

Family Fundraisers How-To-Guide

Hosting a family fundraising event is a rewarding experience for family members, it gives a positive outlet for being able to do something in the fight against Huntington's disease, creates connections and fosters pride amongst family members and can produce great fundraising results to further the mission of HDSA. Here's a step-by-step guide on how to create a successful fundraiser. There are many different family-style fundraisers including pizza parties, community recycling drives, movie nights, Team Hope Walks, and ballgames. Your family may have their own unique idea, be creative and have fun!

Where to Begin:

- Start with a **fun idea** or theme for a fundraising event.
- Consider the **ages** and **interests** of the family members when choosing the activity. Keep it simple, but fun!
- Schedule a **date, time** and **location**. Choose a location that is no-cost or low-cost and fits within your budget and that is also family-friendly with free parking, ease of access, and handicap accessible. Could be your home, local park, school or pizzeria!
- Set a **fundraising goal** for the event—it's great to give the family a focus for the event. **Celebrate** when mile-markers are achieved at the starting and half-way points for added fun.

Divvy-Up Responsibilities:

- Make a list of the **tasks** that need to be accomplished for the family fundraiser.
- **Delegate** responsibility out to various family members based on age, interest, and availability.
- Create a **schedule** and check-in with each other to ensure progress.
- **Recognition**—be sure to thank your family members, even for the small tasks they will do, and of course be sure to acknowledge them at the event!

Promote It!

- Create a **flier** that is eye-catching and easy to read. Be sure to have it approved by the HDSA Communications Team before publishing. Display fliers in popular shops, cafes, grocery stores, etc. about 1 month prior to your event.
- Post the event information online—create a **Facebook Event Page**, list it on the HDSA website and as well as community calendars for your local radio and TV stations, newspapers, etc.
- **Talk about it!** Invite everyone you know to join you for the event and encourage them to bring even more friends.

Share the Fun!

- Invite local businesses to **sponsor** the event. Reach out to your Regional Development Director for help with a sponsorship packet that outlines the various sponsorship levels and benefits.
- Reach out to your favorite restaurants to request a in-kind donation of **food and drinks** for your event. In exchange offer logo recognition.
- Challenges & Rewards—create fun challenges or games to encourage registration or fundraising activation. **Prizes** from local businesses or sports teams are a great reward and incentive!

A Few Tips for Success:

- Have a **plan and prep** ahead of time.
- Pad your time-line by 15 minutes to allow for the **unexpected**.
- Always say **YES!** when help is offered.
- Take lots of pictures and **share** them.

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