

# Third Party Fundraising Guide



Thank you for your interest in supporting the Lance McCullers Jr. Foundation. Together, we can help end animal abuse and homelessness. We thank you for your interest in hosting a fundraiser to benefit the Lance McCullers Jr. Foundation. The resources below will guide you in creating a successful fundraising event.

## LET'S GO!

Keep it simple and easy. This should be fun and meaningful! Every dollar counts: there is no donation that is too big or too small.

## SOME IDEAS TO GET YOU STARTED:

Creativity is king! Feel free to bring your own ideas to the table.

- Dress down days at your place of employment (don't forget to check if your company matches your donation.) Let's double your donation!
- Run, Bike, Walk, or Fitness Challenge
- Start a social media challenge – for instance, tag friends to sacrifice eating out (for example) for a week and donate what they would've spent to the Lance McCullers Jr. Foundation.
- Host an intimate dinner party. Share the Lance McCullers Jr. Foundation story and collect contributions from dinner guests.
- Host a raffle
- Get your student council, PTA, etc. involved in fundraising





# LANCE McCULLERS JR. FOUNDATION

## THE INSIDE SCOOP:

- Third-party fundraisers must obtain any necessary event insurance, permits, and so forth, if applicable
- The fundraiser organizer is responsible for covering all expenses for the event and will not be reimbursed. Deduct your expenses from the funds raised prior to submitting your donation to the Lance McCullers Jr. Foundation.
- Lance McCullers Jr. Foundation staff may not solicit on your behalf. We do ask that you contact us at [chris@athletesandcauses.org](mailto:chris@athletesandcauses.org) to notify us of the companies and organizations you plan to solicit to avoid duplicate solicitations.
- Develop a plan:
  - set goals and a budget
  - develop a committee to help accomplish your event checklist
- Please retain all donor names, addresses, email addresses, and amounts of their donation for your records and ours.
- The fundraiser host is responsible for sending out all thank you letters (handwritten notes sent within a week of the event are key and retain donors for your next fundraiser)
- All proceeds should be processed within 30 days of completing your fundraiser. Donations can be made here: <https://www.lancemccullersjrfoundation.org/donate>



## MARKETING AND PROMOTION:

Please share all marketing materials to [chris@athletesandcauses.org](mailto:chris@athletesandcauses.org) so our team can review them before they are used. This includes:

- media releases
- flyers
- websites
- posters

The Lance McCullers Jr. Foundation may only be named the beneficiary. For example, a fundraiser cannot be called The Lance McCullers Jr. Foundation Fitness Challenge. It can be called The XXX Fitness Challenge benefitting Lance McCullers Jr. Foundation.

## SOCIAL MEDIA 101:

- Check out our social media pages on Instagram and Facebook! Follow us and tag us in your event posts.
- Use pictures and videos when promoting your fundraiser (these will get more engagement!)
- Use the stories function for greater social media engagement
- Keep posts short - 250 characters or less are recommended for the highest engagement
- Link directly to your personal fundraising page in every post
- Respond quickly to comments and encourage supporters to reshare your posts
- Be YOU – authenticity is key
- Say thank you! When your friends donate, thank them and tag them
- Share a recap post-event (with pictures and video)

## QUESTIONS?

Email [chris@athletesandcauses.org](mailto:chris@athletesandcauses.org)  
We are grateful for your support.  
You've got this!