Welcome!

Thank you for your interest in raising funds to support the children and families we serve at Champions for Children (CFC). Our ongoing success is enhanced by the initiative of supporters like YOU! We are grateful for your desire to help further our mission of building stronger families, with safe and thriving children, through child abuse prevention and family education programs. Your thoughtful support is essential, and it means the world to us.

No matter if you've previously coordinated fundraising events or if this is your first time, this toolkit is designed to help make your event a great success! In this packet, you will find tips and resources to make planning your fundraiser as easy as possible, including tips on how to get started, general event ideas, and an event checklist. It also includes some CFC “talking points” and promotional ideas, helpful “FAQs”, and the terms and conditions for hosting an event to benefit CFC.

We encourage you to use a few of our ideas and suggestions and make them your own – your event is unique! Whether you start with something simple and easy-to-plan or something ambitious, our hope is that this toolkit will help make it easy and fun to support CFC.

Here are a few of the things we can provide to help make your event a success:

- Professional consultation on fundraisers and events – brainstorming ideas, honing your messaging, and marketing successfully!
- Use of our logo for approved marketing purposes
- A letter of authorization to validate the authenticity of the event and its organizers
- Tax ID number for donation purposes only
- CFC staff to speak at your event, if desired and depending on availability
- Photo opportunity for a check presentation after your fundraiser
- Public recognition of your amazing efforts via social media
- … and more, as mutually agreed upon between you and CFC!
Step 1: Develop a plan / Form a committee
Gathering 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. Think of friends and colleagues that may want to join you and your efforts!

Step 2: Brainstorm
Meet with family, friends, colleagues, and your planning committee to discuss ideas for your fundraiser. Feel free to allow your imagination and creativity to develop several viable options, and vote on the one that fits best! Also, identify your target audience by considering who is most likely to attend and support the type of event you have selected.

Step 3: Pick a date / time / location for your event
Determine the date, time and location for your event. Be sure to check local community calendars for conflicting events, and pick a backup location / date if necessary.

Step 4: Contact Champions for Children’s Development Team to register your event
Contact Angela Green at agreen@cfctb.org or call 813-673-4646 ex.1113 to discuss your event. Please fill out the attached application form and submit it at your earliest convenience. This is also a good time to talk with us about Champions’ involvement and how we can support you!

Step 5: Develop a budget
What is your fundraising goal? Look to identify all expenses and potential sources of donations, including securing in-kind products and services. This will help keep your costs down.

Step 6: Develop an event timeline and set deadlines for tasks
A thorough plan will make hosting your event that much easier and more enjoyable. Don’t forget to designate tasks to important team members. Your team is there the help!

Step 7: Promote the event
Find creative ways to get the word out about your event via event flyers, social media, website, and email.

Step 8: ENJOY YOUR EVENT!
Fundraising can be tons of FUN! Make sure take the time to enjoy all the hard work you have put into your event.

Step 9: Send in your donation/proceeds
Please plan to send or drop off all funds to Champions for Children within 30 days following the event. Checks should be made out to Champions for Children, and mailed to the following address:
Champions for Children
3108 W Azeele St., Tampa FL 33609
Please do not mail cash. Instead, have your local bank to convert the cash into a check made out to Champions for Children, and mail it to the address above.

Step 10: Share your success!
You’ve worked hard to put on an amazing event, so feel free to share the news of your success! Also, send thank you letters, notes, emails, or best of all, a personal phone call, to everyone who participated in or supported your event. This shows your appreciation and reinforces their goodwill in supporting Champions for Children.
CFC’s mission is to build stronger families in the Tampa Bay regions through child abuse prevention and family education programs.

CFC is one of the only organizations in the state of Florida to focus exclusively on preventing abuse and neglect before they even begin.

Hillsborough County has the highest reported cases of child abuse and neglect in the state of Florida.

Children who are abused and neglected are 3 times more likely to continue the cycle of abuse later in life.

Champions for Children provides research-proven, outcome-based education, activities, and resources for children, families, and caregivers.

When children develop to their highest potential, the community benefits from better economic, civic, and health outcomes.

Champions for Children works to build strong families, with safe and thriving children here in Tampa Bay, and I am hosting a “____________” to benefit the work they do. I invite you to join me in supporting this awesome agency! Please contact me or RSVP online if you’d like to attend!

My name is “________” and I am hosting “____________” to benefit Champions for Children and the work they do in the Tampa Bay region. Champions for Children works to prevent child abuse and neglect before it ever begins and their work is so very important now more than ever. Would you be willing to donate your resources or services as an In-kind donation for our upcoming event?

**EVENT IDEAS**

- Auction
- Bake Sale
- Bike-A-Thon
- Car Wash
- Church Fundraiser
- Craft Sale
- Dine out for a Cause
- Fashion Show
- Golf Outing
- Music Concert
- School Fundraiser
- Sports Fundraiser
- Talent Competition
- Variety Show
- Walk-A-Thon

**TALKING POINTS**

- One month prior to event – Mail/email/post a Save-the-Date
- Three weeks prior to event: Plan to post 1-2 messages on social media.
- Two weeks prior to event: Plan to post 2-3 messages on social media / Send a reminder email to your contact list.
- One week prior to event: Plan to post 3-4 messages on social media.

We are super excited that you have chosen to support CFC with your upcoming event! Be sure to get the word out and let others know how they can participate in your efforts! Here’s a tentative timeline for strategic outreach:

**WEB SITE & SOCIAL MEDIA**
GUIDELINES

We’ve put together a list of guidelines to help make your event a success! Please read through and review the guidelines carefully with your team prior to planning your fundraiser.

1. CFC requires prior approval for all third party events, and requests for approval must be submitted at least 15 days prior to the event. CFC reserves the right to withhold or withdraw at any time the use of its name and brand from events that do not align with its mission, vision, values, or other considerations.

2. Upon request, at our discretion, and with no guarantees regarding the outcomes of our efforts, CFC may provide promotional support for your event including marketing to our existing donor base and the press. However, CFC will not provide the use of our letterhead, donor names, or donor contact information.

3. Once your fundraiser has been approved, we will send you the official CFC logo to use on marketing materials. When describing your upcoming event on promotional materials, it must state that your event is “in support” of CFC rather than an official CFC event.

4. We kindly ask they you use positive and respectful photographs or images on all promotional materials.

5. Unless otherwise agreed upon in writing, you are responsible for all costs related to the event and will handle all cash and in-kind donations until the event is complete and proceeds are transferred to CFC. You must notify CFC if it will take longer than 30 days after the event to transfer proceeds. CFC cannot provide our certificate of sales tax exemption for use by a third party.

6. Identifying and complying with all local, state, and federal standards is your responsibility. You are also responsible to acquire and show any proof of all necessary licenses, insurance, and permits. CFC must approve any requests to include our agency as a party to any liability coverage. CFC does not accept legal responsibility and cannot be held liable for any risk, injury, or otherwise in connection with your event.

7. If there is a need, we strongly encourage the use of volunteers for your upcoming event. You will be responsible for recruiting and managing all of your volunteers. CFC can provide tips for recruiting volunteers and we are glad to send staff and/or volunteers to attend your event upon request. This will be strictly dependent on availability and the nature of their roles at the event.

8. If you wish for CFC to provide tax receipts to those who make donations in connection with your event, you must collect the names, addresses, and contact information of all donors and provide them to CFC within 30 days of the conclusion of the event. CFC will not share this information with any third parties.

9. Other than what is described in our “3rd Party Event Toolkit,” CFC cannot guarantee other types of assistance or support.

10. We understand that unexpected situations may occur that are completely out of your control. If by chance, you need to cancel your event for any reason, please reach out and contact a CFC staff member as soon as possible.
Where will my donations go?
All donations made to Champions for Children will go to our area of most need unless you designate a specific program.

Can someone from Champions for Children attend or help me plan our event?
We do not have the staff to handle the organizational and administrative tasks associated with third-party events. However, we are happy to provide guidance for your event and may be able to help in other ways that can be discussed on a case-by-case basis!

Can I use Champions for Children’s name and logo for my event?
Yes! Once your fundraiser is approved, we will provide you with our logo for your marketing materials. We will ask to review everything with our name and logo before it’s printed or distributed, including the use of our logo on your website or your company/organization’s website or social media.

Will Champions for Children promote my event and/or invite guests?
Promoting and bringing attendees to your event is your responsibility – however, we are grateful for your support and want to help you be successful! Depending on a wide range of factors and at our discretion, we may choose to advertise the event via social media and e-mail, issue a press release, and/or encourage members of our community to attend. We are happy to discuss these possibilities, but do not guarantee them unless otherwise agreed upon between you and CFC.

How long does it take to get my fundraiser approved?
We’ll get back to you ASAP! Proposals will be reviewed within 5-7 business days of receipt.

How can people who donate to CFC via my event get a receipt for tax purposes?
In order to receive a charitable receipt for tax purposes, donations must be made either in cash, checks made out to Champions for Children, or credit card that is processed by Champions for Children. You may collect checks, cash, and credit card payment forms at your event and transfer them to CFC for processing. Please make sure to include e-mail and mailing address information for donors so we can provide them receipts. Gifts that are paid to you, your company, or your event and then reissued to CFC as a lump-sum check can still be accepted, however we will not be able to issue receipts to individual donors in this scenario. We can also provide an authorization letter to donors confirming the organizer’s intent to raise funds for CFC.
APPLICATION FORM

Contact Information
Organization / Group Name: ________________________________________________________________

Contact Person: __________________________________________________________________________

Please check which category best describes your organization / group:
☐ Community ☐ Corporate ☐ School ☐ Service Club ☐ Other: ________________________________

Address: __________________________________________________________________________________
City: ___________________________ State: __________ Zip: ______________________
Phone: ___________________________ Email: _________________________________________________

Event Information
Has this event ever taken place before: ☐ Yes ☐ No

If so, when? __________________________________________________________________________

Proposed Event Plan
Type of Event: ________________________________________________________________
Date of Event: _______________________________________________________________________
Location: ___________________________________________________________________________
Target Audience: _____________________________________________________________________
Event Description and Additional Details: ________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
Will your funds be designated to a specific program? ________________________________
If so, which one? ___________________________________________________________________

Please email or mail completed application to:
Angela Green, Senior Development Associate
Champions for Children
3108 W Azeele St, Tampa FL 33609
Tel: (813) 673-4646 ex. 1113
Email: agreen@cfctb.org