



Fundraising Event Packet

Thank You for sharing the Mission of Marklund!

Our Mission: Marklund makes *everyday life* possible for individuals with profound disabilities.

This packet will help you structure a successful fundraising event within Marklund guidelines. It is also yours to keep and refer to throughout your planning process, and should answer any questions you have about hosting an event to benefit Marklund. Please review and complete the Event Proposal Form included in this packet and return to Mike Jones at Marklund.

Fundraising Packet

Thank you for your interest in holding a fundraising event for Marklund. We are extremely grateful for your desire to support Marklund, while building camaraderie, spirit, and enthusiasm among members of your personal network, family, and community. Your involvement helps increase awareness about Marklund and helps directly fund important programs and services to enrich the lives of our residents.

History of Marklund

In 1954, Mary Ellen Reedy, M.D., asked Claire Haverkamp, R.N., to provide foster care for five day-old infant Mark William Lund who had Down Syndrome and severe cardiac complications. The day after Christmas, Claire and her husband, Stan, agreed to lovingly accept the baby into their home and give him the best care they could. That single act of kindness would lead to so much more.

Over the years, the Haverkamp family grew as the couple cared for more children with developmental disabilities. Their decision to take in children with special needs fulfilled their belief that the able-bodied are bound – and privileged – to care for those who cannot care for themselves.

Eventually, the Haverkamp's Northlake house became too small for the growing family, and they moved to a larger home in Bloomingdale, Illinois, known today as the Marklund Philip Center for Children. Over the next 50 years, Marklund would grow into a nonprofit network of homes, day centers, and programs. To date, that network has provided care for more than 1,800 infants, children, and adults with developmental disabilities.

In November 2016, Marklund and The Little Angels Center for Exceptional Care in Elgin announced that they have approved the merging of both not-for-profit organizations.

Marklund and Little Angels have very similar histories in that their programs have grown out of the dedicated and selfless care provided by their founding families more than half a century ago.

Founded in 1958 by Pat and Bob Wasmond, Little Angels provides services to 57 residents at its five-acre facility, operating on a \$7 million budget. Located on the eastern edge of Elgin, its campus includes the Pat Wasmond Home and the Cathy Freeman Center for Developmental Training. These programs offer services for medically complex individuals with developmental disabilities including 24-hour skilled nursing care, comprehensive respiratory and therapeutic services, and social and community activities.

All programs will continue to operate in their current locations, which are:

Marklund Hyde Center, 1S450 Wyatt Drive, Geneva, IL 60134

Marklund Philip Center, 164 S. Prairie Avenue, Bloomingdale, IL 60108

Marklund Day School, 164 S. Prairie Avenue, Bloomingdale, IL 60108

Marklund Wasmond Center (*at Little Angels*) 1435 Summit Street, Elgin, IL 60120

Marklund is held accountable to the highest ethical standards of fundraising and governed by a committed Board of Directors, who are volunteers from the community. In completing this form and planning your fundraiser, there are some guidelines we ask you to follow in order for Marklund to not only stay in line with IRS standards as a qualified 501(c)(3) organization, but also as reputable nonprofit agency in the eyes of various watchdog agencies and the Better Business Bureau. Please review the following information carefully.

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Approval Process

There are many different types of events including dinners, wine tastings, auctions, athletic tournaments, golf outings, holiday celebrations, and many more! Once you have chosen a fundraiser, please complete the enclosed **Event Proposal Form** and **return it to Marklund, Attn: Mike Jones at 1S450 Wyatt Drive, Geneva, IL 60134**

Questions? Need Help? Contact Mike Jones at 630-593-5442 or mjones@marklund.org

The Event Proposal Form will ask you to provide the anticipated donation commitment to Marklund from your event.

We will call you with any questions, and once your fundraiser is approved, you may then use the Marklund name. We promise to make this a quick process and will contact you with a response within **SEVEN business days** of receiving your paperwork. Please do not proceed with your event for Marklund until you have received a copy of the signed approval.

Using the Marklund Name

Once your event has been approved, we will send you the Marklund logo and branding guidelines.

Organization name: **Marklund**

- Any products you develop for your fundraiser which incorporate the Marklund name (such as t-shirts, pens, mugs, etc.) must be approved by Marklund. Contact Mike Jones at 630-593-5442 or email her at mjones@marklund.org for approval of your products.
- **Any information you distribute, print or send out using the Marklund name, including ads, flyers and/or press releases, must be reviewed by the Marklund staff before going out.**
- Please contact Mike Jones **to receive the approved Marklund logo** in the specific format needed: .jpg, .eps, PDF, etc. ***Please do not photocopy the logo or copy it from the website for your materials.***

Language to Use

Our organization exists to serve children and adults with special healthcare needs, and we are always careful to use language which is sensitive to clients and their families. Please use the following chart when referring to Marklund residents.

INSTEAD OF SAYING:	SAY:
Handicap/handicapped	Disability/disabled
Unfortunate, pitiful, poor, deformed	Disabled, person with a disability
Deaf and dumb, mute	Deaf or hearing impaired and nonverbal, nonverbal
Blind as a bat	Blind or visually impaired
Disabled person	Person with a disability
Victim, Afflicted by, Afflicted with	Person who has... Person who experiences... Person with...
Cripple, Crippled, The crippled person	Person with a disability, Person with a disability
Retard, Retarded, The retarded person	caused by or as a result of...
Invalid	Person who has a disability resulting from or caused by....
Wheelchair bound	Uses a wheelchair
Homebound employment	Employed in the home

Always state the person before the disability. A person is a “child with a disability,” as opposed to “A disabled child.”

Avoid attaching LABELS to people, with or without disabilities. For example, the word “NORMAL” is acceptable when referring to statistical norms or averages but not as a label for a person who has no disability.

When called on to depict people with disabilities, emphasize achievements, ability, and individual qualities. Show people in the least restrictive environment, participating in the mainstream of all aspects of society. (Portray people with disabilities as children, adults, residents, students, clients, friends, etc.)

Language to use in Advertising

The Better Business Bureau has established guidelines as to how you should indicate your fundraiser is benefiting a 501(c)(3) organization, such as Marklund. Please refer to the following chart:

Funds going to Marklund	Wording to Use
If <i>all</i> the money raised is going to Marklund	<i>Proceeds benefit Marklund</i>
If <i>all the money minus your expenses</i> on the event are going to Marklund	<i>A portion of the proceeds will benefit Marklund</i> or <i>Net proceeds will benefit Marklund</i>
If a <i>specific dollar amount</i> in the purchase of a product is going to Marklund; or if a set donation is going to Marklund	You must state the dollar amount. Example: <i>For every latte we sell on Sunday, \$2 will go to Marklund</i> or <i>A donation of \$1,500 will be made to Marklund</i>
If <i>a percentage of the proceeds</i> are going to benefit Marklund	You must state what percentage of the proceeds will benefit the organization. For example, <i>50% of the proceeds will benefit Marklund</i>

Fundraising Methods

Getting Sponsorships for Your Fundraiser

If you are planning to ask companies or organizations for donations for your fundraiser, please let us know who you are planning to approach before you make the request because we may already have a relationship with them. **Please contact Vicki Watts** at 630-593-5482 or vwatts@marklund.org before approaching potential donors.

Those who inquire about hosting a fundraising event are expected to handle all of the solicitation and planning for their events. The Marklund office will support 3rd party events by writing a benefit confirmation letter/authorization letter on behalf of the event sponsor and providing any Marklund literature you may need to complement your event.

Raffles and Auctions

Raffles and auctions are a great way to add excitement to the event as well as increase revenue. A raffle or auction has the potential to be as big or as little as you would like to make it.

Event organizers conducting a raffle are responsible for compliance with all federal, state, and local laws which may require a local (city and/or county) raffle license. To determine if your local government will require a raffle license, contact the City or Village Hall where you plan to sell raffle tickets and inquire about the process prior to your event (these are typically online). If you are unable to obtain a raffle license, please contact Mike Jones at 630-593-5442 or mjones@marklund.org, and she may help you decide on an alternate option.

Note: There are specific IRS Reporting Requirements for raffles. Please review IRS Notice 1340 for explanations on what these requirements are on reporting raffle prizes, withholding tax on raffle prizes, and reporting and paying tax to the IRS. www.irs.gov

Auctions are a great way to add revenue to an event without having to obtain a special license. Many events include both live and silent auctions, although, it is also common to choose just one type of auction for your event. The live auction usually takes place toward the end of the event. An auctioneer or volunteer is chosen to auction off the items while attendees have the option to out-bid each other to win the item(s). The highest bidder wins the item(s). Usually the more expensive and desired items are included in the live auction.

The silent auction has a specific start and end time (usually one to two hours before the event is over). The silent auction table should state the closing time of the auction bidding, and the item should also be listed in the program, if applicable. It should also be reiterated during the event so bidders know the exact time when bidding is over. The closing time of the bidding should be strictly observed.

- The items should be displayed at volunteer-attended tables.
- Individual bid sheets should be placed next to each item in the auction.
- If possible, a list of the items should be distributed to all attendees at the event as they enter.
- The bid sheet should include the name of the auction item, description of the item, the fair market value, the minimum price to start the bidding, and a minimum bid increase to proceed with the bidding

**According to Section 170 of the IRS Code, the general rule is, "there shall be allowed as a deduction any charitable contribution (as defined in subsection (c)) payment of which is made within the taxable year." Subsection (c) goes on to define the term "charitable contribution" as meaning a gift to or for the use of qualified organizations. Marklund is a "qualified organization" approved by the Internal Revenue Service. If payments are payable to Marklund, than they qualify to the extent allowed by law.*

Tracking Money

Money may come in before, during, and after the event. It is important to keep track of how much, by whom, when, and type of tender (cash, credit, check, in-kind). Individuals or groups wishing to host events on our behalf are required to meet the financial demands of their event.

- **Accepting Payments:** To keep track of payments and donations for your event and event activities, you can keep a running spreadsheet with the Budget Worksheet Tool (included). It is perfectly acceptable to use your own method, as long as all the information is tracked.

Cash Donations – Whenever possible, please convert cash and coins into a check or money order prior to sending to Marklund.

Checks – Please make sure all checks are made payable to **Marklund**.

Credit Cards – The donor may call Mike Jones 630-593-5442 and state the Event name, Event organizer's name, donation amount, and credit card information. Mike will let you know if any credit card contributions are made, so that you can include them in your totals.

Online Donations – If you would like to explore the option of online giving for your event attendees/donors, please contact Mike Jones at Marklund at 630-593-5442 or mjones@marklund.org

- The event planner is asked to send Mike Jones a final accounting statement and funds collected **within 30 days** of the event.

Frequently Asked Money Questions

1. May we open a bank account to cash checks made out to Marklund or will you do that for us?

No. No party other than Marklund may cash a check made out to the organization. Please suggest to the group that you are working with to ask their participants or patrons to make checks payable directly to Marklund. These checks can then be forwarded onto the Marklund Office (**address: 1S450 Wyatt Drive, Geneva, IL 60134**) for deposit. Make sure the checks clearly indicate for which Event and activity (entry fee, auction item, etc.) it is intended.

2. What do I do with the cash collected from the event?

All cash money collected the day of the event should be collected and given to a pre-designated individual from the organization, family or group sponsoring the event. The money should be kept in a secure location, monitored by the designated individual until it can be counted and deposited or given to Marklund. Checks should be given directly to Marklund or a single check

from the sponsoring individual/organization should be sent to Marklund with the grand total from the event.

We kindly ask that you cash in any change collected from “coin-raising activities.” Please cash in all change and present it to Marklund in the form of a check.

3. *How does Marklund acknowledge donations from an event for charitable tax purposes?*

The Staff at Marklund will be happy to issue acknowledgements for tax purposes for charitable donations through your fundraising event. We are able to acknowledge individual donors and businesses that support your event, either through cash or in-kind donations. (***Please note: Although event hosts may send out their own “thank you” cards, they cannot send out acknowledgements on behalf of Marklund, nor can they be used for charitable tax deductions.***)

4. *How much does it cost to support a resident at Marklund?*

On average we need to raise an additional \$13,200 annually in support for each of our 174 residential clients, above what the state of Illinois reimburses, in order to provide an excellent standard of care; or what we call the “Marklund standard of care.” Many of the additional things that we do and the quality services provided by our professional staff are significantly above what is required by regulation but we feel it is what our clients deserve, and our families expect. For example, the state requirement is to bathe clients weekly, where Marklund clients bathe daily; Marklund provides three times the amount of developmental therapy, provides double the staff/client ratio, and at least two more hours per day of personal nursing care than the state of Illinois requires.

5. *A local business wants to support my event, but they say they need the Marklund tax ID number?*

Since the event in question is not being produced by Marklund, the IRS **does not** allow for the waiver of sales tax for items going toward the production of the event. **However**, we can provide a copy of our 501 (c)(3) letter to help you procure donated items for the event such as auction items, food, giveaways, etc.

More than likely, the local businesses are really looking for our 501(c)(3) letter that identifies Marklund as a legal charity in the eyes of the government. Businesses will include this letter with their tax filings to prove the charity that they’ve supported was legitimate. Marklund can provide a thank you letter that includes the statement “*Your gift is tax-deductible to the extent permitted by law.*” Again, it is for the business to decide what deductions they will file and for Marklund only to say “thank you” for their support.

Some companies may request a tax ID number for Marklund to process the check and may require a [W9 form](#) from Marklund. Please email Mike Jones at mjones@marklund.org, and she will be happy to provide these for you.

Resources and Responsibilities

Your Responsibilities

You will be responsible for your fundraiser from inception to the day the check is issued to Marklund. It is your responsibility to obtain the donors, the publicity, the prizes, etc. Marklund cannot be held responsible for any costs associated with your event unless the organization has agreed to do so, and in this case it will be written into the signed Agreement.

Who signs Event Contracts?

As the Event Sponsor, you will also be responsible for understanding and agreeing: (a) that neither you, nor any of your employees or representatives, is authorized to act as an agent of Marklund; (b) that you may not open a bank account in Marklund's name; and (c) that you may not endorse, or attempt to negotiate, any checks made payable to Marklund, all of which shall be promptly forwarded to the Marklund office for processing. Any and all contracts must be between you and the vendor personally, unless otherwise noted in the following signed Agreement. **If you have any questions, please contact Mike Jones**, Community events Manager at Marklund at 630-593-5442 or mjones@marklund.org

Resources Available To You

We are happy to answer your questions and provide support where we can, but please remember that our staff resources are very limited. We may be able to provide services subject to availability and commitment level. This includes media resources as well as staff and volunteer support. See attached event form for details. We can certainly provide you with agency brochures, newsletters, business cards, and other collateral materials upon request.

Marklund Contacts

***Third Party Events (primary contact)**

Mike Jones
Community Events Manager
Phone: 630-593-5442
Fax: 630-593-5481
mjones@marklund.org

Corporate Events

Vicki Watts
Director of Corporate & Foundation Relations
Phone: 630-593-5482
Fax: 630-593-5481
vwatts@marklund.org

Marketing, Communications & PR

Dawn Lassiter-Brueske
Dir. of Marketing, Communications & PR
Phone: 630-593-5467
Fax: 630-593-5481
dlassiter@marklund.org

Marklund Office Address

1S450 Wyatt Drive
Geneva, IL 60134
630-593-5500
www.marklund.org



Fundraising Event Form

We sincerely appreciate your interest in holding a fundraising event to help us carry out our vision to ***“make everyday life possible for individuals with profound disabilities.”*** Please fill out this request form, and return to Mike Jones, Community Events Manager. Once approved, you may use the Marklund name and logo.

Event Information

Name/Title of Event: _____

Sponsoring Organization (if applicable): _____

Event Planner/Contact Name: _____

Address: _____ City: _____ State: ____ Zip: _____

Primary Contact Phone: _____ Cell Phone: _____

Email: _____

Preferred Method of Communication? *(Example: email, cell phone, etc.)*

Event Location(s): _____ Date(s): _____ Time(s): _____

Please attach a description of your idea or plan if space does not allow for relevant details.

Based on the nature of the Event, do you need any of the following?

Event Insurance: _____ Permit: _____ Liability Waiver: _____ Raffle License: _____

If so, have you secured these documents? ____ Which one(s)? _____

What staff and/or volunteer participation, if any, are you requesting?

Do you plan on publicizing the Event? ____ Yes ____ No

If yes, please indicate how you will publicize the event:

Press Release: _____ Posters: _____ Flyers/Handouts: _____

*Please submit any marketing materials to Stephanie for approval to sheinz@marklund.org.

Budget Information

Will admission fee be charged? ____ Yes ____ No If so, how much?
\$ _____

Will any items be sold? (Example: t-shirts, CD's, etc.) ____ Yes ____ No If so, for how much?
\$ _____

Anticipated total donation to Marklund: _____ \$

PROPOSED BY:

Signature of authorized Event representative

Print name

Title

Date

APPROVED BY:

Signature of authorized Marklund representative

Print name

Title

Date

Please return to:

Mike Jones
Community Events Manager
Phone: 630-593-5442
Fax: 630-593-5481
mjones@marklund.org

Need support? Have questions? Please call me anytime!

Terms and Conditions

1. Event sponsor agrees to provide Marklund with the net proceeds from the Event, along with a written accounting of Event revenues and expenses to Marklund, within thirty (30) days after the event. ____ (initials)
2. The terms of this agreement shall be from the date Marklund approves the proposal until the conclusion of the Event; provided, however, that Marklund has the right to terminate the agreement if it determines, in its reasonable discretion that the Event is or will likely be damaging to the Marklund name. ____ (initials)
3. Any use of the Marklund name or logo is subject to the prior written approval of Marklund. Accordingly, Event sponsor agrees to submit to Marklund for approval – prior to the production, distribution, broadcast, or publication thereof – all printed materials, publicity releases and advertising relating to the Event that mention Marklund. ____ (initials)
4. Alcohol should be avoided unless it is believed to be important to the success of the event. Alcohol disbursement should be via “cash bar” and availability should not be promoted. Restaurant or facility staff should serve attendees and/or participants. Proof of age will be required and signs posted to that effect. Alternative means of transportation should be available to attendees and/or participants. ____ (initials)
5. Event sponsor understands and agrees that the Marklund logo (a) may not be altered in any way, nor may they be sublicensed to any other person; (b) may not be used in conjunction with language that is contrary to Marklund’s mission (including phrases like “cripple, victim, invalid” etc.) ____ (initials)
6. In accordance with standards adopted by the Better Business Bureaus Wise Giving Alliance, Event sponsor agrees that any solicitations relating to the Event must specify at the point of solicitation, and in a manner acceptable to Marklund: (a) that Marklund is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit Marklund; (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution amount. ____ (initials)
7. In order to avoid inadvertently jeopardizing existing relationships between Marklund and its donors, Event sponsor agrees to receive approval from Marklund before soliciting corporations, businesses, celebrities and sports teams for cash or in-kind donations relating to the Event. ____ (initials)
8. Event sponsor represents to Marklund 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 Marklund whatsoever, unless expressly agreed to in writing; (d) it will indemnify and hold Marklund harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to the Event. ____ (initials)
9. Nothing in this document shall be construed to authorize the Event sponsor, or any of its representatives, to act as an agent of Marklund. Thus, for example, the Event sponsor may not open a bank account in Marklund’s name, nor may it endorse or attempt to negotiate any checks made payable to Marklund, all of which must be promptly forwarded to Marklund for processing. ____ (initials)
10. In accordance with the standards adopted by the Council of Better Business Bureaus, please be sure that all collateral material relating to the Event specify: (a) that Marklund is the benefiting organization; (b) and that the Marklund website is clearly listed www.marklund.org. ____ (initials)

11. Due to strict HIPPA regulations, if you are underwriting the cost for a specific client, you: (a) **may not** use the client's picture(s) or last name(s) or diagnosis on a company, group, or individual web page, press release, or ad. If Mike Jones (630-593-5442 or mjones@marklund.org) has advised you that the client and his or her family has consented, you may use the client's picture and FIRST NAME ONLY in a company or group's internal newsletter. _____(initials)

**WE ARE DEEPLY GRATEFUL TO YOU FOR YOUR SUPPORT OF MARKLUND! IT IS
BECAUSE OF CARING PEOPLE LIKE YOU THAT WE HAVE BEEN ABLE TO ENRICH
THE LIVES OF INDIVIDUALS WITH SPECIAL HEALTHCARE NEEDS.**

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

PROPOSED BY:

APPROVED BY:

Signature of authorized Event representative

Signature of authorized Marklund representative

Print name

Print name

Title

Title

Date _____

Date _____

Sample Press Release



<Event Name Here>

PRESS RELEASE

Contact Information

Event Organizer Name

Event Organizer Address

Phone Number *(this should be a number where a reporter will be able to reach you quickly)*

E-mail

FOR IMMEDIATE RELEASE: (date) *put the date that you want the information released*

“Title Here” (Example: Community Event Supports Marklund)

CITY, STATE (*Example: Geneva, IL*) – This is the opening paragraph, and it should be really brief but explain all of the important points. This paragraph should be anywhere from 3 to 5 sentences. It should include the event that’s going on, the date, time, exact location and the names of important people who will attend.

The next paragraph goes into more detail. For example, this section could explain the importance of the event and why it’s taking place. This is a good place to talk about the success of past events or go into more detail about the upcoming event. In general, remember that most important information should be placed at the beginning of the article - information at the end is less likely to be read.

This is where you’ll go in detail about how to order tickets, get more information, etc. Once again, you should keep paragraphs at about 3 sentences in length.

If you want to include further information about the Marklund mission, here is the approved language: “Marklund makes everyday life possible for individuals with profound disabilities.” For more information or language, visit www.marklund.org, or use the information on the following page. Need more help? Contact Dawn Lassiter-Brueske at 630-593-5467 or dlassiter@marklund.org.

This last paragraph is your “**boilerplate**” or the standard information about your organization that you want everyone to know. This should be no more than 3 sentences in length.

###

(This mark lets the reader know that it is the end of the article.)

“Boilerplate” Information that can be incorporated into

Press Releases

Marklund’s services encompass the full realm of human needs, including loving medical care, homelike residential facilities, state-of-the art habilitative therapies, quality educational and day services, and exceptional community-based programs, early intervention programs for families who have children with moderate to severe and profound disabilities.

Marklund’s main campus is located in Geneva, Ill. This 25-acre site is specially designed to provide constant care for adults with severe developmental disabilities. The campus consists of six ADA (*Americans with Disabilities Act*) compliant 16-bed homes as well as a developmental training center with six classrooms and a hydrotherapy pool for aquatic therapy.

In Bloomingdale, Ill., the Marklund Philip Center encompasses a 21-bed residential area, which is a skilled pediatric nursing facility for infants, children and medically fragile adults; the Marklund Day School, which offers a Multi-Needs Program and Life Skills Program for children ages 3 – 21 who have multiple medical needs, developmental disabilities, as well as those on the Autism spectrum; and headquarters for the REST Program, a unique train-the-trainer program that offers respite education and support tools for those who wish to support caregivers in the home.

In Elgin, IL, the Marklund Wasmond Center provides skilled nursing and intermediate care services to children and adults. The five-acre campus includes the 57-bed Pat Wasmond Home and a Developmental Training Center.

Whether they work with children or adults, the uniquely dedicated staff and volunteers make all the difference at Marklund, helping each client discover his or her sense of well-being and optimum capabilities. Staff members will say they look beyond an individual’s disability to see a person with the same hopes, dreams and goals of the human spirit.

Accomplishing Marklund’s goals is not always easy, because accomplishment is dependent on the generosity of others. Marklund relies on the support of individual and corporate donors, foundations, grants and fundraisers for about 20% of its \$17 million annual budget.

As Marklund enters its next half-century of service, it continues to expand services with a vision that is inspired by Marklund founders, the Haverkampfs and little Mark William Lund: to provide an environment of hope for those affected by developmental disabilities.

Families turn to Marklund for a variety of reasons. Perhaps a child is born with profound birth defects or congenital disease. Perhaps a baby develops disabilities during a birth by an umbilical cord that has reduced the flow of oxygen to his or her brain. Perhaps a motor vehicle accident leaves an adult with a traumatic brain injury.

Consider:

- One in 10 American families is affected by developmental disabilities.
- Approximately 87% of the disabled population will have mild limitations.
- The remaining 13% percent of people with developmental disabilities will have profound limitations and will require around-the-clock nursing care. These are the individuals Marklund serves.

Fundraiser Event Ideas

Raising money for Marklund can be a fun way to motivate family, friends, and colleagues to pull together toward a common goal. Many groups establish a fundraising event committee to organize the event or activity, and typically give themselves 3-6 months to plan depending on the type of event.

Below are some ideas of enjoyable fundraisers. We couldn't carry out our mission without YOU, our donors!

- ★ **Bowling Party** – Ask your local bowling alley to donate a few lanes for the event. You can also hold a raffle to win merchandise and increase revenue. Participants ask friends and relatives to sponsor them for at least 25 or 50 cents per pin. If the bowler scores 100, they collect a \$25 or \$50 donation per sponsor. The participant who raises the most money wins a prize. Fun Twist: Add a fun theme host a or Black Tie Bowling “Ball” by Candlelight – Step out and be bowled over by a fun-filled night that will help support Marklund. Dress in black tie and have themed lanes – Bowling Down Lovers Lane, Bobby Sox Bowl, etc.
- ★ **Hold a Miniature Golf Outing** – This is a great place for kids and families to spend time together. Work with the mini golf course to discount or donate the golf fees for the day. Finish off the day with a pot luck celebration picnic or BBQ. “FORE” Marklund!
- ★ **Host your Choice of an “A-thon”** – Such as a volleyball-a-thon, swim-a-thon, dance-a-thon, etc. You can have trophies for the winners, sell raffle tickets for prizes, and get food donated for the event. Charge an admission fee.
- ★ **Turn a Current Activity into a Marklund Fundraiser** - Turn your summer picnic, birthday party or holiday party into Marklund fundraiser by collecting a donation at the door. Or turn your love for baseball or basketball into a fundraising event. Add a raffle or auction item to raise even more money!
- ★ **Block Party** – Close the street for an evening and turn your neighborhood into a fun-filled block party. Include a dunk tank, DJ, food, games, etc for your friends and family to enjoy.
- ★ **Plan a Benefit Concert:** Invite local bands or students to perform in a benefit concert. Charge an admission fee for tickets and sell refreshments.

- ★ **Have a Scavenger Hunt:** In small groups of people, provide challenging clues which will lead hunters to people, places, and things around a chosen area. The day can include pre and post-event receptions, gifts and awards. Charge a registration fee and give prizes donated by local businesses to the winners.
- ★ **Have a Dinner Dance or Dinner Party:** This can be a fancy or casual event where guests enjoy entertainment, auction packages and dinner. You can charge a fee for tickets and have auction packages donated by local businesses.
- ★ **Host a Sports Tournament:** Charge registration for singles and/or teams and consider a pre-event auction to raise even more money. Sand Volleyball and Ultimate Frisbee tournaments are always fun!
- ★ **Art Show:** Contact a local school and see if their art classes will produce the art. Try to get a local gallery owner to donate space for the event. Have refreshments, a local celebrity to select the winning art pieces and auction off or sell all of the pieces to benefit Marklund.
- ★ **Awful Hat or Tie Competition:** This is an easy one that works well at a school, office or church setting. Everyone is encouraged to donate to Marklund for the privilege of wearing a truly awful hat or tie on a specified day.
- ★ **Bake Sale:** This is a delicious way to raise money! Ask everyone you know to participate. Works well in an office or school setting as well.
- ★ **Carwash:** Recruit a team of willing volunteers and set up a neighborhood carwash!
- ★ **Costume Ball:** Hold this event around Halloween! Charge an entrance fee to benefit Marklund.
- ★ **Dress Down Day:** Have everyone at your office or private school donate a fee to wear jeans to school or work on a specified day.
- ★ **Fulfill a Lifelong Ambition:** Challenging events can, if well supported, raise a serious amount of money as individuals get excited about completing a lifelong ambition, from whitewater rafting, cross-country treks, to parasailing, and balloon trips to Walking the Great Wall of China! Recruit family and friends to support your journey through donations and pledges to Marklund.
- ★ **Garage or Yard Sale:** Have friends, families and neighbors donate items to your garage sale. A great way to tackle some spring cleaning while raising money for Marklund!
- ★ **On Your Bike:** Ask your friends and family to sponsor you, either with a flat donation or per mile, on an organized bike ride.