

Fundraising- Easy Steps to Success!



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Why Do We Fundraise?

Fundraising is done through Special Events. Special Events are high visibility gatherings; you can engage your communities including local corporations, schools and civic organizations.

- Special Events draw people to the HDSA mission.
- Special Events allows the Chapter and Affiliate Boards to draw upon their networks to recruit additional donors and volunteers.
- Special Events will help build relationships; you can welcome new volunteers and new board members.
- Special events may lead to other special events!



Fundraising Basics – Event Logistics

1. Choose a Board Member to serve as the Chair (point person) of the event.
2. Chair – recruits committee members from the board and from the community.
 - Committee members can be divided into a few strategic groups:
 - Fundraising Chair
 - Communications/Marketing/Website Chair
 - Corporate Chair
 - Auction Chair
 - Volunteer Chair
 - Logistics Chair
 - Social Media Chair
3. Corporate Honoree – highly visible member of the community who can rally their company and their corporate networks to welcome new sponsors, donors and volunteers.
4. Set a Timeline and stick to the Timeline (Utilizing the HDSA Event Timeline & Checklist)
5. Set Event Goal and Budget – CTRAD 75/25
6. Utilize your google doc.'s and share the link with your committee!



HDSA Event Timeline & Checklist

Event Timeline & Checklist

Event Name _____

Event Date _____

9-12 months before the Event

- ☐ Reach out to participants/attendees and those who signed up during the event on the "Volunteer Spreadsheet" (if this event is not a first time event, thank them for their support and tell them to save the date for the next event, consider asking them to be a committee member).
- ☐ Form a volunteer committee...
 - ☐ Hold a first meeting to determine roles:
 - Committee Chair or Chair (s)
 - Sponsorship committee
 - Recruitment/Volunteer committee
 - Media and Publicity Committee
 - Logistics Committee
- ☐ Create and get approved a budget for revenue and expenses. Try and reach out to your contacts to get as much donated as possible or you will have to consider paying some of the following expenses which will include: Venue (deposits and contracts), service, materials, equipment, entertainment, decorations, etc.
- ☐ Consider an event Honoree, a well recognized member of the local community who will recruit their circle of company contacts to sponsor, buy tables or form teams. Honorees can also be neurologists, advocates or pharmaceuticals companies in your area! Set up a google alert at <https://www.google.com/alerts> to notify you of these individuals in your area!
- ☐ Set a date, time and location for the event (make sure its wheelchair accessible).
- ☐ Fill out the Event Listing Form (or Team Hope Walk Information Form if it is a walk) and send your local Field Staff contact, so they can an online DonorDrive page for the event.
- ☐ Apply for and fill out necessary permits.
- ☐ Complete Insurance Request form and e-mail to National Field Coordinator – ndavis@hdsa.org
- ☐ If this is a new event, post event updates on all social media, on your Chapter or Affiliate Website and send out e-blasts.
- ☐ Create, update and circulate (via mail, e-mail or face to face meetings) sponsorship letters. If you are mailing letters, ask Kohl's volunteers to do this for you using the online application system at: <http://ems.kohls.com> Sign up and fill out the request for volunteers and if 5 volunteers are recruited by Kohl's, they will not only complete the task for you but they will also mail you \$500! Remember to ask them to also volunteer at the event! Ask four Kohl's to help with tasks and receive \$2,000 for your event! **Note- Kohl's may not reach out to you right away so give them a call 1 week after application submission. ***Also make sure you have a list of companies for Kohl's to mail customized sponsorship packets too (they need to know who they are mailing too!).
- ☐ You want to commit sponsors so that when you are creating event invitations/brochures/programs you're event sponsors are highlighted in these event materials.
- ☐ Create, update and circulate Save the Date cards and bring them to:
 - ☐ Local support groups
 - ☐ Share with social workers
 - ☐ Display them at local Centers of Excellence
 - ☐ Ask local centers to e-blast the information out to their lists
 - ☐ Add the event to local meeting and event calendars in your town/city (local news station websites usually have free community boards for upcoming events you can post to).

5-8 months before the Event

- ☐ Create, update and circulate your event flyer and send it to past participants, new participants, local schools and colleges (if a walk or school event) add it to the Chapter or Affiliate website, e-blast it, and post it at the venue and around your community.
 - ☐ Add an incentive prize or "early-bird" price to encourage event registrants
 - ☐ Include a "Calling all Volunteers" section of the E-blast to engage new volunteers/potential board members
 - ☐ Send Flyer/Event E-blast to Regional Staff and they will send through a national state and/or zip code blast
 - ☐ If the event was on FirstGiving in the past, ask Regional Staff to send to e-mail addresses through DonorDrive.
 - ☐ E-blast it to Chapter and/or Affiliate e-blast lists.
 - ☐ Ask the event venue, band, entertainment, committee and sponsors to e-blast out the flyer to their supporters!
- ☐ Start publicity efforts – call radios, newspapers and community calendars to post event and invite them to the Event. Create a press release and public service announcement and send it to local media outlets. Updated media lists can be requested from Regional Staff.
- ☐ Focus on recruiting participants and attendees. Reach out to past attendees and participants via phone calls and emails.
 - ☐ Call and email past team captains and encourage them to register and create their teams for this year's event again and to send out invitation emails to all of their past team members.
 - ☐ Don't forget to reach out to past event matching gift donors to approach their companies for sponsorship! Look for previous attendee e-mails that include a company name to ask them to sponsor! Ex. @ebay, @unionbank, @google, etc.
- ☐ Work with local Centers of Excellence, support groups and neurological centers to post event information.
- ☐ Prepare and have Kohl's mail invitations and/or brochures to past and potential participants.
- ☐ Think of creative ways to generate extra revenue for your event, such as doing a wrap event, holding a raffle or silent auction.
- ☐ Recruit volunteers for event day logistics via Kohl's, VolunteerMatch (www.volunteermatch.org/), HandsON Network (www.handsonnetwork.org/), National Charity League (www.nationalcharityleague.org/) and all past volunteers!
- ☐ Follow-up calls to sponsorship letters and meetings.
- ☐ Ask local companies to donate lunch, snack and beverages through networking through your local board, committee and contacts in the community.
- ☐ Ask local banks, real estate offices and community business's to sponsor a table at the walk or at the event to hand out company materials and promotional items. A great way to get your foot in the door with a local bank would be to inquire about having a banker sit on the local board!

2-4 months before the Event

- ☐ Follow up on your sponsor outreach and obtain all sponsor logos necessary for flyers, programs, website information, t-shirt and sign production.
- ☐ Follow up on all of your publicity efforts, consider a personal story and tie it to the event, to promote it in the media.
- ☐ Secure event photographer
- ☐ Continue to contact local businesses to solicit raffles and prizes. Consider asking attendees to each bring a bottle of wine valued at \$15 or more to the event for a "Wall of Wine" raffle!
- ☐ Contact the local police department and local EMT Services to ask for volunteers to monitor roads (TH Walk) and support the event. Firefighters might be willing to donate their time and bring a fire truck to the event!

Success Strategy – Why Your Event Needs A Corporate Honoree

- If you are having an event, selecting the right honorees is a critical step, because honorees can buy and sell sponsorships for you.
- Having a corporate honoree is a great way to recruit new sponsors, volunteers and donors!
- Honoree's open up their address and contact lists to recruit sponsors and sell tables to their personal contacts and vendors that they work with.
- Work with your board and committee's to make a list of companies, individuals, foundations, and groups that support your organization to honor, and one who knows they can and will buy and sell sponsorships. Utilize your committee member's contacts in the community to secure the best honorees possible.
- Most organizations opt to have more than one honoree, to leverage as many sponsorships and tables as possible.
- Ask your honoree to send out event flyer's and sponsor letter's to their contacts with a customized with a personal letter



Sample Honoree Letter's



Huntington's Disease is a genetic neurological disease that deteriorates a person's physical and mental abilities. Its symptoms are similar to those of Alzheimer's, ALS, and Parkinson's disease combined, and usually appear between the ages of 30 to 50, worsening over a 10 to 25 year period. Every child of a parent with HD has a 50/50 chance of carrying the faulty gene. There are approximately 30,000 symptomatic Americans and more than 200,000 at-risk of inheriting the disease. Although there are drugs to help treat some of the many symptoms, there is no cure.

My mom, younger sister and I all carry the HD gene mutation, but currently have no symptoms. And my two small children are at risk for inheriting the gene from me. When I found out my mom tested positive for the gene mutation in February 2015, I remember feeling dizzy, shocked and heartbroken. I went on and off for days processing her diagnosis and the new reality that my sisters, my children and I could all be positive too.

My sisters and I all decided shortly after receiving the news about our mom to start the testing process ourselves, and we all got our results within days of each other. My middle sister tested negative for the disease, however, my youngest sister and I both tested positive.

As we went through the testing process and understanding our results, the Huntington's Disease Society of America (HDSA) was, and continues to be, an invaluable resource for support, education and community. My family and I have partnered with HDSA to help improve the lives of everyone affected by Huntington's Disease. From community services and education to advocacy and research, HDSA is the world's leader in providing *help for today, hope for tomorrow* for people with Huntington's disease and their families. Two of these programs are very close to our hearts and highlighted below:

Supporting the spread and understanding of HD research through HDBuzz, an online site founded by two incredible HD scientists, Dr. Ed Wild and Dr. Jeff Carroll, with the purpose of bringing high-quality Huntington's disease research news to the global community, written in plain language by HD clinicians and scientists. It covers laboratory and clinical research with the aim of helping HD people understand the latest HD science, on their own terms.

Attracting young medical professionals to work collaboratively with HD Clinics from around the world through the HDSA Human Biology Project, through offering one or two year grants with a salary stipend and research budget to accepted applicants. The program provides support for young scientists to work collaboratively with HD Clinics fostering innovative research in order to better understand the biology of Huntington's disease as it occurs in humans.

On September 24th, 2016, we will be hosting the second annual FreezeHD fundraising event at the Bootleg Theater in Los Angeles, benefiting the HDSA and the two amazing programs highlighted above. We would be honored and humbled for you to join our family for a night filled with great music, drinks, dancing, and silent auction. We hope to see you all there!

Yours in hope,
Jenne & Becky, Kate and Debbie



Just over a year ago, my life and my family's lives changed in just one second of one doctor's appointment. Arne and I sat in an office at the Stanford Neurology Clinic and listened as my doctor told us that my genetic testing results confirmed a diagnosis of Huntington's disease.

Huntington's disease is a genetic degenerative neurological brain disease. The average life span after the onset of symptoms is 10-20 years. Similar in symptoms to other neurological diseases such as Parkinson's, Alzheimer's and ALS, as it progresses it will take away my ability to walk, talk and reason. And because it is genetic, each of my amazing girls now has a 50/50 chance of inheriting the disease.

My diagnosis began to explain problems that we had been noticing over the past several years. Managing my schedule, depression, memory problems, focusing, reading and understanding directions, and multitasking all had been getting increasingly more difficult over the past several years. I was no longer able to manage our household finances. Bills were not getting paid. I was getting confused with my medication. Taking it twice is not so good, but not taking it at all is even worse. Friends, family and doctors were starting to notice facial twitching and early signs of chorea. Cooking dinner and shopping took every ounce of my concentration. I would forget what step I was at, or which ingredients I had already used. How hard is mac and cheese, really?

Now I have the phrase "I am Strong" tattooed on the inside of my wrist, and it reminds me every day that I have the strength to navigate the start of this new journey. And it is not just my journey, but also now my daughters' journey and my husband's. It affects my family's and my friends' lives. There is no cure for this disease. No treatment to slow or stop the progression of it. But here is the thing: by bringing awareness to the disease in our community and raising dollars to fund research, then we can bring hope for the future to all those affected by HD.

One out of every 10,000 people has HD, and 200,000 people are at risk of developing the disease. The Huntington's Disease Society of America is dedicated to improving the lives of everyone affected by Huntington's disease. From community services and education to advocacy and research, HDSA is the world's leader in providing help for today, and hope for tomorrow for people with Huntington's disease and their families.

On May 14, 2016, we will be hosting an "I am Strong" fundraising event at the Menlo Circus Club in Menlo Park benefiting the Huntington's Disease Society of America. I would be honored and humbled for you to join me in an evening of live country music, down-home BBQ and plenty to drink.

Yours in hope and strength,

Christy

Corporate Engagement

- Community Corporations
 - Call and introduce yourself
 - Ask if they can e-blast your event flyer
 - Ask if they have a volunteer program
 - Build the relationship
- Board “Who Do you Know” Checklist
 - Fun team project to see who you have in common and who can open the doors to build new relationships
- Google Alerts in your community
- Matching Gift Forms
 - Don’t just process them, get to know them
- E-Mail address linked to local company
 - Did you ever wonder after someone attended one of your Team Hope’s why their e-mail address is Tommy@Wellsfargo.com - reach out and ask for their support!

Cost Centers To Add Value To Event Revenue

1. Raffles
2. Silent Auctions
3. Live Auctions
4. Matching Gifts
 - Remind your donors to check if their company does matching gifts! If they are unsure, they can visit the [Matching Gifts page](#) on the HDSA website!
5. Bid for Hope



Bid for Hope

- The Bid For Hope takes place at the end of the Program and is a great opportunity for honorees to give the “Mission Moment”, telling their story of how HD personal touches them.
- Afterwards the emcee asks guests to support the HDSA mission by generously donating to the Bid For Hope.
 - Bidding starts at \$2,500 (or more if it's a larger event) ... always start at the higher bid Amount and work your way down.
 - Volunteers, called “Spotters” will be trained prior to the event to be scattered throughout the event tables with pledge forms (to include bidder information) and pens in hand.
 - The emcee will ask for pledges at the \$2,500, \$1,000, \$500, \$250 and \$100 level and will call out the corresponding bidder number for each donation (located on the auction program or paddle)
 - The “Spotters” will “keep spotting” for donors and collect all pledge forms and bring to Registration for processing.



Team Hope - Why We Walk

- The Team Hope Walks are the largest grassroots fundraising events benefiting HDSA.
- Team Hope Walks enable all of us in our local communities to come together and walk in solidarity, to raise awareness, and raise vital funds to support the mission of HDSA.
- The Huntington's Disease Society of America is the premier nonprofit organization dedicated to improving the lives of everyone affected by Huntington's disease. From community services and education to advocacy and research, HDSA is the world's leader in providing help for today and hope for tomorrow for people with Huntington's disease and their families.



Since Team Hope's Inception...

- Since Team Hope's inception in 2007, participants and sponsors have raised approximately \$10 million through Team Hope Walks for the mission of HDSA.
- The 2016 Team Hope Walks are off to a great start! So far this year:
 - 24 Team Hope Walks have taken place (out of the 108 planned).
 - Nearly **4,000** people have participated in Team Hope Walks so far this year.
 - As of the end of April, the Team Hope family has already raised over **\$475,000** for the mission of HDSA! And that number doesn't even include all of the May Team Hope Walks!
 - We are well on our way to our collective goal of \$2.4 million with the majority of Team Hope Walks coming up this summer and fall.



Looking Ahead – Join Us!

- We have 82 planned Team Hope Walks still coming up in 2016.
- Please join us at your local Team Hope Walk! Don't see a walk near you? Don't fret! Check out www.hdsa.org/teamhope for a full listing of upcoming Team Hope Walks or contact me to get one started in your own community!



Want To Start Your Own Team Hope Walk?

- Volunteering to coordinate a Team Hope Walk in your community is a GREAT way to accomplish a few things:
 - Raise awareness in your local community about Huntington's disease (HD).
 - Raise money to support the mission of HDSA to improve the lives of everyone with HD.
 - Get involved in an incredible non-profit who has the most energetic and enthusiastic volunteers!
- Coordinating a Team Hope Walk is EASY.
 - Coordinating a Team Hope Walk simply involves choosing a date, a walk site/venue, forming a committee, recruiting participants, soliciting sponsors, and coordinating day of the walk logistics.
 - You'll have the support of both your regional HDSA staff as well as the Team Hope Walks Manager!



First Steps

- If you are interested in coordinating a Team Hope Walk in your local area, please follow the below first steps:
 1. Email teamhope@hdsa.org.
 2. Check with your town on walk date availability and possible venues for your walk, and inquire about any necessary permits and costs (don't forget – don't sign anything until HDSA reviews it!).
 3. Review the Team Hope Walk Interest Packet, sent to you by the Team Hope Walks Manager, which is a brief overview of the first steps you need to take, like the ones in this presentation.
 4. Fill out the Team Hope Walk Information Form (included in the Team Hope Walk Interest Packet) with the proposed walk details and your contact information, and email it back to the Team Hope Walks Manager (teamhope@hdsa.org)
 5. Start putting together your committee.
 6. The Team Hope Walks Manager and your local HDSA staff will email you a comprehensive and thorough Team Hope Walk Volunteer Coordinator Manual to guide you every step of the way.



Fun Team Hope Tips

- Stuck in a rut? Struggling for ideas? We've got you covered! Have you thought about...
 - ❖ Contacting a local Kohl's to help you prepare for the walk and on the day of? Easy tasks like assembling blue ribbons, rolling Team Hope t-shirts, and mailing sponsor packets are an easy way to earn Kohl's \$500 grant each time they volunteer!
 - ❖ Invite the local radio station to the walk as host/MC! They can promote the walk in the weeks leading up through 15 and 30 second PSA's and energize the crowd at the walk with great music!
 - ❖ Fight off the hunger at early morning walks by visiting your local bagel store and requesting donated bagels, pastries and coffee to have at the walk for all of your volunteers and walkers.
 - ❖ Reach out to your governor or congressman and invite them to the walk – this is a great way to raise the profile of your event and get free publicity! It's an election year – so your chances of them saying yes are good!

Shoot to Cure HD

The San Diego Chapter's Shoot to Cure HD is a speed free-throw contest where teams of 10 compete to make the most baskets within a 3-minute time period. The event is run in a bracket type play-off style with teams eliminated during each round.

Guests are treated to sample size food and beverages donated by participating restaurant and drink vendors.

Cost to participate: \$1,000 for a team of 10 or \$125 per ticket.

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An ASML company

15TH ANNUAL




**SHOOT TO
CURE HD**


FRIDAY, JUNE 10, 2016
5:30 PM AT CHARGERS PARK

ONE OF SAN DIEGO'S BEST SUMMER PARTIES!

SAMPLE SOME OF SAN DIEGO'S FAVORITE FOOD AND LIBATIONS
ENJOY WILD AND CRAZY SPEED FREE-THROW FUN
GREAT PRIZES AND AUCTION ITEMS
MEET CURRENT AND FORMER CHARGERS PLAYERS
TOUR CHARGERS PARK
JOIN THE FIGHT TO END HUNTINGTON'S DISEASE



PURCHASE BY MAY 1: TEAMS \$1000 & INDIVIDUAL TICKETS \$125
PURCHASE AFTER MAY 2: TEAMS \$1200 & INDIVIDUAL TICKETS \$150

 **Huntington's Disease
Society of America**
San Diego CHAPTER

The Huntington's Disease Society of America is the premier nonprofit organization dedicated to improving the lives of everyone affected by Huntington's disease. From community services and education to advocacy and research, HDSEA is the world's leader in providing help for today, hope for tomorrow for people with Huntington's disease and their families. In the battle against Huntington's disease no one fights alone. At HDSEA, family is everything.

Register Online www.hdsa.org/sd or Contact Stephanie Albant at (619) 225-2255
\$50 in goods and services is received per guest

Sponsorship Opportunities

Title Sponsor ... \$15,000

- Your Company Name & Logo on all entrances and stage
- Your Company Name & Logo on all basketball backboards
- Your Company Name & Logo on all invitations, e-vites, press releases, marketing collateral, e-newsletter and website
- Your Company Name mentioned in any radio and TV spots
- Receive on-stage presentation and opportunity for on-stage remarks by company representative
- Private tour of Chargers Park for 20 guests (date TBD)
- 6 invitations to get an inside peak at Chargers Training Camp in August
- Three teams/30 tickets to the Shoot to Cure HD

Presenting Sponsor ... \$10,000

- Your Company Name & Logo on all entrances and stage
- Your Company Name & Logo on all invitations, e-vites, press releases & marketing collateral
- Your Company Name & Logo recognition as Presenting Sponsor in HDSA e-newsletter & website
- Your Company Name mentioned in any radio and TV spots
- A private tour of Chargers Park for 20 guests (date TBD)
- 6 invitations to get an inside peak at Chargers Training Camp in August
- Two teams/20 tickets to the Shoot to Cure HD

Raffle Sponsor ... \$3,000

- Your Company Name & Logo on all press releases and marketing collateral
- Logo recognition in HDSA newsletter and on website
- Verbal mentions throughout the program
- Signage in the Raffle area
- Company name in Shoot program
- Two tickets to the event

Tour Sponsor ... \$3,000

- Your Company Name & Logo on all press releases and marketing collateral
- Logo recognition in HDSA newsletter and on website
- Verbal mentions throughout the program
- Signage in the tour area
- Company name in Shoot program
- Two tickets to the event

Beer Garden Sponsor ... \$3,000

Your Company Name & Logo on all press releases and marketing collateral

Logo recognition in HDSA newsletter and on website

Verbal mentions throughout the program

Signage in the Beer Garden area

Company name in Shoot program

Two tickets to the event

Team Sponsor ... \$1,000

- Team of 10 guests
- Team/company name in Shoot program

Shoot to Cure HD

Venue:

- Infrastructure needed: bathrooms, water, ice and hopefully hoops!
- Schools are great venues because they include basketball courts!
- College basketball stadiums are great because the basketball team may want to be involved and the team has community-wide support which can help sell tickets/teams.

Target Audience:

- \$1,000 is an easy price point for companies
- Families can also easily raise funds for the \$1,000 team.



Team Sponsors

Steve Altman • Auspex Pharmaceuticals • Mike & Julia Cain
LaVonne & Paul Cashman • Misty & Bob Daniel • Jacques Cesaire
Competitor Group • CDS Moving Equipment • Theresa & George Essig
GigTown • Bill Habeger • Beth Hoffman • Jack FM/KFMB • Bill Johnston
KUSI • Landmark Aviation Lundbeck • NBC • Jan & Mike Neil • NuVasive
Steve Manson • Leslie & Marty McCormick • Jack McGrory
Oasis Sports Medicine • Pacific Advisors • Premier Golf • QCMI
Cindy & Guy Riddle • Republic Moving & Storage • San Diego Chargers
San Diego Padres • Torrey Pines Bank • Valley View Casino Center
Vertex • Wells Fargo Commercial Bank • YYK

What is Huntington's Disease?

Huntington's disease (HD) is a fatal, degenerative brain disorder that results in a loss of cognitive, behavioral and physical control, and for which, presently, there is no cure. HD slowly diminishes the affected individual's ability to walk, think, talk and reason. Eventually, a person with HD becomes totally dependent upon others for his or her care. Each of their siblings and children has a 50% risk of developing the disease. More than 2,300 people have HD or are at risk in San Diego County. To learn more about HD and find out how you can help go to www.hdsa.org/sd.

Committee Assist!

Thank you to all of our faithful volunteers. We couldn't have such a great time raising money without your time and generosity. Special thanks goes to all the committee members that planned the event:

Hayley Johnston (Co-Chair)

Courtney Rains (Co-Chair)

Kim Ayres

Lisa Beloff

Marty Caswell

Misty Daniel

George Essig

Bill Johnston

Paul June

Bill Lovejoy

Nan Pace

Guy Riddle

Mark Scherrer

Mindy Schroeder

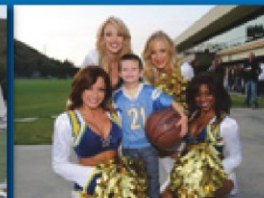
Rick Urban

Dinisa Valadao

Program Design by Daniel DesLauries

5PM AT CHARGERS PARK • SATURDAY, JUNE 13, 2015

14TH ANNUAL *Shoot to* **CURE HD**



Presented by

CYMER®



Huntington's Disease
Society of America



San Diego CHAPTER

Help for Today. Hope for Tomorrow.

The Huntington's Disease Society of America is the largest 501(c)(3) non-profit volunteer organization dedicated to improving the lives of everyone affected by Huntington's disease.

Event Schedule

5:00 Enjoy Food, Beer Garden, Raffle & Tours

6:00 Program Starts

6:30 Shooting Tournament Begins

6:45 Live Auction

Raffle

- VIP Chargers Game Experience
- VIP Training Camp Visit at Chargers Park
- Two-Night Stay at The Border House at Crystal Bay, Lake Tahoe
- Padres Ticket Package
- Two-Night Stay at the JW Marriott Desert Springs Resort & Spa
- Three 60-minute Athletic or Basketball Training Sessions at Sporting Out
- LEGOLAND Gift Basket
- SDSU Ticket Package

Live Auction

- SDSU Men's Basketball Experience Package
- Chargers Official Team Photographer for a Game
- VIP Training Camp Experience & Dinner with Philip Rivers & Antonio Gates
- VIP Training Camp Experience & Dinner with Melvin Gordon

How to Play

Select five shooters for your team. Designate four players to shoot free throws for 30 seconds each and one player to shoot for the final 60 seconds. Teams will compete in a single-elimination tournament.

Round 1 – Each team gets chance to shoot

Round 2 – Thrilling 32

Round 3 – Sweet 16

Round 4 – Elite 8

Round 5 – Final Four

Round 6 – Championship

New This Year! Following rounds 1 and 2, if your team doesn't make the cut, you can buy your way into the next round with a \$200 donation.

Tie Breaker

In the event of a tie, tied teams will choose one shooter from their team to shoot free throws for 30 seconds. The team with the highest score will move on to the next round.

Presenting Sponsor

CYMER.

Additional Event Sponsors



Restaurant Partners



Brewery Partners



Shoot to Cure HD

Vendors:

- Provide sample size portions to guests.
- Table and two chairs is provided to vendors.
- Vendors bring all of their own serving trays, napkins, utensils, promotional materials, etc.

Volunteers:

- 30+ volunteers count baskets then run the final tally up to the score keepers to determine teams who have been eliminated.
- Volunteers are also required for registration, vendor support, event clean up, etc.



Shoot to Cure HD

Subcommittees:

- Sponsorship/team sales
- Logistics
- Volunteers
- Food/beverage vendors
- Public relations

Day-of Revenue: Don't forget about day-of revenue!

- Raffle tickets sales (consider asking the cheerleaders to sell tickets)
- Silent and live auction
- Charge extra to have a celebrity “ringer” on your team who plays basketball for the local college



Golf Tournament

A golf tournament can be a great way to raise funds through foursomes and sponsorships and engage the golf enthusiast.

Cost to Participate:
\$600/foursome



Golf Tournament

Venue:

- Find a course at least nine months in advance with reasonably priced greens fees.
- Secure three bids.
- Secure a venue where Chair or Committee Member is a Member.
- Will they allow outside donated breakfast or lunch?

Target Audience:

- Golf enthusiasts, of course!
- Chair and Committee Members should reach out to their vendors and contacts for support. An honoree can be utilized in this way too.



Huntington's Disease Society of America
San Diego CHAPTER

Renato & Sharon Shaffer invite you to

8th Annual Team2Cure HD Golf Tournament

Friday, August 21, 1:00 p.m.
Steele Canyon Golf Resort, Jamul

11:30 am Registration, Check-in, Range Balls and Box Lunch
1:00 pm Shotgun Start / 4-Person Scramble Format
6:00 pm Awards Dinner & Raffle Prize Drawing

Awards for Closest to the Pin, Longest Drive, Straightest Drive, and 1st, 2nd, & 3rd Place

Honoring...
George Essig
Committed Golf Cmte Member
& Past President of Board

All proceeds benefit the San Diego Chapter of the Huntington's Disease Society of America in the fight to improve the lives of people affected by HD and their families.

Sponsorship Opportunities

Presenting Sponsor - \$10,000

Recognition as presenting sponsor in all tournament materials

8 complimentary golf registrations

Full page acknowledgement in the golf program
signage display at golf tournament

One year of online sponsor logo recognition on HDSA website, opportunity to provide 3 minute speech at dinner program

\$9,280 is tax-deductible

Green Fee Underwriter - \$7,500

Four complimentary golf registrations

Full page acknowledgement in the golf program

Signage display at golf tournament

\$7,140 is tax-deductible portion.

Dinner Underwriter - \$3,500

Four complimentary golf registrations

Full page acknowledgment in the golf program

Signage display at golf tournament

Logo acknowledgement at each table (provided by sponsor).

\$3,140 is tax-deductible portion.

Cart Underwriter - \$2,500

Four complimentary golf registrations

¼ page acknowledgment in the golf program

\$2,140 is the tax-deductible portion

Box Lunch Underwriter - \$2,000

Four complimentary golf registrations

¼ page acknowledgment in the golf program

\$1,640 is the tax-deductible portion

Range Ball Sponsor - \$500

One complimentary golf registration

\$410 is the tax-deductible portion

Contest Sponsors - \$300 EA

Long-Drive Sponsor: Two (2) available

Closest-to-the-Hole Sponsor: Two (2) available

Straightest Drive Sponsor: Two (2) available

\$300 is the tax-deductible portion of each

Tee/Hole Sponsor - \$250

One (1) tee sponsor

Fifty-one (51) available

\$250 is the tax-deductible portion

*Sponsorships
are key!!*

Golf Tournament

Vendors:

- Participate for free and provide something to participants.
- On-course vendors provide excitement to tournaments!
- They can include: massage therapists, golf equipment manufacturers, beverage vendors at putting green or driving range, donated alcohol, hole-in-one car, etc.

Volunteers:

- Registration
- Auction/ raffle
- On-course games



Golf Tournament

Subcommittees:

- Sponsorship/team sales
- Auction/In-kind solicitation
- Volunteers
- Vendors
- Public relations
- Logistics

Day-of Revenue: Can be huge for golf!

- Raffle tickets sales (consider asking the cheerleaders to sell tickets)
- Silent and live auction
- Charge extra to have a celebrity “ringer” on your team
- Mulligans
- On-course games (longest drive, closest to the pin, etc.)



Hounds for Huntington's Highlights and Ideas

Committee- Start by putting together a Hounds Committee of six to eight volunteers who are committed to attending the Hounds event and can help find a location and solicit sponsors.

Advertise- make flyers and submit information to community calendars. Add it to the National HD SA.org calendar, tweet it, make a Facebook event, and invite all your friends. Put flyers up everywhere!

Donor Drive Fundraising Page- Start a DD page for your dog in an effort to raise funds. Top winner receives a prize! HD SA Staff is happy to get you started!

Sponsors- Reach out to the local community for Hounds for Huntington's Sponsorships & Prizes to be used in the raffle and auction, the day of the event.

Adopt a Pet- Reach out to your local humane society and have them bring a few dogs that are up for adoption. They just might find a new home that day!



Hounds for Huntington's Highlights and Ideas Continued

Contests- Look A Like....Best Trick.....Ice Cream Contest, Top Dog Donor Drive Fundraiser.... and more.

Auction/Raffle- Secure items through donations via email, direct solicitation or mailing.

Dog Snacks- Secure free dog biscuits for all dogs participating as a welcome gift!

Bandanas- Consider giving out donated bandanas as a welcome gift too. Maybe you know someone that can sew?

Snacks- Secure donated Lemonade, Water & Cookies for all participants. Consider approaching Starbucks to provide Pupaccino's!

Photo Opportunity- Have your picture taken with your dog for a fee. Have the organizers bring props – sunglasses- hats to make the memoryspecial.

STRIKE OUT HD



May 1, 2016

NEW Event - Strike Out HD Omaha

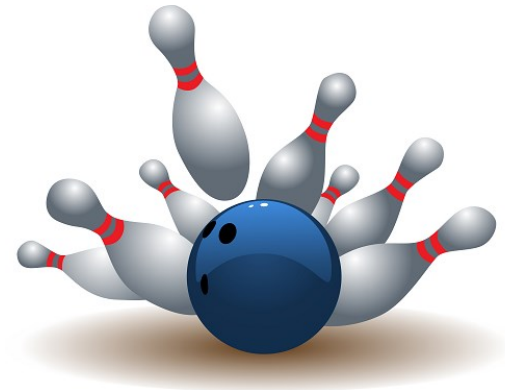
Budget Goal = \$2,500 Net

Budget Actual = **\$10,000 Net**



Steps to Success

- **Venue**
 - Find venue with minimal costs
 - Lanes donated
 - Small Shoe Charge
- **Promotions**
 - Heavy on social media
 - Regular Eblasts



Steps to Success

- **Silent Auction**
 - Dedicated volunteer/s gathering items for more than a month
- **Raffle**
 - Under \$25 = Raffle Item
 - \$5 for 6 Tickets
 - \$20 for 25 Tickets



Steps to Success

- **Sponsorships**
 - Allow weeks/months for outreach
 - Look at previous donors and companies within your community base
 - COE presence
 - Dedicated volunteer

Community Event Sponsor



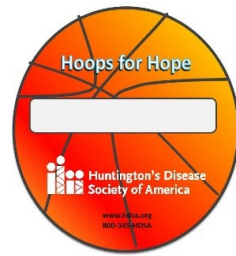
Family Sponsors



*"In Memory of
Craig Ferguson"*

*Mackie Construction,
Inc.*

Pin Up's



- The pin-up campaigns can be used to add value as a wrap-around event in your community or could be used to help your Chapter or Affiliate raise money and awareness during the month of May for HD Awareness Month and throughout the year. By selling Hoops for Hope, Hearts for Huntington's and In your Genes pin-up's we can maximize our abilities to raise money and awareness!!!

- Common opportunities to promote awareness can be found in:

In **Schools**: Get students involved. Designate champions to help sell pin-ups. Consider holding a competition to see what grades or students sell the most pin-ups and offer a prize for the person/classroom that generates the most pin-ups sold. Designate a wall or walls in a highly-trafficked area in your school to display the pin-ups that were sold helps with promotion.

With **Companies**: Present as an opportunity for competition between departments in an effort to support a good cause. Ask the company to host an event for the winning department. And make sure to display the pin-ups in a highly-visible area at your company, like the lunchroom or lobby.

And **Retail Outlets**: Retail clerks can sell these pin-ups at the point of purchase (by the register or at bank tellers) to customers (HDSA pinups can be printed with bar codes if needed). The retail store can consider giving a top prize to the clerk who sells the most pin-ups.



Event Ideas? We've Got You Covered!

HDSA Events

Team Hope

Celebration of Hope

Strike Out HD (Bowling)

Golf

Hoop-A-Thons

Shoot For A Cure

Cocktails For A Cure

Marathons/5K's

"In Your Genes" – Dress Down Days

Garage Sales

Hula Hooping for HD

Trivia Night

Art Events

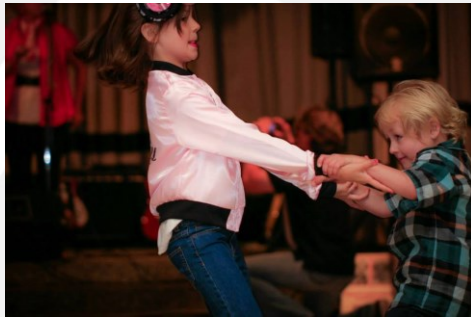
Movie Screenings

Concerts

Sock Hop

Restaurant Nights

Hearts for HD



Questions? Comments?

