



TEAMSOLVE

Raising Funds to Defeat ME/CFS



Benefitting the Solve ME/CFS Initiative

Do It Yourself (DIY) Fundraising

Are you passionate about finding treatments and a cure for ME/CFS? Join SMCI Team Solve and take the fight into your own hands. With DIY fundraising, you can mobilize and engage your family, friends, and colleagues and raise money to support SMCI and the Defeat ME/CFS Research Plan. Whether you're interested in cooking, walking, or celebrating a special occasion, DIY fundraising puts the fun in your hands and lets you do it your way!

This toolkit was designed to help walk you step by step through fundraising activity benefitting SMCI. Though our staff is small and the direct support we can offer is limited, we are here to help if you need guidance, support and brainstorming. Let's get started!

Introduction

Checklist: How to DIY for SMCI

- ✓ Choose your fundraising activity
- ✓ Register online
- ✓ Set your fundraising goal
- ✓ Create a timeline
- ✓ Budget
- ✓ Promotions and Guideline
- ✓ Get the word out

Where Your Money Goes

About SMCI

FAQ's

Checklist - Choose your fundraising activity

There are endless ways you can fundraise through your DIY. Start by thinking about your hobbies, what interests you and your friends, and what you'd enjoy doing to raise funds. The sky is the limit!

We will provide you with easy to use materials for the following events:

- Pancakes for Progress
- Party for Progress - Birthday/Wedding/Graduation
- Project of your choosing!

The key to creating your own event is to take what you know and love and leverage that into a fundraiser. For example if you love to play Bunko, have a fundraising bunko night where people “buy in” to play and a portion of the buy in goes to your fundraising. If you love to knit, get friends to donate for how many scarves you can knit before winter, or sell your handmade scarves then donate the proceeds. Here are some additional ideas to get your creative juices flowing:

- Chopped competition – Love to cook? Invite your friends to form teams and then host a cooking competition utilizing some fun and unique ingredients. They ‘pay a fee’ to play by donating to your event that benefits SMCI. Invite other friends to judge and be the audience. Open the night explaining how you are ‘playing for charity’, telling them all about your experience with ME/CFS and support of SMCI.
- Garage Sale - Get your neighbors together for a neighborhood sale to maximize your profit. Advertise that all proceeds go to SMCI. Post signs and have an information table about ME/CFS and SMCI.
- Jeans Day at Work – Ask your boss if your company can host a dress down day for ME/CFS with all proceeds going to SMCI. Participating co-workers pay \$10-\$20 to be able to dress casual on a given day.
- Car Wash – Just like in high school, host a carwash with all proceeds going to ME/CFS through SMCI. Make sure your signs reflect this, point people to www.SolveCFS.org and have donation buckets. Hand out a small “facts about ME/CFS” card with each completed wash.
- Create your own! You are only limited by your imagination!

Create Your Online Event Page

By registering online you will tell us a little bit more about yourself and what type of event you are planning. SMCI provides easy and convenient fundraising web pages free of charge for DIY events via [Crowdrise](#).

Here are just some of the features of your personalized fundraising page:

- Your page may be customized with a photo or video and your own text. This means that you may use your page to share your personal story, fundraiser information and more!
- You may create a customized URL for your page, allowing for easy sharing and marketing. Friends, family and community members may support your DIY for SMCI fundraising activity directly through your personalized page.
- Making a donation online is easy and secure. Your page features an honor roll of all your donors and a thermometer to help you track your progress.
- When donors make a gift to your page, the Crowdrise platform will automatically send a tax acknowledgement email to the donor.
- Your donors will not be added to the SCMI mailing list unless they specifically ask to be – so they won’t get placed on our mailing list or asked for additional support. They are *your donors and friends* and we respect that!
- To register online and get started with your personalized fundraising page, [Click Here](#) (<https://www.crowdrise.com/SolveCFS>).

Set A Fundraising Goal

Determine the overall goals and objectives of the event.

- What is the fundraising goal amount?
 - Set your goal by determining how many people you will have at your event, what are you going to charge people to attend, what you think your expenses will be and do the math.
- Will the effort increase awareness among others of ME/CFS?
- Will it draw attention to our cause?
- Will the event motivate others to take action?
- Will the event motivate others to become volunteers?
- If you have achieved your goal, think about increasing it to encourage more donations!

Create a timeline

Keep these things in mind when determining the time and date of your event:

- Choose a date far enough in advance to give you ample time to prepare.
- Look at the other events on Crowdrise - is there an event in your area that may conflict with yours?
- Make sure to consider holidays and other busy times of the year for your attendees.
- You could coordinate your event with a significant date or time of year.
- Consider hosting an event in March during SMCI Awareness Month, around Sever ME Day on August 8th or around Giving Tuesday in December.
- Set realistic dates and goals for when you will accomplish each of your goals to make the event successful.
- Make sure to record the name of the committee members or volunteers responsible for meeting specific goals.
- Remember, that it is better to finish your to-do list earlier than later so make sure that you allow enough time to complete tasks well in advance of the event.

Budget

- Set realistic goals for attendance, revenue and expenses. Make sure to consider any up-front costs or significant fees.
- Estimate attendance, cost of decorations, refreshments, printing, mailing expenses, food/drink, location, giveaways, supplies etc.
- Determine what items could be donated and determine who you know that can donate them.
- Determine the overall cost per person and then how many people need to participate to ensure a profit.
- Consider significant up-front costs and deposits that may be required to reserve the location, caterer, DJ or other service provider.
- Have a plan for paying expenses until sponsorship money is received.

A budget can be very simple:

Food & Drink - \$100	Guest "tickets" - \$10 x 100 people = \$100
Community Center Rental - \$150	Straight donations - \$500
Decorations - \$50	Extras (VIP parking, etc.) - \$100
Plates & Utensils - \$50	
Total Expenses = \$300	Total Income = \$700

Total amount made = \$400!

Remember, if you can get things donated, your profit/donation to SMCI will increase!

Branding Guidelines

A number of graphics have been created for your use. These can be reproduced, used on social media or online, printed on flyers, etc. but we ask that you not change the colors (no purple, bright blue, etc.)

Any SMCI logo or adaptation of a logo must either be used in black and white, black/white/orange as created, or be shown in the official SMCI colors:

Orange – PMS "Bright orange" or CMYK 0-77-100-0 or RGB 241-99-26

Dark Green – PMS 371 or CMYK 43-00-100-56 or RGB 80-112-51

Med Green – PMS 71(80%) or CMYK 26-00-60-34 or RGB 137-159-98

Light Green – PMS 71 (40%) or CMYK 17-00-40-22 or RGB 174-189-143

It is important to be clear about your event and that it is a benefit for the Solve ME/CFS Initiative. By declaring it is a benefit for SMCI, your donors understand that it is *your* event not an official SMCI managed event. It is unlawful to use the logos and materials available through the Team Solve program for personal gain. The percentage going to SMCI must be declared and made clear, then all proceeds must be remitted to SMCI in a reasonable timeframe.

A suite of logos are available for your use and can be downloaded www.SolveCFS.org/Fundraising We ask that you use the official logos and the tagline "a benefit for the Solve ME/CFS Initiative", but you are also free to create your own marketing materials and graphics, should you choose to, as long as the "benefit for the Solve ME/CFS Initiative" language is utilized and the Team Solve logo is present.

Please direct people to our website, www.SolveCFS.org to learn more about our organization and most importantly about ME/CFS.

Get The Word Out - tell your community how they can help

You know the drill! Facebook, Linked-in, Twitter, Instagram, Flickr, Vimeo, Vine. We also encourage face to face invitations and traditional mailed invitations. Sending an email and/or text can also be a very effective way to let people know about your event. The bottom line, share your enthusiasm and folks will respond positively!

It is important to invite people to participate in more than one way and often. In today's world, most people have an attention span that is very short and full of distractions. People need to hear your message in a myriad of ways and multiple times (some studies say as many as 19 times!) in order to really *hear it*.

Promote early and often!

Where The Money Goes

SMCI has a stellar record of keeping overhead, management and development expenses considerably below the national average for non-profit organizations. Supporting services ratio is consistently under the 25% threshold of the best-run nonprofits. SMCI maintains a high rating on Guidestar and among other agencies that rate non-profit effectiveness.

About SMCI

Our Vision: **A world free of ME/CFS**

Our Mission: **Make ME/CFS widely understood, diagnosable and treatable**

Our Strategies: Activate and engage our community to participate in research
Accelerate discovery of safe and effective treatments
Aggressively expand funding for treatment and cures

Our Core Values: Innovation | Collaboration | Integrity

Since the organization was founded in 1987, the Association has invested more than \$31 million in initiatives to bring an end to the pain, disability and suffering caused by ME/CFS. The Solve ME/CFS Initiative (SMCI) has directly funded or leveraged more than \$12 million in ME/CFS research studies in the past 5 years alone, all aimed at accelerating progress toward accurate diagnosis and effective treatment of ME/CFS. SMCI is the largest source of ME/CFS research funding aside from the federal government.

Some Frequently asked Questions and the Fine Print

May I use the SMCI logo?

Yes, but you must follow the branding guidelines mentioned above

Will SMCI help me pay for an event space?

Unfortunately we cannot help you pay for any of the event expenses, nor can we thank in-kind donors for the items they give, according to federal tax regulations. They are supporting you and your event, not directly giving to SMCI. However, it is perfectly acceptable to take your expenses out of the proceeds as long as you clearly note on all materials that the NET PROCEEDS are being remitted to SMCI.

Should you choose to donate your costs, you may advertise that ALL PROCEEDS will be remitted to SMCI accordingly.

Can funds already turned in to SMCI or donated directly be used to pay for my event expenses?

No. Once funds have been donated to SMCI, they cannot be returned to you to pay event expenses.

Can funds be kept to pay expenses of the DIY Event?

Yes, but ensure the funds are kept in a safe location and these are not considered tax deductible. Also, it is best to explain to your donors that some donations will be used to cover expenses and NET proceeds remitted to SMCI.

When do funds raised from DIY Events need to be given to SMCI?

SMCI asks that you deliver any proceeds raised from a DIY Event within 30 working days after the event has taken place.

Are donations made to a DIY Event tax deductible?

SMCI is a charitable organization, so any contribution directly to SMCI – either through a check, CC or via the Crowdrise platform - 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 SMCI. If the payments are made to this independent organization or person, and it is not a qualified organization, the payments will not be deductible for income tax purposes. If the donations are made to SMCI, then they qualify – to the extent by law. Please note: As stated above, please remember that when checks are made to the SMCI, they cannot be utilized later, or paid back from SMCI, for expenses of a DIY Event.

Does the SMCI provide tax receipts?

Receipts are provided for donations made through our website or our online fundraising platform, Crowdrise. We are unable to provide tax receipts for any kind of in-kind donations given directly to you for your event (e.g. auction items or donated services).

Will a SMCI staff or board member speak at my event?

SMCI staff is very small and we work to keep expenses to a minimum, so travel is unlikely. However, we would be excited to Skype or teleconference in to your event to thank those involved.

Will the SMCI help underwrite the cost of the event?

We encourage DIY fundraisers to self-fund all expenses related to an event and the SMCI will not reimburse for costs related to an event.

Will SMCI pay for expenses of a DIY Event?

No. The Initiative is not financially liable for the staging of a DIY event. See “Can funds already turned in to SMCI be used to pay DIY Event Expenses?”

Why is our activity classified as DIY and not a SMCI 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 the SMCI”. This will show our complete support of your event while clarifying that it is yours, run by an independent person outside of SMCI staff.

Is it okay to have alcohol at our DIY 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.

Waiver:

When you create an event on Crowdrise, understand that you agree to the terms of this waiver:

I assume all risks associated with the event I create. Having read this waiver and knowing these facts and in consideration of your accepting my entry, I, for myself and anyone entitled to act on my behalf, waive and release SMCI and all other sponsors or vendors, their representatives, all volunteers, and all their successors from all claims or liabilities of any kind arising out of my participation in this event or carelessness on the part of the persons named in this waiver. Further, I grant permission to all of the foregoing to use any photographs, motion pictures, recordings, quotes or any other record of this event for legitimate purposes.

General Logos


TEAMSOLVE

Raising Funds to Defeat ME/CFS

 Benefitting the Solve ME/CFS Initiative

Party for Progress

A **TEAMSOLVE** EVENT

 Benefitting the Solve ME/CFS Initiative



Pancakes for Progress

A **TEAMSOLVE** EVENT

 Benefitting the Solve ME/CFS Initiative



Facebook Banner:



Facebook Profile Graphic:

