



## Organizing Fundraising Events

***“There is no greater gift than the gift of your time and talents”***

For those who are interested in organizing a fundraiser, we are running a series of articles in upcoming newsletters that we hope will be helpful. We want your fundraising experience to be gratifying and fun. Our goal is to help you plan a successful fundraiser by supplying you with some basic tools and information that you can adapt to any type of fundraiser. And please remember, the VF staff is here to answer any of your questions and help you in any way that we can.

### **Article I - Catch the Vision**

As a fundraising chairperson, you are about to embark on a mission to change people's lives; first your life, then your committees', then your guests', and ultimately, the lives of those living with vasculitis. You have an awesome and very rewarding responsibility.

The VF was started in 1986 by Marilyn Sampson, a Wegener's patient and a registered nurse, who saw a need; who wanted to make a difference and felt compelled to do something about it. The VF was established to alleviate the isolation that patients and their families experience when these rare life-threatening diseases affect them. The VF helps patients and their families build a strong positive outlook by providing support, awareness and research. As a fundraising chairperson, you are committing yourself to further the VF's cause. If you share the same vision and passion that inspired the birth of the VF, you'll have more fun, be a better leader, and achieve a greater sense of satisfaction.

Your enthusiasm will be contagious. It will spread to your committee and your volunteers and be a great source of motivation. They will, in turn, spread that inspiration to potential donors and guests, which will result in more donations. When you see how your passion can pass from one to another, you will realize that your job is not simply about raising funds, but about building relationships. The relationships you build will last past your event. You are not only fundraising, you are “friend-raising.”

So -- it all starts with you. It all starts with catching the vision. Following are some ways to do that:

1. Learn the VF's mission statement inside and out: The VF supports and empowers patients through education, awareness and research.
2. Learn all the services and programs the VF provides. Most of this information is posted on the VF web page at [www.vasculitisfoundation.org](http://www.vasculitisfoundation.org).
3. Talk to people who have benefitted from the Foundation's work.
4. Talk to the Board of Directors and ask questions.

Provide strong compelling reasons that committee members, volunteers, prospective donors and guests can visualize and get excited about.

Think Beyond the Money: If you are thinking about doing a fundraiser only to raise money, you will miss out on some valuable opportunities:

1. Public awareness and exposure. Make people in the community aware of the VF, what it does, where the money goes, how it helps people, etc. The cumulative effect of publicity and promotion thru newspapers, flyers, etc. raises the visibility of the VF in the community.
2. Recruitment. People with whom you come in contact (donors, volunteers, guests at your event) will get a chance to feel your enthusiasm and discover how great the VF is. Consider every person you or your committee talks with to be a potential donor, resource, or volunteer, if not this year, maybe sometime in the future. There are people out there looking to get involved and they surface during fundraising events. Please remember that for every person who joins in supporting the VF, our cause advances.

And --- at the end of your event, you will feel the gift of pure satisfaction that comes from knowing you have made an extraordinary difference in the lives of those living with vasculitis; and you will know the benefit that takes place in your head, your heart and your soul. We urge you to feel the difference for yourself and commit to planning a fundraiser.

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Fundraising articles scheduled for subsequent newsletters:

- Select an event
- Set up a volunteer committee
- Prepare a timeline
- Prepare a budget
- Publicity
- Logistics
- Sponsorships/In-Kind Gifts

Note: We will also include this information in the updated "VF Fundraising Handbook", which will soon be available for distribution.