

COMMUNITY EVENT IDEAS

HOST A 5K

Interested in running? Host a 5k! You can start small by hosting the event out of your home and invite friends and family to participate, or you can involve your local community by hosting the event at a park and publicizing the race throughout the bordering towns. Not ready to have a timing company your first year? Make the event a fun run! Make sure you always contact your local town to get the appropriate permissions.

HOST A WALK

We have Community Organizers host walks of all sizes and types. Consider doing a nature walk on your local rail trail or hiking path, or host a walk at your local school's track. There are so many ways to make your walk creative! Don't forget to provide walkers with water and snacks, and consider dedicating each mile of the walk to a different event sponsor or survivor.

BREWERY OR BAR NIGHT

Contact your local brewery to host a brew night. Charge \$30 tickets with \$25 going back to NBTS and \$5 to the brewery for costs. Consider having a band or DJ donate their time for the event, and consider adding a raffle or silent auction to raise additional funds. Also, see if the brewery or local vendor will donate small beer glasses to give to each participant as a thank you. If beer isn't your thing, you can replicate this event at a winery! Remember to always drink responsibly!

HOST A TOURNAMENT

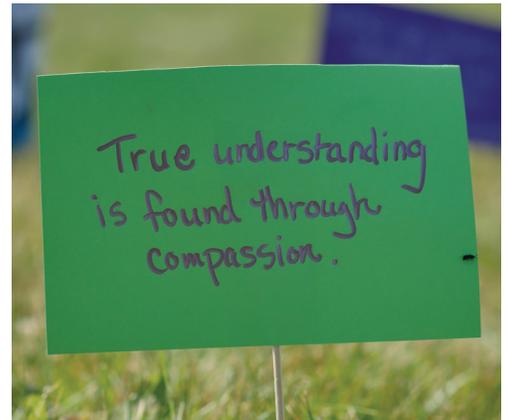
Do you like softball, corn hole, wiffle ball, dodgeball, kickball, or volleyball? Whatever interests you, you can take your passion and host a tournament at your house, local park, or YMCA. Make sure you get the appropriate permissions for the event. Set-up an NBTS event page and have people create teams to participate.

STAIR CLIMB

Create a climb for cancer event where participants can register to climb. Increase the registration price depending on how many stories the participant wants to climb. Make sure you have medical personnel on hand for safety.

Add on Ideas

- Pasta dinner the night before
- Silent auction or raffle
- Touch-a-Truck
- Corn hole tournament
- Battle of the Bands
- Designated sponsor or survivor miles/area



BAKE SALE

Host a bake sale at your work, church, or local recreational center. Ask employees or patrons to bake something and attend the event. Make sure you price items or set a minimum donation amount in exchange for a baked good. Add on: If you don't want to host a tangible event, consider making your bake sale a baking Community Initiative! Set up a donations page and take orders on holiday pies and desserts in exchange for a \$30 or more donation to NBTS. People hosting for the holidays need holiday treats, so this is a great fundraiser if you're good at catering to people's sweet tooth!

KARAOKE BATTLE

Host a karaoke night at a local bar or club. Participants can pay \$1 to sing or \$5 to challenge someone else to sing. If challenged, participants can pay \$10 to get out of singing and have the opportunity to challenge someone else. This is a fun night out for groups of friends.

BRAIN FREEZE PLUNGE

If you're looking for a fun winter fundraising event, consider a plunge event. Participants can register to plunge or register as a chicken to watch the plungers. Add a costume contest to the event to make things interesting. Make sure you have a heated location for participants to get warm after they plunge! Safety first.

HOST A BIKE RIDE

If you're an advanced organizer and are looking to host a larger Community Event, consider hosting a bike ride. Make sure you contact your local town to get the correct permissions and have your insurance in place. Contact local riding groups to get teams involved.

COOKOUT FOR A CURE

Invite your friends and family over or plan a whole neighborhood block party. Charge a small fee to attend and consider hosting a raffle or silent auction. Does your neighborhood have a competitive side? Consider adding in a friendly tractor race where tractors can enter for \$30. Want to add on more? Think about adding in a dunk tank or maybe a corn hole tournament!



HOST A COOK OFF

Challenge your team, neighborhood, co-workers, or friends to a chili or baking cook-off. Each contestant pays to participate and attendees register to sample the food and vote for a winner. Make sure you have a fun prize! Consider making a recipe book out of all the contestants' recipes and sell it for an additional donation to your event.

CARDS NIGHT

Host a card night at your home or work with your faith community, school, civic organization, or another group. The attendees pay an "entrance fee" to play cards (or any game) for the evening with the proceeds going to the National Brain Tumor Society.

GOLF TOURNAMENT

If you enjoy golf and have connections in the golfing community, a golf tournament could be the right event for you. Reach out to country clubs to request to use their space. Get businesses to sign on as large event sponsors. Advertise the event to your community and have the country club publicize it to their members.

Large Group Fundraising

- **Go Grey in May:** Set up a fundraising page, and encourage people in your large group to make a \$5 donation to dye a piece of their head or hair grey for the month of May to support Brain Tumor Awareness Month. Don't forget to take pictures!
- **Virtual Run or Walk:** Not all big groups or association members can be in the same place at the same time. Set up a virtual run or walk registration page, and have members from your large group sign up to run or walk a 5k where and when it's convenient to them the day of the virtual event.
- **Donate \$1:** Put out the ask for everyone in your large group to go donate \$1 to your NBTS fundraising page. \$1 is less than a cup of coffee, but think about how it could add up if everyone in your large group contributed! Who knows, people may donate more.

Law Enforcement Fundraising

- **No Shave November:** Get permission for your department to have neatly cared for facial hair for the month of November for a \$30 per person donation.
- **Touch-a-Truck:** Arrange a touch-a-truck event with your station's cruisers. Patrons can participate for a \$20 donation. Get raffle items donated to make your event more fun!
- **Give Brain Tumors "The Boot":** Station officers at a popular yet safe intersection with a boot, and have the officers collect donations for NBTS from patrons waiting at the stop light.
- **Tip-a-Cop:** Have officers wait on patrons at a local restaurant or gas station in exchange for a tip to benefit NBTS. Consider stationing officers at the door of a local store and simply asking for contributions for the cause.

1. Start Early

The hardest part is starting! If you plan ahead, there will be enough time to catch outstanding details, do an extra follow up with donors or participants, or possibly add on more to your event or initiative. You can only gain by planning ahead.

2. Make the Ask

The #1 reason why people don't donate or participate is because they were never directly asked. It's scary to ask for support, but asking is giving people the opportunity to be involved in your experience. You'd be surprised how much people appreciate being included!

3. Set Challenging Yet Achievable Goals

Always make your fundraising or event goal higher than what you anticipate. People tend to stop donating once you get close to your goal because they assume someone else will donate. By setting your goal higher, you can ensure people will continue to contribute.

4. Share Your Story

Whether you are celebrating a survivor, paying tribute to a family member or friend who battled a brain tumor, or you want to get everyone together for a fun time for a good cause, people are more willing to donate or participate when they know why you are fundraising for NBTS.

5. Customize Your Website

Now that you've identified why you're fundraising, continue to share your story by customizing your donation page or event website. It's important for participants to know the details of your event or initiative. By customizing your webpage, participants will see you're committed to your endeavor.

6. Try an In-Person Ask

An in-person "ask" is the most effective way to get someone to donate, sponsor, or participate in your event. You'd be surprised how much people appreciate being included in your efforts.

7. Create a Contact List

Think about everyone in your network and create a list with names and email addresses. Track who you've contacted, who has donated, who has expressed interest in donating but has yet to do so, and who you've sent a thank you note to. With many moving parts, it's important to stay organized.
Tip: Use the NBTS Donation Tracking Spreadsheet

8. Utilize Social Media

Use social media to post your website's friendly URL, to give updates about your event/initiative (such as a new sponsor that came on board), and to thank donors, sponsors and participants. Consider setting up a Facebook event with details about your event/initiative as an additional way for people to access event information.

9. Follow Up

People often get busy or forget to donate. Following up is a friendly way to let them know there is still time to donate or participate.
Idea: Send a picture and an update on your progress when you make the reminder ask.
Recommendation: Follow up with possible donors/participants 2-3 weeks after initial outreach.

10. Always Express Thanks

Always thank your donors, supporters, committee and sponsors on social media (unless they wish to remain anonymous) and with a handwritten note. You can never thank supporters too much or too often!

11. Stay in Touch

Staying in touch with your attendees or donors year-round is a great way to keep people engaged in your efforts. Send periodic updates on NBTS research and advocacy efforts, or send an update on your upcoming year's event.

Community Event CHECKLIST

4 - 8 Months Prior to Event

- Decide on an event
- Choose a venue
- Select event date
- Contact NBTS to review the event and to create your event website
- Create a list of all event elements you want/need, and carry out logistics (bathrooms, timing company, silent auction, etc.)
- Start planning a realistic budget
- Reach out to individuals or businesses from whom you may be able to obtain support (ongoing)
- If necessary, create a committee
- Design flyers/invitations and send out (ongoing)
- Start posting event website on Social Media

2 Months Prior to Event

- Continue to send out invitations via e-mail or mail
- Engage local media with a press release
- If needed, recruit volunteers and assign roles
- Continue to reach out to sponsors to ask for monetary or in-kind support (ongoing)
- Request a Calendar Request Form from NBTS
- Request for your event to be posted on your local NBTS Facebook page (due to availability, not all Community Events will be posted)
- Start posting event website on personal social media and request for friends/family to share with their networks (ongoing)
- Thank people on social media as they sign up or donate (ongoing)

1 Month Prior to Event

- Request disposable banner and fact sheets from NBTS
- Post your event on local online community calendars
- Create an event day timeline and send to all vendors
- Send out event reminder via e-mail to friends/family/event volunteers
- Organize event day registration process and how you will collect donations day of (see Submitting Donations & Event Proceeds section)

Post Event

- Collect any outstanding donations
- Send thank you notes to donors, participants, and sponsors
- Send event pictures and a brief blurb on your event to the Community Events Director at lgainor@braintumor.org

Community Initiative CHECKLIST

2 - 4 Months Prior to Initiative

- Decide what type of initiative to host
- Contact NBTS to review and create the donation webpage
- Contact the necessary individuals to obtain permission and confirm initiative start date
- Create contact list of family/friends you'll contact to donate or support your endeavor
- Write a personalized e-mail or letter to family and friends detailing what you're doing and why you're looking to raise funds for NBTS
- If desired, contact your local media to try and receive coverage of your initiative

Initiative Launch

- Reach out to your network of family and friends to let them know what you're doing. Always include your donation page's friendly URL
- Request a disposable Community Event banner from NBTS
- Monitor your online fundraising page and thank donors as they contribute
- Take pictures and document your initiative

Post-Initiative

- Collect any outstanding donations
- Send out remaining thank you notes
- Post on social media to let donors know the last day to make a donation/contribution to your efforts
- Send pictures and a brief blurb on your initiative to the Community Events Director at lgainor@braintumor.org

Will National Brain Tumor Society help me run my fundraiser?

While National Brain Tumor Society is excited to provide guidance, resources, and advice, the staff will not be able to assist in the planning or execution of your event due to time and staff constraints. We always recommend putting together a planning committee and enlisting the help of your friends and family!

Who will pay my expenses?

The Community Organizer is responsible for covering all expenses related to the event or initiative and will not be reimbursed by the organization. We recommend soliciting sponsors to help cover your costs. When planning your event, we ask you keep your expenses to less than a third of the revenue you plan to bring in through your Community Fundraiser. If you're concerned about incurring the event/initiative expenses, talk to the Community Events Director about some additional options.

What am I responsible for when I plan my fundraiser?

Take a look at the Community Events Agreement Form for an all-inclusive list of items the Community Organizer is responsible for. Including:

- Expenses related to the fundraiser
- Pre-event planning and event day execution
- Advertising event to your local community, if desired
- Tracking invites and attendees
- Pulling event permits and insurance, if applicable

Will an NBTS staff member attend my Community Fundraiser?

While NBTS would like to have a presence at every Community Fundraiser, we are unfortunately unable to do so due to staff availability and location.

Can I have a raffle or auction at my fundraiser?

Yes! While raffles and silent or live auctions are a great way to raise money, please remember that you must follow your fundraiser's state laws regarding raffles, gaming and auctions for charitable purposes.

Can I use the National Brain Tumor Society name and logo in connection with my fundraiser?

Yes. While you may use the National Brain Tumor Society's name and logo, we ask you don't stretch or distort the organization's logo. Additionally, we ask you to keep in mind how you talk about the event's connection to the organization. The National Brain Tumor Society should be listed as the beneficiary to your fundraiser with the language "to benefit" or "to support" the National Brain Tumor Society. Finally, we ask that any questionable materials related to your event are reviewed by the National Brain Tumor Society Community Events Director Igainor@braintumor.org for approval.