



**“Pop Up” Event  
Fundraising Tool Kit**

Thank you for your interest in hosting a fundraising event for Ovarian Cancer Institute. This packet will help you structure a successful fundraiser within Ovarian Cancer Institute guidelines. The enclosed contract must be approved by OCI before you can begin to use our brand.

## Approval Process

Once you complete the enclosed contract and budget forms, please submit them to OCI's Executive Director as soon as possible. You will be contacted if there are any questions. We promise to make this process move quickly and we will provide a response within 2 weeks of receiving the forms. You may not use the Ovarian Cancer Institute name and logo until we have approved your event licensing agreement.

## Fundraising Methods

### Getting Sponsorships for Your Fundraiser

Because we may already have relationships with certain companies or organizations, if you are planning to approach companies or organizations to get donations for your fundraiser, please let us know who you are planning to approach before making the ask. There are some companies in Georgia who already provide great support to the Institute and we do not want to ask too many times. We may also be able to help with recommendations on those who might or might not be good to approach.

### Raffles

The Institute is not responsible for raffles hosted by external fundraisers. Individual states have specific rules about raffles. Usually, raffles require a license/permit through your local Sheriff's Office and prizes may be subject to a federal income tax. It is your responsibility to investigate rules and regulations in your area.

## Quick Tips for Planning a Fundraiser:

- *Set a Goal and Give Yourself Plenty of Time.* Set a fundraising goal for you to work toward. Events tend to take longer than expected so plan accordingly.
- *Make a Timeline.* Get an idea of when you would like to have certain things completed to ensure your success.
- *Create a Community.* Invite others to be part of your planning committee and promote the event. It takes a village!
- *Follow Up.* Donation requests can get lost in the shuffle so don't be afraid to send friendly reminders to your supporters.
- *Say Thank You.* Always send a thank you note to supporters. It goes a long way!

# Resources & Responsibilities

## Resources Available To You

We are standing by to brainstorm, answer your questions, and provide support where we can. We will gladly provide services subject to availability and commitment level. Materials explaining our mission are also available to you at no charge. If you'd like to discuss your event with OCI, contact Kathryn Harper at 404-300-2997 or [kharp@ovariancancerinstitute.org](mailto:kharp@ovariancancerinstitute.org).

## Your Responsibilities

You will be responsible for your fundraiser from inception to the day the check is issued to the Institute. It is your job to obtain the donors, the publicity, the prizes, etc. The Institute cannot be held responsible for any costs associated with your event. Please remember to keep the Institute apprised of your activities, and contact the Institute for any approval for publicity.

# Pop Up Fundraiser Ideas

CockTeal Party – Host a cocktail party in your home or your favorite restaurant. Include a special teal drink to complete the theme.

Trivia Night – Host a trivia party with team entry fees. This can be a fun excuse to get your loved ones together and have a great time!

Turn Your Birthday Teal – What better way to celebrate survivorship, bring people together, and raise funds for ovarian cancer research than with a birthday party!

Training for Teal – Participate in a marathon, triathlon, bike race or other event. Collect pledges per mile and train, train, train!

Honorary/Memorial Page – Create a personal fundraising page on our website to honor or remember a loved one. Personalize your page with photos, videos and personal messages. Share this page with friends and family through email and social media.

# Acknowledgements

It is your responsibility to acknowledge any 3<sup>rd</sup> party donors who contribute to your event. If you would like the Institute to send a 'Thank You Acknowledgement' letter to 3<sup>rd</sup> party participants in your event, you must fill out the attached form and submit it to the Institute following the event.

# FAQ

## **How do I accept credit cards?**

It's best to ask for cash or check, but if someone can only give via credit card, we can help you set up a fundraising page where donors can pay with credit card.

## **When someone writes a check, who do they write it out to?**

All checks should be written to the Ovarian Cancer Institute.

## **I want to do a silent auction, how do I make the bid sheets?**

Our team of volunteers are here to answer your questions about best practices for silent auctions and provide templates for bid sheets.

**Ovarian Cancer Institute**

960 Johnson Ferry Rd., Suite 130

Atlanta, GA 30342

(404) 300-2997

www.ovariancancerinstitute.org

**Thank You Acknowledgement  
- Letter Request -  
For 3<sup>rd</sup> Party Contributors**

Individual Name	Mr./Mrs./Ms./Dr.				
Organization		Job Title			
Address					
Address					
City		State		ZIP	
Work Phone		Home Phone		Fax	
Email					

Individual Name	Mr./Mrs./Ms./Dr.				
Organization		Job Title			
Address					
Address					
City		State		ZIP	
Work Phone		Home Phone		Fax	
Email					

Individual Name	Mr./Mrs./Ms./Dr.				
Organization		Job Title			
Address					
Address					
City		State		ZIP	
Work Phone		Home Phone		Fax	
Email					

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**SPECIAL EVENT PROPOSAL  
AND LICENSE AGREEMENT**

The Ovarian Cancer Institute appreciates your interest in holding a fund-raising event (“Event”) to help us fund ovarian cancer research. Please fill out this proposal form and indicate your acceptance of the terms and conditions herein by returning a signed, original copy to us. If the proposal is approved, we will send you a fully signed copy, at which time your license to use the Ovarian Cancer Institute name and Marks will become effective.

**Sponsor and Event Information**

Sponsor: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Name of Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Date and Time: \_\_\_\_\_

Briefly Describe the Event: \_\_\_\_\_

What participation or resources, if any, do you request from Ovarian Cancer Institute?

\_\_\_\_\_  
\_\_\_\_\_

## Budget Information

Will admission fee be charged? \_\_\_\_\_ No If so, how much? \$ \_\_\_\_\_

What % or amount of the fee will Ovarian Cancer Institute receive? \_\_\_\_\_

Will the Event generate other types of revenue and, if so, what % or amount of that revenue will Ovarian Cancer Institute receive? \_\_\_\_\_


Anticipated total revenues: \$ \_\_\_\_\_

Anticipated total expenses: \$ \_\_\_\_\_

Anticipated total donation to Ovarian Cancer Institute: \$ \_\_\_\_\_

## Terms and Conditions

1. Sponsor agrees to provide Ovarian Cancer Institute with all of the net proceeds from the Event, along with a written accounting of Event revenues and expenses (and supporting documentation for any expenses in excess of \$500), in a form acceptable to Ovarian Cancer Institute, within thirty (30) days after the Event. OCI may audit the Event revenues and expenses, if necessary.
2. In accordance with standards adopted by the BBB Wise Giving Alliance, Sponsor agrees that any solicitations relating to the Event must specify at the point of solicitation: (a) that Ovarian Cancer Institute is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit Ovarian Cancer Institute; (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution amount.
3. In order to avoid inadvertently jeopardizing existing relationships between Ovarian Cancer Institute and its donors, Sponsor agrees to receive approval from Ovarian Cancer Institute before soliciting corporations, businesses, celebrities, sports teams, or individuals for cash or in-kind donations relating to the Event.
4. Sponsor represents to Ovarian Cancer Institute that: (a) it will comply with all applicable laws during the planning, promotion and conduct of the Event; (b) all necessary insurance, licenses and permits will be obtained and will be in force through the conclusion of the Event; (c) the Event will result in no cost or expense to Ovarian Cancer Institute whatsoever, unless expressly agreed in writing to the contrary; and (d) it will indemnify and hold Ovarian Cancer Institute harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the Event.
5. Nothing in this document shall be construed to authorize Sponsor, or any of its employees or representatives, to act as an agent of Ovarian Cancer Institute. Thus, for example, Sponsor may not open a bank account in OCI's name, nor may it endorse or attempt to negotiate any checks made payable to Ovarian Cancer Institute, all of which must be promptly forwarded to OCI for processing.

 Initials \_\_\_\_\_



WE ARE DEEPLY GRATEFUL TO YOU FOR PROPOSING THIS EVENT TO BENEFIT THE OVARIAN CANCER INSTITUTE. IT IS BECAUSE OF CARING PEOPLE LIKE YOU THAT WE HAVE BEEN ABLE TO FUND INNOVATIVE RESEARCH, LEADING TO EARLIER DETECTION OF OVARIAN CANCER AS WELL AS EDUCATE THE PUBLIC AND MEDICAL PROFESSIONALS ABOUT THE SILENT KILLER.

**[Note: This Special Event Proposal and License Agreement will not become effective unless and until it is approved by Ovarian Cancer Institute, as evidenced by the signature of an authorized OCI representative below.]**

PROPOSED BY:

APPROVED BY:

\_\_\_\_\_  
*Signature of authorized representative  
of Sponsor*

\_\_\_\_\_  
*Signature of authorized representative of  
Ovarian Cancer Institute*

\_\_\_\_\_  
Print name

\_\_\_\_\_  
Kathryn Harper  
Print name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Executive Director  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date