

Fundraising Event Guide

Organizing a fundraiser in your community can help increase funds for SAS research and support programs. Below are just a few ideas but be creative. Join with family and friends and do something fun together that helps raise funds!

For each event, it helps to have a few people help to plan and implement the activity. The more people you have helping, the greater the impact you can have. Post photos from your events and use #ShowYourSAS and tag the SATB2 Gene Foundation on your social media.

Fun Run/Walk/Bike

- Choose something you enjoy doing – run, walk, bike, swim, tennis, football, lacrosse, etc.
- Determine distance/route/format and location. If holding your event in a public space, be sure to check about permission/permits. Consider doing a virtual event – participants can go outside in their own community to participate and not have to be in a single geographical area.
- Decide an appropriate entry fee or have people/groups try to raise as much as possible to participate.
- Challenge groups or businesses to compete to see who can raise the most funds.
- You can develop a T-shirt, hat, socks, or some other item to give to all registered participants.
- Have water and fruit donated for snacks at the end of the race.
- At the beginning/end of the event, share your story about the importance of raising funds for SATB2.

Bowl-a-thon (or read, rock, dance, sing, etc.)

- Plan the event date with the venue (if using).
- Determine the number of participants the location can hold, or you would like to participate.
- Designate a registration fee or donation amount per lane or per team (companies may pay for a team of employees)
- Invite individuals from companies, community groups, teams, etc. to participate.
- On event day be sure to tell people about SATB2 and why you are raising funds.

Coin Collection

- Ask the owner/manager of local stores or restaurants if you can put a canister out by their register for a few weeks/months. People can drop change into the can to support your fundraiser.
- For people who don't carry change, direct them to this QR code. (Download a Donation Page QR Code and/or a Venmo QR Code).

Round Up

- Ask a store or restaurant in your community to ask patrons to 'round-up' their bill. This works well in locations where people primarily pay with credit cards.
- See if they will also print a short message on the receipt thanking people and include the website.
- Create awareness-put up signs up at the register, on the door, in the menu, in the restrooms, wherever people will see it.

Set up t-shirt campaign on Bonfire

- You can create your own t-shirt fundraiser via www.bonfire.com. Select the SATB2 Gene Foundation as the beneficiary and the funds come directly to us.
- Designing a shirt is easy to do and you'll get a custom link that you can share with your friends and family.
- Be sure to share with the SGF so we can help promote the new swag as well!

Tip a Volunteer

- Work with a local restaurant to allow you and other volunteers to help the servers for an evening. At each table, explain you are holding a fundraiser and leave an envelope or a card with online giving instructions.
- Promote the event ahead of time and try to get your friends and family to come to the restaurant.
- Have an information table set up at the front so people waiting can learn about the fundraiser.

Percent of Proceeds Night

- Similar to the Tip a Volunteer event, but instead of having each table make a donation, the restaurant agrees to donate a percent of their earnings for the night.
- You and your friends help promote the night to increase business for the restaurant (this works great for pizza places.)
- Some fast-food restaurants have programs set up already to sign up online for a charity night.
- This could also work for a retail store, car wash, etc.

Set up a stand to sell – lemonade, hot dog, baked goodies, candy, artwork, t-shirts, etc.

- Everyone needs something! Gather some friends to stock your table.
- Advertise in your neighborhood, be sure to let people know about SATB2 and why you are raising money.
- Consider tagging on to another event - pool party, neighborhood BBQ, local farmers market.

Birthday donations

- Consider asking people to donate in honor of your birthday or in lieu of a present.
- Hold a fun fundraising event or competition on your birthday to raise funds such as a dance-a-thon or invite people to a restaurant/bar for a 'percent proceeds night' on your birthday.
- Use social media outlets like Facebook or Instagram to encourage people to donate for your birthday.
- Consider asking a donor to match donations.

Garage Sale/Facebook Marketplace

- Organize a neighborhood yard sale with a portion of proceeds (or better yet all the proceeds) for the foundation.
- Post items for sale online and let people know what the proceeds support.
- Ask businesses/services/people in your community for gift certificates or other items to use for the event.

Auction

- Hold a brainstorming session with volunteers. Divide the ideas for auction items into categories: travel, sports equipment or tickets, entertainment, home products, computer products, and autographed items.
- Ask volunteers to think of personal contacts who could help get auction items and send requests in writing.
- Set a goal of acquiring 50 high-ticket items and 50 medium-ticket items.
- Hold a preview cocktail reception to put guests in the bidding mood, maybe with music and food.
- Display all your auction items attractively.
- Find a location to hold the event. It can be at a company facility, a house, a museum, or tied to an event, e.g., a dinner gala already being organized.

Drawings/Raffle

- Before you organize a raffle or drawing, be sure to check about local regulations, if any.
- Find a top prize, for example, a weekend for 2 at a particular resort that will give you a deal or donate the weekend, a computer that your company can get donated, or a car that you can get donated or purchase at a low cost.
- Get tickets printed and select a date for the drawing.
- Sell the raffle tickets to friends, family, clients, neighbors, team members, everyone.
- Hold the drawing somewhere in a public area.
- Make sure the winner gets their prize.

Policies and Procedures for Third Party Fundraisers:

- Before you begin planning, please keep in mind that events and activities must promote the mission and values of the SATB2 Gene Foundation and maintain its reputation for objectivity, integrity, credibility, accountability, and social responsibility.
- Each event and/or fundraising activity shall be in compliance with all state and federal laws and regulations.
- Events should not be listed as being hosted by the SATB2 Gene Foundation, but rather stated “benefiting the SATB2 Gene Foundation”. Use of the logo must be requested first via email and may be requested via the Event Interest Form below. Logos may not be altered in any way.
- The SATB2 Gene Foundation will not be liable for any expenses associated with the event [including rentals, printing, postage, security, licensing, permits, taxes, merchandise, etc.]
- Funds raised shall be forwarded to the SATB2 Gene Foundation in a timely manner and encouraged to be sent within 30 days of conclusion of event/activity. You agree not to keep any portion of the proceeds as a personal profit or compensation for organizing the event. Funds raised can be mailed to:

**SATB2 Gene Foundation
3050 Five Forks Trickum Road
Suite D-524
Lilburn, GA 30047
USA**

- The SATB2 Gene Foundation may only issue tax receipts for checks made out to “SATB2 Gene Foundation”.
- The SATB2 Gene Foundation cannot insure your event and will not assume any legal or financial liability associated with your event, nor will we indemnify you or any party involved in your event for any damage, expense, or other costs associated with your event, nor will we indemnify you or any party involved in your event for any damage, expense, or other costs arising or in any manner related to your event. The SATB2 Gene Foundation are not liable for any injuries sustained by event volunteers or participants related to your event and cannot assume any type of liability for your event.

Ready to get started? [Fill out this short form](#) to let us know about your event so we can help promote it!

We appreciate your interest in fundraising and supporting the SATB2 Gene Foundation and we look forward to working with you! If you have any questions or need additional information, please reach out to us at admin@satb2gene.org.