2017 Fundraise for JED Toolkit

We are thrilled to introduce our new Fundraise for JED program. Now you can raise funds for The Jed Foundation (JED) the way you want to with tools and support from us! There are endless ways to get involved. This toolkit is a starting point to help organize your fundraising to make fundraising easy and fun.

HOW TO DO IT YOURSELF
Fundraising for JED doesn’t get any easier – Once you sign up you will have your own fundraising page that you can customize with all the details of your unique event. There people will be able to learn all about your event and make donations to support you and JED!

ORGANIZING A SIMPLE FUNDRAISE FOR JED EVENT
There are very simple ways to fundraise as well as more elaborate ways requiring advanced planning and more organization.

Here are examples of the simplest events you can hold:

- **Car Wash**: Go door to door with a group of friends or ask a church or business to let you use their parking lot. Make sure there is a hose. Give your volunteers a date they can all make and ask them to donate supplies and manpower.
- **Bake Sale**: Get friends to bake cookies, brownies, muffins. After getting permission, set up a table in a school during an event or high traffic public space.
- **Half Day of Service Raffle**: Sell raffle tickets to have your group clean up a garden or garage for the raffle winner.
- **If you are a Chef** (or know one): Sell raffle tickets and ask the Chef to donate their time to cook a private dinner for two in the winner’s home. Reimburse the Chef for the cost of ingredients from the raffle sale.
- **If you are a DJ** with a following (or know one): Ask the DJ to donate time and get a bar owner to host a fundraiser. Pick a date. Have the DJ announce the event on Facebook to followers. Ask the bar to donate a percent of drink and food sales to JED. Hold a 50/50 raffle and enjoy!
- **If you work for a Corporation**: Ask your employer to host a jeans day or similar event. Employees are asked to donate $5 to wear jeans on a particular day that is announced in advance. Remember to ask employer to match the funds raised if they have a matching gift program.
- **If you have a Facebook page**: Post a JED fundraiser. It’s easy. Click here to learn more.

Tips for all of the above events:

- Let people know what you are raising money for - understanding what the charity does can raise profits.
- Always provide an option to make a donation without buying the cookies, car wash, etc.
How to get the money you raise to JED:

- If you are hosting and collecting donations at an in-person event:
  - If you collect cash, please send a check for the total amount to the address below
  - If you collect checks, you can send them directly to the address below

- If you are raising funds online:
  - If you’re holding a Facebook fundraiser, funds will automatically be sent to JED
  - You can also set up a Fundraise for JED page for funds to be automatically sent to JED
    - Click here
    - Then select the big green button “BECOME A FUNDRAISER” and follow the steps to create your page
    - Then direct your friends, family and network to your Fundraise for JED page

JED Address:
The Jed Foundation
6 East 39th Street, Suite 1204
New York, NY 10016

That’s it! It’s pretty simple. Take a look at our FAQ and Promotion & Brand Guidelines at the end of this guide. If you plan on doing a team event, continue reading for detailed event organizing advice.

Organizing a Fundraise for JED Event Page for Your Multi-Team Event

If you want to organize a team fundraising event, the list of possibilities is endless. Here are a few ideas:

**Endurance Events:**
- 24-hour Dance-a-Thon
- 5K Run
- 10K Walk
- Bike Ride or Indoor Spin
- Stair Climb

**Sporting Tournaments:**
- Basketball or Baseball Game
- Indoor/Beach Volleyball
- Corn Hole

**Special Interest:**
- A neighborhood chili cook-off
- Organize a local concert, talent show or comedy performance
- Poker game

Allow people or teams of people to enter or register for the event and encourage them to reach out to their networks for additional support. The easiest, fastest way to raise money is to simply ask for it, and speak from the heart.

**How to Organize a “Fundraise for JED” Team Event**

You’ve come up with a great idea! Now here’s how to get started to support your Fundraise for JED Page. This is an extensive list, so please incorporate only what you need!

**Timing**

When determining the time and date of your event, choose a date far enough in advance to give you ample time to prepare. Consider holidays and other busy times, and also check for date conflicts with other popular local events.
LOCATION
- Find a location or venue that supports your goals and is within your budget.
- Tap into your networks.
- Explore the possibility of getting the facility fees fully or partially donated since your event is benefiting a charity.
- Book the venue as far in advance as possible to reserve your desired date. Remember that outdoor venues can become expensive if additional lighting, tents, barricades, portable toilets, etc. are required. Inquire about any restrictions on occupancy limits, outside food & drink, sound, decorations, etc. Also, if you are holding an outdoor event, create a weather contingency plan in the case of inclement weather.

SERVICES
Reserve any services required for the event in advance and be sure to get a contract or agreement in place so the provider is aware of the date, time, and their obligation. This is especially important if they are donating their services.

SERVICES YOU MIGHT NEED:
- Sound system or sound professional
- Projector & screen
- Security
- Food
- Drink
- Liability insurance

CREATE YOUR TEAM
Recruit friends, peers, family members, or community leaders and create a team to help you plan and organize your event. It will take a group of individuals who are motivated and passionate about supporting your event. And, it is more fun and meaningful with your friends.

Tasks for the team could include, but are not limited to: sponsorship, participant recruitment, marketing and social media, and day of planning. Hold regular meetings to keep up to date on the group’s progress and communicate often and don’t forget to thank them for all their support.

BUDGET
Setting goals for attendance, revenue, and expenses can be very helpful while planning your event. Be realistic and make sure you are considering any up-front costs or significant fees.

COSTS
Estimate attendance, cost of decorations, refreshments, printing, mailing expenses, food/drink, location, giveaways, supplies etc. Determine if any items or the use of a venue could be donated. Also look for sponsors within your local community.

Use the overall cost per person to determine what your goals are for attendance and fundraising and have a plan for paying expenses until any sponsorship money is received. Keep in mind that JED will not be paying for the expenses of the Fundraise for JED Event.
GETTING THE WORD OUT

- Create your guest list. Exhaust all of your networks in addition to volunteer networks.
- Create and send out “Save the Date” postcards or e-mails.
- Create fliers, posters, invitations, and brochures for the event.
- Mail out invitations no later than two months prior to the event.
- Market event through social networks, on-line calendars, sponsors and volunteers.
- Create comprehensive sponsorship packages that provide benefits that are appealing to local companies.
- Make sure to follow-up with each potential sponsor with a professional proposal, phone call or visit.
- Identify areas where additional volunteer help is going to be needed for planning and executing the event.
- Encourage team members to recruit both sponsors and volunteers.
- Ask for help.

DAY OF THE EVENT

All of the prep-work is done and it’s the day of your event. It’s a good idea to create a checklist of things to do and what you’ll need.

- Schedule a meeting with your volunteers well in advance of guest arrival.
- Communicate any last-minute changes or additions to your volunteers, as well as identifying and troubleshooting any problem areas.
- Ensure event is running on time and that all speakers have arrived and understand their role for the event.
- Identify a designated volunteer, whom you trust and can be relied upon, to troubleshoot any problems or answer any questions that volunteers may have.
- Make sure to greet your guests - let the volunteers focus on their roles while you thank guests for attending and encourage them to participate in the event’s activities.
- Ask for help.

POST-EVENT

You did it! Here’s how to wrap it up.

- Thank attendees and volunteers through an email or personal note.
- Thank sponsors with a personal note.
- Host a wrap-up celebration with your volunteers where you can discuss what worked and what didn’t.
- Ensure all expenses are paid and that proper documentation is retained to support use of revenue.
- Organize the attendee list in order to make sure they are invited to next year’s event.
- Submit proceeds to JED.
- Be proud of the great work you did to support JED’s mission. Thank you!
FAQ’S FOR FUNDRAISE FOR JED

As you are putting together all of the details of your Fundraise for JED activity, you will have many questions. We hope the following will be able to answer most of those for you.

Why is our activity classified as Fundraise for JED and not a JED Event?
This is YOUR activity, which means you get to do it your way, with all of your own ideas, adding all of your own flare! So, when promoting your event, title is as “Event Name, benefitting JED”. This will show our complete support of your event.

Can JED’s logo be used?
Yes! Download JED’s logo here. See the promotion and branding guidelines below for additional information.

Is it okay to have alcohol at our Fundraise for JED Event?
Alcohol is highly discouraged at an event unless it is believed to be important to the success of the event. But, we do recommend that if your event includes alcohol, try to limit the number of drinks each participant gets for “free” by providing drink tickets, or hire a licensed bartender to consider a participant’s level of consumption and age.

Will JED pay for expenses of a Fundraise for JED Event?
No. JED is not financially liable for the staging of a Fundraise for JED event.

Can funds already turned in to JED be used to pay Fundraise for JED Event expenses?
No. Once funds have been donated to JED, they cannot be utilized to pay expenses.

Can funds be kept to pay expenses of the Fundraise for JED Event?
Yes, but ensure the funds are kept in a safe location and these are not considered tax deductible.

When do funds raised from Fundraise for JED Events need to be given to JED?
JED asks that you deliver any proceeds raised from a Fundraise for JED Event within 30 working days after the event has taken place. Funds raised on-line, of course, are deposited immediately into JED’s banking account.

Are donations made to a Fundraise for JED Event tax deductible?
The Jed Foundation is a charitable organization, so any contribution to JED qualifies as a deduction under Section 170 of the Internal Revenue Code. Difficulty could arise when an independent, outside organization wishes to raise money for JED. If the payments are made to this independent organization, and it is not a qualified organization, the payments will not be deductible for income tax purposes. If the payments are made to JED, then they qualify – to the extent by law. Please note: As stated above, please remember that when checks are made to The Jed Foundation, they cannot be utilized later, or paid back from JED, for expenses of a Fundraise for JED Event.
PROMOTIONS AND BRAND GUIDELINES

- The activity will be promoted and conducted in a manner to avoid the appearance of JED endorsing any product, firm, organization, individual or service.
- JED reserves the right to decline association with any third-party when it believes that such association or Fundraise for JED activity may have a negative effect on the reputation of the Foundation.
- Any use of the name, The Jed Foundation, JED and its logos must be approved by JED before promotion begins.
- The organization’s name(s), logos, and Fundraise for JED logo should be appropriately used in conjunction with such an activity, but may not be altered in any way.
- JED operates under the Better Business Bureau guidelines for charitable giving. In compliance with these guidelines, JED requires full disclosure on all packaging, advertising or promotional materials when funds are raised through a consumer purchase or promotion (e.g. $1 from the sale of each item). All Fundraise for JED fundraisers must comply with this requirement if applicable.
- Similarly, advertising, promotion and associated materials must state that the proceeds of an activity will benefit JED, but should not imply or state that JED is the host, sponsor or endorser. Any sponsor of the activity should be clearly identified and the amount or percentage of proceeds to be provided to JED as the beneficiary should be stated: (i.e. The Elks Club is hosting X activity, “with 75% of net proceeds benefiting JED.”)
- Promotional materials and/or advertisements cannot be purchased with funds raised and are the responsibility of the organizer.

ABOUT JED

Please use the following content describing JED in marketing and promotional materials:

JED is a nonprofit that exists to protect emotional health and prevent suicide for our nation’s teens and young adults. We’re partnering with high schools and colleges to strengthen their mental health, substance abuse and suicide prevention programs and systems. We’re equipping teens and young adults with the skills and knowledge to help themselves and each other. We’re encouraging community awareness, understanding and action for young adult mental health.

Learn more at jedfoundation.org. Check out our programs including: JED Campus (jedcampus.org), Set to Go (settogo.org), ULifeline (ulifeline.org), Half of Us (halfofus.com) and Love is Louder (loveislouder.com).

Connect with JED on social media: Twitter | Facebook | Instagram | YouTube | LinkedIn