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YOUR SUPPORT SAVES LIVES...

Pediatric brain tumors are the deadliest and most common form of cancer for children under 15. As the world’s leading nonprofit committed to children and teens with brain tumors, the Pediatric Brain Tumor Foundation’s mission is simple, yet powerful: Care. Cure. Thrive. Your support makes this possible, providing Care for families, fueling research to Cure childhood brain tumors and helping survivors and families Thrive.
COMMUNITY EVENTS VS. PARTNERSHIPS

Do you have a special talent or a hobby you'd like to share? We can help you turn it into a fundraising opportunity for the PBTF! Our development team can help you organize events such as a walk, run, golf tournament, chili cook-off, bike race, or neighborhood garage sale!

COMMUNITY EVENTS:

A community event is an event supporting PBTF planned by you. These can include a 5k, bake sale, lemonade stand, dance marathon, party, and more...how you support kids battling brain tumors is up to you!

VIRTUAL/DIY EVENTS:

Virtual/DIY events are community fundraising events initiated by you. These can include asking for donations for your birthday or graduation, shaving your head for brain tumor awareness month, and more...bring your community together to support PBTF in curing pediatric brain tumors! These should be easy, turnkey events requiring little event planning.

COMMUNITY PARTNERSHIPS:

A community partnership is a community fundraising event led by you and a group, such as a church, business, workplace, etc. These can include a dine & donate deal with a restaurant, a penny drive sponsored by a local school, and more...the possibilities are endless!

Thank you for your interest in hosting a community event or partnership! Your support makes PBTF’s mission to Care. Cure. Thrive possible! Not only are you raising funds to support research for a cure, you’re raising awareness for PBTF Stars! Anyone, anywhere can raise funds and awareness. Let’s get started on your journey.
What do you like to do? What are your hobbies? Make your community event or partnership something that interests you and your community. Having the right event and the right people to support you are key components to a good fundraiser!

How much time can you dedicate to your fundraiser? Be realistic with time constraints. If a certain event or partnership is too time-consuming, don't worry. There is a perfect event or partnership for everyone and we're so excited for you to find yours!

Check out our DIY Fundraising for a Cure website to see what community events and partnerships others are hosting!

https://team.curethekids.org/MYPBTF

PEDIATRIC BRAIN TUMOR FOUNDATION
DIY Fundraising for a Cure

BECOME A FUNDRAISER
DONATE NOW
COMMUNITY EVENT IDEAS

Our DIY Fundraising for a Cure website is a great resource to start your fundraising journey. However, if you still haven't found the perfect fundraiser for you, don't worry. Here are some more ideas!

**DIY/Virtual Event Ideas**

- **Donate Your Graduation**
  Honor your hard work in school by dedicating your graduation to help cure the kids!

- **Host a Garage Sale**
  Garage sales are inexpensive, effective, and easy fundraisers. Choose a day with nice weather and promote your sale with online ads or flyers. Donate the proceeds to your cause!

- **Head-Shaving Fundraiser**
  Set up an online fundraising page and encourage people to make a donation to shave their head (or beard!) in May to support Brain Tumor Awareness Month. Take pictures and share your cause with the world!

- **Donate Your Birthday**
  Ask your friends and family to honor your birthday with a gift to pediatric brain tumor research!

- **Bake Sale/Lemonade Stand**
  Calling all bakers and chefs! Help kids with brain tumors by hosting a bake sale, lemonade stand or other foodie fundraiser

- **Start Your Own "Challenge"**
  Make all those hours of running, biking, swimming or hiking count! No matter what the event or physical challenge, do it for kids with brain cancer!

- **"GIVE IT UP" FUNDRAISER**
  How much money do you spend on coffee a week? In a "give it up" fundraiser, give up something for a certain amount of time and put the money you save towards your cause. It doesn't have to be something big. Make a goal and recruit your friends!

- **Celebrate Your Wedding**
  Say "I Do!" to saving kids' lives with a wedding-related fundraiser
COMMUNITY EVENT IDEAS

• Online Auction
  Find some items you'd like to sale, set up a page on an online auctioning platform, coordinate bids, and announce the winners over a livestream or webinar. To encourage others to bid, include a message about your cause and the PBTF stars you're raising funds for!

• Virtual Movie Night
  This fundraiser is effective and easy to organize! Set a time to virtually watch a movie and use a chat box to communicate with the participants. Ideally, the movie should be entertaining, informative, and related to your cause. Display a donate button and facilitate discussions about the movie to encourage others to donate as the movie progresses.

• Virtual Game Night
  Organize a gaming tournament by figuring out which game your target audience would most like to play. The game should have a multiplayer option with scoring criteria and a time limit, such as Mario Kart or Rock Band. Set a date and time and encourage participants to register by informing them of your cause and how the tournament supports it.

• Recognize Brain Tumor Awareness Month
  Set up a virtual fundraiser for the month of May to raise awareness and funds in recognition of Brain Tumor Awareness Month!

Ask participants to donate what’d they’d usually spend on transportation to these events!

Large-Scale Fundraising Event Ideas

- **Craft Fair**
  Gather talented friends and family members to create jewelry, keychains, pots, birdhouses, etc. for your craft fair. Host the fair outside your house (like a garage sale!) or contact local park authorities to potentially host your fundraiser there. Include a sign at each booth about the donation of proceeds to your cause. Advertise your craft fair by printing flyers, creating a Facebook event, or putting an ad in your city's newspaper or magazine.

- **5K**
  Set up an online registration form, suggest a fundraising goal, prepare incentives, and interact with participants by sending out running tips. Set a day and encourage participants to run at a time that is convenient for them. 5k's are a fan-favorite fundraiser. Don't forget to inform runners that registration fees are being donated to your cause!

- **Karaoke Concert**
  Karaoke for a Cure! Host a Karaoke Contest and sing your way into the hearts of the kids!

- **Golf Tournament**
  Are you passionate about golf? Partner with a local country club to host a golf tournament! Ask businesses to sponsor teams. Make flyers to advertise your event. Ask a country club if you can upload an ad to their website & hang your flyers around their course.

- **Dance Marathon**
  Get those feet moving for the kids! Host a dance marathon or contest to raise money for research and family support!

**OTHER IDEAS:**

- HAIR SHAVING EVENT
- RELAY RACE
- TOUCH-A-TRUCK
- SCAVENGER HUNT
COMMUNITY EVENT CHECKLIST

6 MONTHS BEFORE EVENT

🌟 Choose event
🌟 Choose venue
🌟 Choose event date & time
🌟 Contact PBTF to approve event
🌟 Create a list of event details and materials (ex: for a craft fair, your list might include tables, flyers, crafts, etc.)

🌟 Plan a budget (make sure it’s realistic!)
🌟 Reach out to businesses that might support your event
🌟 Design and send out flyers (if needed)
🌟 Advertise event on social media
🌟 Fill out a website request form so that PBTF can set up a fundraising page for you.

2 MONTHS BEFORE EVENT

🌟 Continue sending out invitations
🌟 Send out a press release to local media
🌟 Recruit volunteers and assign roles (if needed)
🌟 Thank donors for their contributions (ongoing!)

🌟 Reach out to potential donors for support and monetary contributions
🌟 Post event website on personal social media and ask friends/family to share with their circles (Don’t forget to tag PBTF social media!)

1 MONTH BEFORE EVENT

🌟 Request PBTF print materials and fact sheets
🌟 Post your event on local event calendars
🌟 Create an event day plan & timeline and send it to volunteers & sponsors

🌟 Send out event reminders to volunteers, donors, sponsors, friends, & family
🌟 Establish registration process and donation collection

AFTER EVENT

🌟 Collect remaining donations
🌟 Send thank you letters to volunteers, donors, & sponsors

🌟 Send event pictures and a brief statement about your event to the Director of Digital Fundraising & Engagement, Emily Clark at eclark@curethekids.org

@PBTF 800-253-6530 @PBTF_Events www.curethekids.org
• **Breakfast Delivery**
  
  Ask local breakfast businesses to donate muffins, cakes, bagels, donuts, coffee, etc. Encourage supporters to place orders and volunteers to deliver them. Create a menu that clearly displays your cause and how the purchase of items will impact the PBTF stars. For a special touch, include a thank you note that encourages buyers to continue supporting PBTF.

• **Bill Round-Up**
  
  Partner with a local business to set up a month where customers can choose to round-up to the nearest dollar to support kids battling brain tumors.

• **Penny Drive**
  
  Penny drives are an easy, low-cost way to partner with a local school to raise funds. Set up containers in a busy area along with a sign to let people know about your cause. People can donate pennies, quarters, dimes, or even dollars!

• **Dine & Donate**
  
  Ask the owner of a local restaurant to donate a percentage of each check to your cause. Create an online ad to encourage your friends and family to dine at the restaurant and support PBTF. Include a message about your cause that can be given to customers with their check. This will encourage customers to continue dining and donating to a great cause!

• **Fundraising at Work**
  
  • Ask the principal of a local school to host a jeans day for teachers where they can pay $5 to dress "casual" on a certain day.
  
  • Ask HR for approval for an "embarrass the boss" activity. Set up a dunk tank and allow employees the chance to dunk their boss for $5.

• **Baking Competition**
  
  Partner with a local church to host a cook-off. Each participant pays to enter and attendees choose who wins the prize - a free cookbook with each of the contestants' recipes! Set up a stand to sell additional cookbooks & host the event in the church parking lot.

Visit this website to see if your company will match donations & double your proceeds: [http://www.curethekids.org/donate/matching-gifts.html#YGNgwT8pCUk](http://www.curethekids.org/donate/matching-gifts.html#YGNgwT8pCUk)
## COMMUNITY PARTNERSHIP CHECKLIST

### 4 MONTHS BEFORE PARTNERSHIP

- Choose initiative
- Contact PBTF to review your initiative plan & create a donation webpage
- Choose initiative date & time after talking to necessary executives
- Create a contact list of friends & family that you’ll ask to donate and support your initiative

- Send a letter or email to friends and family about the goal of your initiative and how they can help you achieve it
- Reach out to local media to see if they will cover your initiative

### DURING PARTNERSHIP LAUNCH

- Continue sending out invitations
- Monitor your donation page and thank donors for their donations
- Document your initiative with pictures
- Request PBTF banner

- Reach out to potential donors for support and monetary contributions
- Send an URL of your donation page to friends & family so they know where to contribute

### AFTER PARTNERSHIP

- Collect remaining donations
- Send thank you letters to volunteers, donors, & sponsors
- Announce last day to donate on social media

- Send event pictures and a brief statement about your event to the Director of Digital Fundraising & Engagement, Emily Clark at eclark@curethekids.org

Check out "Donating Proceeds" (page 10) for the next steps!
DONATING PROCEEDS

Online Donations

The preferred method of donation is through our DIY Fundraising for a Cause website:
https://team.curethekids.org/MYPBTF

This is the fastest and easiest method for donation processing as community fundraiser
organizers cannot enter in cash/check donations!

If your community fundraiser is expected to raise $10,000+, contact our Director of Digital
Fundraising & Engagement, Emily Clark at eclark@curethekids.org for a customized PBTF
website for your fundraiser!

Cash/Check Donations

Option 1:
Collect donor checks made payable to PBTF and send them to the PBTF Atlanta office, Attn:
Community Fundraisers. Donations will be processed and acknowledged by PBTF under the
organization's tax identification number.

Option 2:
Have donors mail checks directly to the Atlanta office, Attn: Community Events. Donors must
record the event name on the check memo line and include a donation form with the
donation.

Option 3:
Organizers can deposit checks made out to them and either send a check to PBTF or make
an online donation to his/her event page for the deposited amount. The Community
Organizer will receive acknowledgement from PBTF and is responsible for following IRS
guidelines for tax deductible donations.

Mail checks to:
6065 Roswell Road NE, Suite 505, Atlanta, GA 30328
FUNDRAISING TIPS

Start early, plan ahead, and follow up with potential donors

Take pledges for every mile you walk or lap you run – use your imagination and make fundraising fun

Share your story to create genuine connections and inspire others to donate more

Use social media to spread the word

Make your fundraising goal higher than anticipated to encourage more contributions

Ask your friends, neighbors, family and co-workers to pitch in

Make your own gift to kick start your efforts
FREQUENTLY ASKED QUESTIONS

Q: How will PBTF support me in my fundraising endeavors?

• Contact PBTF Director of Digital Fundraising & Engagement, Emily Clark at eclark@curethekids.org or 404-252-4107 to review your event/partnership ideas, obtain resources, and ask questions!

• Request materials for your event/partnership by contacting PBTF Director of Digital Fundraising & Engagement, Emily Clark at eclark@curethekids.org. If you need a marketing materials, information about pediatric brain tumors, a guide to market your event, press release information, etc. PBTF will provide it for you!

• Tag PBTF on Facebook with @Pediatric Brain Tumor Foundation, @PBTF_Events on Instagram and our Twitter with @PBTF. If you want your event/partnership to be featured on a specific social media, contact our Director of Digital Fundraising & Engagement at eclark@curethekids.org.

• If your event is expected to raise $10,000+, contact our team to be listed on our events calendar

Q: Will PBTF help me run my event/partnership?

PBTF will aid you in whatever way possible to help you achieve your fundraising goals. This will include providing resources and support but does not extend to event/partnership planning and execution. We would love to help you run your event/initiative. However, due to time constraints and staffing, PBTF is currently unable to. We recommend creating a planning committee and asking for help from your close friends and family!

Q: Can I have a raffle or auction at my event?

Federal and state laws prohibit and/or restrict certain gaming activities such as door prizes, raffles, drawings, etc. These laws vary from state to state and in different jurisdictions. Before conducting such activities as a form of fundraising, please consult with a local attorney and tax professional to ensure compliance. Please be advised that PBTF cannot provide legal or tax advice to individual fundraisers for these reasons.
FREQUENTLY ASKED QUESTIONS

Q: Will PBTF pay for my event/partnership?
Volunteer community fundraisers are responsible for the cost of their planned event/partnership. PBTF recommends finding sponsors to help cover costs as we cannot reimburse you for any expenses. For help creating a cost-effective fundraiser, contact Emily Clark at eclark@curethekids.org.

Q: Other than costs, what else am I responsible for?
In addition to paying expenses, Volunteer Community Fundraisers are also responsible for planning and execution of their fundraiser, advertising of their fundraiser, tracking donors and their contributions, and completing event permit and insurance paperwork. We also ask that Volunteer Community Fundraisers adhere to PBTF’s Code of Conduct (http://www.curethekids.org/code-of-conduct.html) and we recommend fundraisers follow PBTF’s Covid Safety Guidelines, developed in partnership with healthcare professionals (http://www.curethekids.org/covid-19-safety-guidelines.html)

Q: Will a PBTF staff member attend my event?
We would love to attend every fundraising event supporting PBTF. However, due to staff availability this isn’t possible.

Q: Can I use PBTF’s tax-exempt number to buy materials for my event?
While we wholeheartedly support your event, we cannot allow you to purchase items with the PTBF tax-exempt number, as community fundraisers are not considered official sanctioned organizational events. However, PTBF would love to provide you with a letter of endorsement which can help you solicit support from local businesses.

Check out our social media toolkit at http://www.curethekids.org/about-us/social-media-toolkit.html for more information on using social media to raise awareness for a great cause!
FREQUENTLY ASKED QUESTIONS

Q: Can I use the PBTF logo when advertising and executing my event?

Yes. You may use the PBTF logo in conjunction with your event but please do not stretch or distort the image. We ask that you refer to PBTF as the event beneficiary by using the language "supporting" or "to benefit" in your advertisements. Lastly, any questionable materials or wording must be sent to our Director of Digital Fundraising & Engagement, Emily Clark at eclark@curethekids.org.

Q: What social media do I tag?

- **Facebook**
  - Pediatric Brain Tumor Foundation
  - PLGA Fund at PBTF
  - Ride for Kids
  - Starry Night Walk to Cure Childhood Brain Tumors
  - Vs. Cancer

- **Twitter**
  - @PBTF
  - @PLGA
  - @RideforKids
  - @Vs_Cancer

- **Instagram**
  - @PBTF_events
  - @Vs_Cancer
  - @StarryNightWalk
  - @RideforKids

- **TikTok**
  - ThePBTF