

End Colon Cancer
Coast to Coast



Party To End Colon Cancer
Fundraising Guidebook

Welcome to Coast to Coast!

Dear Ally,

Thank you for your interest in hosting an event to party to end colon cancer benefiting the Colorectal Cancer Alliance! This guide is designed to help you create a memorable and impactful evening while raising funds to end colorectal cancer in our lifetime.

A party fundraiser provides a unique opportunity to bring your community together for an engaging experience while supporting a vital cause. With your leadership and enthusiasm, you can create an event that will leave a lasting impact. While staff support is limited, we're committed to providing the resources, templates, and guidance you need to succeed.

Thank you for your dedication. Together, we can end colorectal cancer in our lifetime!


Sincerely,

The Alliance Peer-to-Peer Fundraising Team

What does it mean to Party to End Colon Cancer Event?

An event where you party to end colorectal cancer is a volunteer-led fundraising event that combines an enjoyable dining or party experience with a mission-driven purpose. This event can take the form of a formal dinner, cocktail party, or themed gathering. It's an opportunity to raise awareness, inspire donations, and celebrate the strides made toward ending colorectal cancer.

Key Guidelines:

- Set a fundraising goal using the resources provided in this guide.
 - All funds raised must go directly to the Colorectal Cancer Alliance and should be submitted no later than 30 days post-event.
 - Recruit a volunteer committee to help plan and execute the event.
 - Adhere to the Colorectal Cancer Alliance's branding and guidelines.
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Planning Your Event

Timelines:

Planning should begin 6-12 months before your desired event date. This allows time to secure a venue, attract participants, and execute fundraising strategies.


Committees:

Recruit a diverse group of volunteers to assist with the following roles:

- Event Chair: Oversees all aspects of planning and execution.
 - Catering and Venue Chair: Secures the location, food, and beverage services.
 - Sponsorship Chair: Recruits local sponsors for financial or in-kind contributions.
 - Fundraising Chair: Coordinates ticket sales, auctions, raffles, and other fundraising activities.
 - Marketing Chair: Promotes the event through social media, local media, and community outreach.
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Fundraising Ideas

Maximize your impact with creative fundraising strategies:

- Ticket Sales: Set a ticket price that covers event costs and contributes to your fundraising goal.
 - Silent or Live Auction: Secure donated items or experiences for guests to bid on.
 - Fund-A-Need Appeal: Share a compelling story during the event and ask attendees to make a direct contribution.
 - Raffles: Offer prizes and sell raffle tickets throughout the evening.
 - Themed Activities: Host a wine tasting, trivia contest, or photo booth with a donation suggested for participation.
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Sponsorship

Why Sponsorships Matter:

Sponsorships are essential to offset event costs and boost fundraising efforts. Sponsors also gain community visibility and align their brand with an important cause.

Tips for Sponsorship Outreach:

- Identify potential sponsors, including local restaurants, businesses, and healthcare providers.
 - Use a sponsorship packet to highlight benefits, such as recognition during the event or logo placement on materials.
 - Follow up consistently to secure commitments.
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Logistics

Venue Selection:

Choose a venue that aligns with your event's style and size. Consider:

- Accessibility and parking.
- On-site kitchen or catering capabilities.
- Space for dining, mingling, and fundraising activities.
- Audio-visual equipment for speeches or presentations.

Event-Day Checklist:

- Set up tables, chairs, and decorations.
 - Ensure signage and materials are in place, including sponsor banners and donation instructions.
 - Assign volunteers to greet guests, manage check-in, and assist with auctions or raffles.
 - Coordinate with catering staff to ensure seamless food and beverage service.
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Volunteer Roles

Volunteers are vital to your event's success. Recruit individuals to help with:

- Registration and guest check-in.
 - Managing the auction or raffle tables.
 - Event setup and breakdown.
 - Greeting and directing guests.
 - Monitoring fundraising activities.
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How the Alliance Supports You

The Colorectal Cancer Alliance provides:

- **Templates and Resources:** Sample invitations, sponsorship materials, and event checklists.
 - **Event Collateral:** Brochures, banners, and participant incentives.
 - **Limited Staff Guidance:** Access to staff for strategic advice and support.
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Appendix

Sample Timeline:

6-12 Months Out:

- Select a date and secure a venue.
- Form a planning committee.
- Set a fundraising goal.

3-6 Months Out:

- Launch ticket sales.
- Begin sponsorship outreach.
- Start promoting the event through social and local media.

1 Month Out:

- Confirm final guest count and logistics with the venue.
- Secure donated items for auctions or raffles.
- Finalize the program and seating arrangements.

Event Day:

- Arrive early to oversee setup.
- Greet volunteers and guests.
- Host an impactful evening and celebrate your success!

