



Make Your Mark Event Planning Guide

Congratulations! You have taken the step to Making Your Mark on lupus by deciding to plan an event. Now it's time to put the ideas into action and get your community moving!

A note to get started: Interested in a one-on-one planning session? Send us a note at makeyourmark@lupus.org and one of our awesome fundraising experts will set up a time with you to discuss how to have a wildly successful event!

Now on to planning your great Mark Your Mark event:

What type of event are you planning?

- Local Walk, 5K, 10K, another distance race
- Sports Tournament/ Outing
- Gala/Casino Night
- Paint Night
- Something else in mind?

Set the Date and The Place!

Begin by considering how many people you are planning for, what type of venue will be necessary and what dates will make sense. Before announcing a date, be sure that you have secured your venue and have met the requirements of that venue. In some cases you may need to secure a permit, provide one day liability insurance and/or meet additional requirements.

DATE:

TIME:

PLACE:

Determine how you will raise money!

- Registration fee
- Free will donations
- Requiring each participant to fundraise



- ❑ Drawings/raffle- A great way to raise additional funds. Not sure how to make it happen? Contact your Make Your Mark manager.
- ❑ Auction- A great way to raise additional funds. Not sure how to make it happen? Contact your Make Your Mark manager

Set Your Fundraising Goal!

We recommend setting your goal at \$1000 or more. Once you have set your goal, be sure to update your event fundraising page and include this goal in your communications/publicity.

Goal:

Tell Everyone You Know!

The more people you have at your event, the more money you can raise. It is that simple! Start your marketing plan with your own personal network including:

- Family members
- Friends
- Colleagues/co-workers
- Neighbors
- Fellow club members
- Classmates
- Service professionals (doctor, lawyer, accountant, etc.)
- Ask your "network" to invite their friends, family, colleagues, etc.
- If you are having your party at a public venue, ask the proprietor/manager to invite their "house" list, post information in advance

Invite Your Guests!

A few things that are critical to keep in mind when inviting people to a fundraising event - Be upfront about what you are doing, why you are doing it and what your goal is. If you are having a cover charge or recommended donation amount, include the link for your fundraising page. Your guests can make a direct donation to the Lupus Foundation of America and will automatically get a tax receipt emailed to them. If you are going to have raffles, an auction or other ways for people to give at the party, be sure to let them know so they can show up prepared to give money or have their checkbook in hand.



There are several ways to tell the community about your event:

- Flyers/posters
- Word of Mouth
- Email
- Social media
- Newspaper announcements
- press releases

Selling tickets to your event?

You can use your Make Your Mark site or another online platform to do so. If you have limited capacity to your event and/ or want to make ticket sales easy and accessible, online sales are important. Not sure how to go about it? Contact your Make Your Mark manager.

Build a Committee!

If you are planning a large party, event or walk, you may want to consider putting together a committee. A committee is a great way to divide the work, expand the reach of people to invite and ultimately have more fun! Here are a few ideas on various roles your committee members can fill:

1. **Fundraising:** Each committee member should form a team of fundraisers, as well as actively recruit others to be Team Captains and Fundraisers.
2. **Solicit Donations:** Based on relationships and contacts that committee member might have, divide the list of things needed for the event and solicit donations.
3. **Fun & Festivities:** Plan a fun and enjoyable event by having some or all of the food, drinks, giveaways and entertainment of the following donated activities. Be sure that the venue will permit these activities/ items ahead of time.



4. **PR & Media:** Identify volunteers that have relationships with print, radio or television to help with pre- event public service announcements, human interest stories, day-of-event coverage, etc. *Please notify the LFA when contacting the media.
5. **Logistics:** Each committee member should plan to assist with pre-event and day-of-event logistics that should include:
 - Pre-event organizing of materials needed for day of the event
 - Volunteer recruitment–volunteers will be needed for the following event-day logistics
 - Site setup, teardown and cleanup
 - Route setup/tournament manager
 - Signage and banners
 - Refreshment table
 - Lupus information table
 - Check in and donation collection

Solicit In-Kind Donations and Sponsorship

In-kind Donations

In-kind donations are non-cash contributions of goods and/or services that offset the expenses of an event. Refreshments, equipment, printing of signage, media coverage, disc jockey to provide music, clowns to provide entertainment, are all examples of in-kind donations that should be solicited to reduce the expense of your community event. Sponsors for community events may only be held in agreement with the event host in order to cover walk expenses.

Sponsorship

Sponsorship is a cash contribution made directly to the event or LFA in return for benefits associated with the event. Sponsorship promotes a company and offers access to our audience and on-site sampling.

While sponsorship is important, most revenue will come from event participants and teams soliciting donations from their network of contacts. Therefore, most of your energy should be put into recruiting participants to register and fundraise.