



# Side-By-Side Fundraiser's Toolkit





## How to organize a fundraiser

Thank you for helping local people with cancer! We receive no government support and rely entirely on donations to help more than 4,000 families every year.

For more than 75 years, Cancer Services of Northeast Indiana has served as our community's response when our friends, neighbors, or loved ones have cancer. This independent nonprofit serves Allen, Adams, DeKalb, Noble, Huntington, Kosciusko, LaGrange, Steuben, Wabash, Wells, and Whitley counties.

The mission is to enhance the quality of life of those affected by cancer by providing meaningful resources, information, and compassionate assistance.

This tool kit offers some helpful information as you plan your event. Please contact Stacey Stumpf at [sstumpf@cancer-services.org](mailto:ssumpf@cancer-services.org) or (260) 484-9560 if you have any questions.

# Publicity & Media

Cancer Services cannot provide our mailing list. However, we may be able to include your fundraising event information in some of our publications if you provide it to us in advance:

- Newsletters
  - Printed quarterly, check when the next newsletter is scheduled and the date your information is needed.
- Client E-mailings
- Website and social media
  - Graphics should be website ready (.jpg file format) and provided well in advance of the scheduled event.

## **Create a Poster or Flyer**

- We can provide a Cancer Services logo (please be careful not to alter or distort it).
- Once your poster or flyer has been created, (if you are using our logo we will need to review it before it is printed) please drop it off or mail it so that it can be posted in our office.

You may also want to send out a press release. We can help if needed. We can also review it and then email it to our press contacts in the areas we serve.

Please keep us informed of any possible articles or newscasts that may arise from the release.

- Any publicity on radio or TV should refer to us as Cancer Services of Northeast Indiana or Cancer Services no other variation is acceptable.

# Staff / Venue

Cancer Services is a non-profit. It is important for us to keep our administration costs as low as possible. Consequently, staff schedules are limited. For this reason, we cannot always provide staff or volunteers to help run your event.

Our staff can:

- Review your plan and advise.
- Prepare a letter for your organization on our letterhead stating we are aware of your fundraiser and that the funds will be coming to our organization - many donors are concerned about where the money raised will be going (We **cannot** allow you to use our tax ID number when soliciting sponsors.
- Provide a Cancer Services representative to:
  - Appear at the event to thank attendees and sponsors if schedules permit.
  - Accept the donation on behalf of Cancer Services
  - Speak about Cancer Services programs and statistics.
- We cannot provide a banner or other large-scale branded materials, unless a staff member is present with the item(s).

Cancer Services is not able to allow third parties to use our facility for fundraising events.

# Donations

## Checks

- If the checks will be given to us to process, they must have our name:
  - “Cancer Services of Northeast Indiana”, “Cancer Services”, “Cancer Services of Allen County”, or “CSNI”
- Checks cannot be made out to American Cancer Society

## Thank you letters

- Letters can be prepared by CSNI if we are provided the donor’s name and address. If the donor is an organization, a contact name is needed. It would be most helpful to have the information (Name, street address, city, state and zip code) in an electronic format. This will eliminate the need to create and/or type one from scratch.
- Individuals: Cancer Services will send a thank you letter to those donating \$10 and above.
- Organizations: Cancer Services will send a thank you letter to those donating \$10 and above.
- Cash donations: If we are provided individuals names and addresses we can send a thank you letter to those donating \$10 and above (please make sure we know how much each individual donated if there are multiple cash donations made at your event).
- We cannot thank donors with a dollar amount for tax purposes if the check has been made out to you or anyone other than Cancer Services per the IRS.
- We cannot place a value on in-kind donations for tax purposes per the IRS.

# Fundraising Ideas

Cancer Services supporters have come up with some amazing and fun ways to raise the resources needed to help local people with cancer. Here are a few of those events for inspiration:

- Golf Outing
- Bake Sale
- Motorcycle Ride
- Fundraising Walk
- Lemonade Stand
- No Shave November competition at work
- Asking friends to donate to Cancer Services for birthdays or anniversaries
- Gift Basket Raffles



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