizations, churches, schools, businesses, or government agencies... anyone in the community can hold an event to support the areas of greatest need or a specific home build.

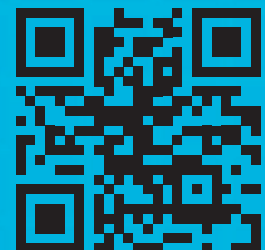
How will this toolkit help me?

This toolkit was designed to make planning your community fundraiser as easy as possible. From creating a timeline and a budget to organizing and publicizing your event, it is a complete planning guide that will allow anyone to become a successful fundraiser for HFHS. Feel free to use a few of our ideas and suggestions or all of them – whatever works best for you!

Where will my donation go?

HFHS makes homeownership a reality for individuals and families in need of safe, affordable housing right here in Greene County. An affordable home provides a strong foundation to create personal wealth, improve school performance, and enhance a family's future.

Visit our website at habitatspringfieldmo.org or scan this QR code to learn more about the work that we do right here in the local community.



HOW CAN HFHS HELP ME?

Listed below are ways HFHS may be able to help with your fundraiser:

- Provide consultation on fundraisers and events
- Provide a letter of authorization to validate the authenticity of the event and its organizers
- Provide and approve the use of our logo, provided certain criteria are met
- Help you select what your donation will support
- Coordinate check presentations
- Provide Habitat staff at your event with educational information and branded giveaways
- Assist with creating online resources, email blasts, and marketing materials

We are here to support you. However, there are some services we are unable to provide:

- Insurance or liability coverage
- Mailing list of donors and/or vendors
- Habitat for Humanity stationary
- Funding or reimbursement of your expenses

Successful Third Party Event Examples

Obelisk Home Birdhouse Auction

Each year, Obelisk Home hosts a birdhouse silent auction over the course of a month. Local artists create unique birdhouses and Obelisk guests can bid on them. All proceeds from the auction are donated to us.

Russell Cellular RC Cares Program

Russell Cellular has a line of RC Cares phone accessories. For an entire month, all local proceeds of RC Cares products were donated to us, totaling over \$10,000!

Banter Brewing Co. Partnership

Banter created three beers to benefit Habitat Springfield (Firm Foundations, I've Been Framed, and Raise the Roof!) for The House That Beer Built campaign. A portion of the beer and campaign tumbler proceeds were donated, and a fun kickoff event was planned for the launch of each of the three beers at the brewery.

Contact

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Not only did Russell Cellular host a third party fundraiser...they also volunteered at one of our build sites, where we hosted a check presentation!

Getting Started

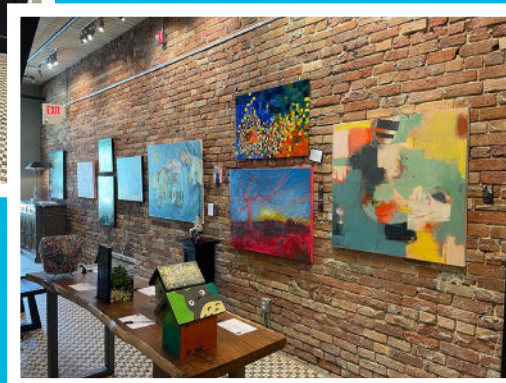
Deciding to host a community fundraiser for H4HS is a huge accomplishment in itself - thank you!

Here are 10 steps to help you get started:

- 1. Form a planning committee.** Bringing together a group of enthusiastic and dedicated people who share an interest in raising money for a great cause will increase the probability of a successful event.
- 2. Brainstorm.** Gather members of your planning committee to brainstorm ideas for your fundraiser. Give free rein to your imagination – several heads are better than one! The more people participate now, the more committed they'll be later.
- 3. Choose the “right” event.** The type of event you choose should fit the size, interests, talents, goals and time availability of your planning committee.
- 4. Identify your target audience.** Consider who is most likely to attend and support the type of event you have selected.
- 5. Develop a budget.** Try to identify all the expenses involved with your event (invitations, postage, rental space, signage, food and catering, promotional materials, website, advertising, etc.) Then think about possible sources of funds, and people and companies you know who may be able to donate products (food, equipment) or services (design, printing, photography) to reduce your costs. This will help keep your costs down, which is something everyone will appreciate. We encourage you to maintain fundraising costs at 20 percent of your budget.
- 6. Develop an event timeline.** A timeline is important in planning a publicity strategy for your event.
- 7. Schedule the event.** Select a time that is appropriate and convenient for those who will be attending. Be sure to check local community calendars for conflicting events.
- 8. Open a bank account.** You may find that you will need to establish a bank account to accommodate incoming revenue and expenses. This can be done by visiting a local bank and creating a business account under your event's name.
- 9. Collect all funds.** We ask that all event proceeds designated for HFHS be forwarded to us within 30 days following the conclusion of your event.
- 10. Say thank you!** Sending thank-you letters, notes or e-mails to everyone who participated in or supported your event shows your appreciation and reinforces their goodwill about supporting HFHS.



Obelisk Home hosts a birdhouse auction every year with 100% of proceeds going to HFHS. In 2022 they also hosted the “Coming Home” group show, with 30% of proceeds going to HFHS!



Event Ideas

The following are some ideas for third-party fundraisers. We suggest thinking of something you enjoy doing (e.g. book club, cooking) and working to add a fundraising component into that. This way you are not starting from scratch and, in addition to giving back to a great cause, you are doing something you love!

50/50 Raffle

Offer tickets for sale to friends, family, or colleagues to be entered into a drawing on a specific date (this is a good way to generate attendance at a future event). Split the proceeds down the middle with half going to the recipient and half to HFHS. If you are selling tickets outside of your organization and the winner need not be present to win, you may consider doing a live feed through Teams, Zoom, or Facebook live to garner more interest from outside participants.

Raffle an Item

Similar to the previous idea, sell tickets for a specific item or service. This may be a donated item or service, or you may want to purchase an item of value if you feel the interest and ticket sales will exceed the purchase value in order to provide the excess proceeds back to HFHS.

Sell, sell, sell!

Many marketing/promotional item companies offer a lot of discounted items. Create t-shirts, bracelets, key chains, etc., and sell them above your cost to create revenue.

Birthday/Anniversary Party

Do you have an upcoming birthday, anniversary, shower, or bar/bat mitzvah? Consider making a contribution to HFHS in lieu of personal gifts – and ask your friends and family to do the same. This is a great way to get the kids involved!

Cocktail Party

Throw a cocktail party in your home or at a local restaurant or bar. Many venues provide great deals for very little money. Ask your friends to donate \$50 and then spend no more than \$20 per person on the food. This will ensure you will have a good amount to donate by the end of the night. Include a raffle or auction to increase revenue.

Rummage Sale

Ask friends and neighbors to clean out their basement or garage for a good cause. Organize a rummage sale, and you'll clean out your house while supporting individuals and families in our community at the same time!



Banter Brewing Co. purchased these tumblers for a discounted price from a connection and sold them to guests, with \$10 each going to HFHS. They incentivized customers by offering 20 oz pours for a 16 oz price when using these for the rest of the calendar year.

Event Ideas (cont.)

Company Competitions

Host a competitive event between your coworkers or sister companies. You could choose to have teams or individuals pay to register for events like corn hole, ping-pong, or a softball tournament with proceeds going to HFHA. If you have a larger organization, consider hosting a fun run or cycling event.



Several local businesses sell keys for the Home is the Key campaign during Fair Housing Awareness Month. They display the keys sold in the store and donate proceeds to HFHS. We provide the keys!

Independent Business Gives Back

Are you a local independent business owner, restaurant, or retail owner who is looking to align with a great cause? Whether it is a percentage of proceeds for a week or rounding up to the next dollar, you can make a difference while you work. Consider doing this in April for Fair Housing Awareness Month.

School Fundraiser

Kids love to help! Have fun with your students while teaching them about the meaning of philanthropy with anything from a coin drive to a read-a-thon. Be creative! We'd love to hear about your school fundraiser ideas and stories.

Golf Event

Host a 4-man scramble tournament at a golf course or golf venue, like BigShots, where all team registration proceeds benefit HFHS.

Trivia Night

This is a fun way to raise funds while increasing awareness about housing instability. Host a trivia night at a local establishment and invite participants to register their teams for a set price or just make a donation.

Silent or Live Auctions

Round up donations of crafts, baked goods, themed baskets, or goods and services from friends, family, colleagues, or business partners and hold an online auction. Or add a little something extra at your next holiday party or family day event with a silent or live auction of the items collected.

Beams of Hope

Purchase 2x4s from a local lumberyard and have your team, family, faith groups, classmates, and you, write messages on the wooden beams and studs that make up the framework of a Habitat Springfield Partner Homebuyer's home. Our goal is to fill the walls with messages of peace, home, inspiration, love, and joy to leave a lasting impact on the homeowner. By writing a blessing you help construct a foundation of love. A home and a family are only as strong as their foundation. Build that foundation today!

Publicity Tips

These tips and tools will help maximize the publicity of your event through your own networks and the media at very little cost.

Create a Timeline to Maximize Publicity

A timeline is important in planning a publicity strategy for your event.

- **3-4 months before the event:** Identify your target audience based on demographics, interests, and location, and develop a targeted media list.
- **4-6 weeks before the event:** Distribute media materials (i.e. media alert, Facebook posts, etc.).
- **2 weeks before the event:** Make follow-up calls and send e-mails to the media who received the information.
- **2-3 days before the event:** Email a media alert with the basic information about your event (who, what, when, where, and why) to the TV news assignment desks and photo desks at the daily newspapers. We have a list compiled that we can share.

Take Lots of Photos

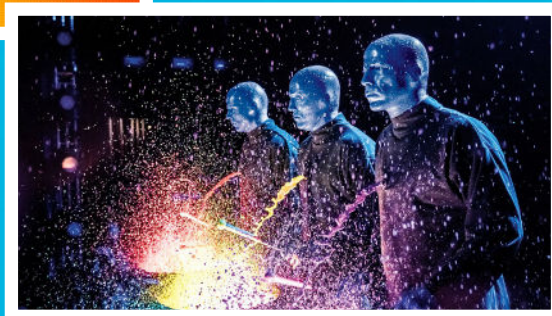
Photos are a great way to document your event, whether for publicity or simply to share with family and friends.

Here are some tips on capturing special moments at your fundraiser:

- Write out a targeted shot list in advance to make sure you get photos of everything and everyone you want.
- Take candid and close-up shots that capture the different aspects of your fundraiser.
- Capture images of your sponsors.
- Include three to four people in a photo for the best publicity shot.



Juanita K. Hammons Hall for the performing arts donated \$5 from all presales for the Blue Man Group Tour to HFHS. They also allowed us to have an information table at all three nights of the show.



After Your Event

Send in Your Donation/Proceeds

Make checks payable to Habitat for Humanity of Springfield, MO.

Mail checks to: Habitat for Humanity of Springfield, c/oDevelopment, 2410 S Scenic Ave, Springfield, MO 65807.

Include a short note explaining your fundraiser. Once we receive your donation, an acknowledgment letter will be sent to you for tax purposes.

Send us Photos

E-mail the best 3-5 photos from your event to: info@habitatspringfieldmo.org

Logo Use

The use of any HFHS logo is allowed for up to 30 days after your event. Remove logos from any materials after this time.

Start Thinking of your Next Fundraiser!

The best time to think of a new idea is right after an event or fundraiser. Think of what parts went well and what could be changed to make the next event even more successful.

Frequently Asked Questions

What information do I need to submit in a fundraiser proposal, and how do I submit it?

Think "Who, What, When, Why, Where".

- Who is hosting the event - name of individual, company, or organization. Also let us know if you would like us to be present at the event.
- What do you plan to do to raise money? (see idea generators or create something unique to you or your organization)
- When will the event take place: Date and Times
- Why - "In partnership with HFHS"
- Where will the event take place.

Please submit this information in written format via email to info@habitatspringfieldmo.org or directly to Amber Mueller.

How long does it take to get my fundraiser proposal approved?

Proposals will be approved within 5 business days of receipt.

Frequently Asked Questions (cont.)

Do I need to create a 501(c)(3) (nonprofit) organization to host a fundraiser for HFHS?

No, anyone can host a fundraiser for HFHS with our approval. Staff can provide an authorization letter confirming the organizer's intent to raise funds for HFHS.

Can someone from HFHS help me plan my event and attend and/or speak at my event?

We are happy to provide guidance for your event as much as we can, but there may be times that staff availability will be lacking. Based on availability we would be honored to take part in your event with an information and swag table when appropriate.

Can I use the HFHS name and logo?

Once your fundraiser is approved, we will provide you with the HFHS logo for your marketing materials. We must review everything with our name and logo before it's printed or distributed. This includes the use of the HFHS logo on your website or your company's website.

Can HFHS provide insurance for my event?

Because HFHS is the beneficiary and has no direct involvement with running the fundraiser, we cannot provide insurance for third-party events. The event organizer is responsible for obtaining insurance for the event when necessary.

Can HFHS help me get a permit for my event?

The organization and execution of the event are the responsibility of the event organizer. The event organizer must obtain any necessary permits or licenses.

Can I use the HFHS Tax Exemption Number?

Because HFHS is not hosting your event, it is considered a third-party event. For this reason, you will not be able to use our IRS 501(c)(3) charitable classification, federal tax ID number, or tax-exempt certificate.

Will each of my donors get a receipt?

HFHS cannot issue charitable tax receipts for donors or sponsors who make payments directly to your third-party event. If your donor wants a receipt, please be sure the check is made payable to Habitat for Humanity of Springfield, Missouri and leave the check in its original form before sending it to HFHS. Please note, there are complex regulations around the distribution of charitable tax receipts. This includes donations of money, in-kind items, and services. Issuing an inappropriate receipt can put our charitable tax status in jeopardy so please do not promise any kind of receipt. For more information about charitable tax receipts please contact us to discuss further.

How do I open a bank account for my event?

We recommend you open a non-interest-bearing checking account, or benefit account, at a local bank. The account must be opened in the third party's name. It cannot be opened using Habitat for Humanity of Springfield, Missouri's name or financial information.

Frequently Asked Questions (cont.)

Can I pay myself back for expenses I've incurred?

We recognize that some coordinators need funds to run an event and pay expenses. However, HFHS cannot fund or financially support community fundraisers. Coordinators are responsible for covering all expenses and cannot be reimbursed by HFHS. For these reasons, as you start to collect the money you may want to keep some funds on hand to help pay your expenses. This amount should not exceed 30% of your gross revenue. In your planning process, make sure to develop a budget reflecting the type of event you are having and the many costs related to the event. After the fundraiser is complete, please send us all checks addressed to Habitat for Humanity of Springfield, Missouri, as well as a one lump sum check from your checking account if one is utilized.

Can we have a check presentation at HFHS?

Yes, we can arrange for a check presentation to be held at The ReStore or at a future Habitat home under construction. Please contact us to schedule a time.

Should I send a personal thank you letter or card to my donors?

Definitely! It is important to thank everyone who was involved with your fundraiser!

