



FUN WAYS TO **FUNDRAISE**

Ideas on how to run your own event for the
Brain Aneurysm Foundation.

An Event Planning Guide from the



**BRAIN ANEURYSM
FOUNDATION**

Raising Awareness. Ending Fear.™

WELCOME

Thank you for your interest in organizing an event to benefit the Brain Aneurysm Foundation. We truly appreciate your support and invite you to read on for ideas to help you raise funds creatively.

The funds raised for the Brain Aneurysm Foundation are critical to the mission of creating brain aneurysm awareness, education, support, advocacy and research grant funding. On behalf of our survivors, families of loved ones lost, caregivers, support groups and those working tirelessly on brain aneurysm research to help save lives and improve outcomes – please accept our heartfelt thanks for your interest in hosting an event.

You can do it, and we are here to help!

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Have questions? Contact the Brain Aneurysm Foundation by calling (888) 272-4602 or (781) 826-5556, emailing us at events@bafound.org, or visit us online at www.bafound.org.

Connect with us:



OVERVIEW

OF THE BRAIN ANEURYSM FOUNDATION

Since 1994, the Brain Aneurysm Foundation has been the nation's premier nonprofit organization solely dedicated to providing critical awareness, education, support, advocacy and research funding to reduce the incidence of brain aneurysm ruptures.

Hundreds of events to benefit the Brain Aneurysm Foundation are hosted each year, and the generosity of thousands of people worldwide contribute to the mission to help save lives and improve outcomes for survivors.

HOW YOUR EVENT REVENUE WORKS

When you host an event that supports the Brain Aneurysm Foundation, you supply the funds to continue to create education and awareness, run support groups nationwide, enable the brightest minds in the neurological field to continue their vital research.

Thanks, in large part, to the events hosted to benefit the Foundation, the Brain Aneurysm Foundation is the globally recognized leader in brain aneurysm awareness, education, support, advocacy and research funding.



The 2015 Brain Aneurysm Foundation Research Grant Award Recipients.

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It is easier than ever to host a Brain Aneurysm Foundation event. We provide the guidance you need, as well as the resources to ensure you have a positive, fun experience and a successful event.

HOW THE
BRAIN ANEURYSM
FOUNDATION CAN
HELP

FOR ALL APPROVED FUNDRAISERS, THE BRAIN ANEURYSM FOUNDATION CAN:

- Offer advice on event planning & fundraising
- Provide access to your own personal fundraising page
- Provide you with our logo for your marketing materials
- Assist with soliciting corporate sponsorship and/or in-kind donations; provide sample template letters in Microsoft Word®, generate and distribute thank you letters
- Generate a certificate of insurance (if needed) and pay town/city directly for permitting costs, with prior Foundation approval
- Help market your event to our constituent database in your area via social media, press releases, and email
- Provide Brain Aneurysm Foundation printed literature and branded items for distribution at your event
- Provide IRS compliant tax receipts for gifts made at your event

WE RELY ON YOU TO:

- Decide what type of event you would like to host
- Select a date and location: allow 6 months to plan an event to ensure the greatest success
- Contact your local governing board to approve the event and to acquire any permit needed
- Complete the Event Information Form and email it along with a photo to events@bafound.org
- Form a committee to help with the planning and on the day of your event
- Schedule a call with the Brain Aneurysm Foundation to finalize event details

**DID YOU
KNOW?**

**Your event could
raise enough
money to fund a
Chair of Research!**

Visit:
www.bafound.org

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DIY

DO-IT-YOURSELF EVENTS

Do-It-Yourself (DIY) Events can be a rewarding way to honor a loved one while raising important funding and creating awareness. Let your creativity shine with your unique way of fundraising!



FUEL THE POWER TO FIGHT BRAIN ANEURYSMS & HELP SAVE LIVES!

With BrainPOWER, you can create your own fundraising page to honor your loved one while raising money to support the mission of the Brain Aneurysm Foundation. BrainPOWER pages work hand-in-hand with DIY Events, as it allows you to tell your story, set a goal, and track funding that comes into the Foundation on behalf of your fundraising initiative. BrainPOWER also allows you to create an easy link to your page to be able to get the word out easily via email and on social media.

In just 4 easy steps – you are on your way! Visit www.bafound.org to set up your BrainPOWER page today!

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DIY DO-IT-YOURSELF EVENTS

Here are some fun ideas on events that you can do yourself:

SPORTS TOURNAMENT

WHAT IT IS:

Grab your family and friends by putting together a fun sporting event! Organize a tournament based around your favorite sport: softball, baseball, soccer, basketball, lacrosse, or golf. The participants can solicit support from neighbors and co-workers to create teams and bring in additional revenue.

WHAT YOU'LL NEED:

A field, court, course, or other place to host your sporting event, sporting equipment, signage, players and teams.



SCHOOL/WORK EVENT

WHAT IT IS:

There are a wide array of events that a school or work group can participate in together. These events foster collaboration among your school or work community and can be a fun activity anytime of the year!

Examples include:

- Jeans Day: having each participant make a certain size gift so that they wear jeans on the designated day
- Class or Inter-department Competitions: generating friendly competition between different groups in your school or work community can be a great way to generate revenue. Activities such as athletic events or cook-offs enable each team to raise their own funds
- Send-a-Flower: this could be done at Valentine's Day; St. Patrick's Day – or anytime during the year. For a small gift, each participant can choose who they would like to send a flower to



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DIY

DO-IT-YOURSELF EVENTS

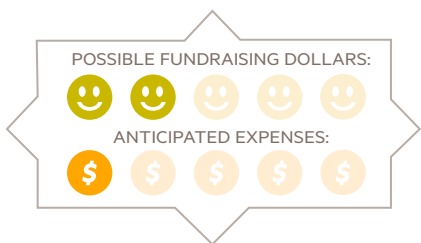
CAR WASH

WHAT IT IS:

Grab a group of friends for a bucket of fun! Washing cars is a fun activity where funds are raised for the Brain Aneurysm Foundation in exchange for a shiny, clean car.

WHAT YOU'LL NEED:

An approved location to hold the car wash, a group of people to wash the cars, cleaning supplies, signs, cash box to collect money and make change.



FOOD EVENT

WHAT IT IS:

A food event is a yummy way to raise money for the Brain Aneurysm Foundation's mission! A chili cook-off, potluck, or chef competition are some ideas to feed your desire to host a successful event.

WHAT YOU'LL NEED:

A venue to host – such as a VFW hall, private home, or school cafeteria. Cooks to make food, food products, dishes, silverware, drinks.



MOTORCYCLE RIDE

WHAT IT IS:

A motorcycle ride can be a fun, social event ending at a venue for a reception. Boost your fundraising efforts with raffles for donated items and gift certificates!

WHAT YOU'LL NEED:

A venue, food, beverages, audio/visual, entertainment, tickets sales, auctions, and participants with motorcycles (note: some communities require permits).



DIY DO-IT-YOURSELF EVENTS

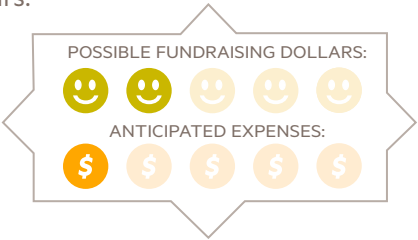
GARAGE/YARD SALE

WHAT IT IS:

Dust off your old sporting equipment and knick-knacks in the basement and use them to raise valuable money for the Brain Aneurysm Foundation. This is a great way to involve the community and translate old items into brain aneurysm education and awareness!

WHAT YOU'LL NEED:

Items for sale, a safe area to sell them, price stickers, flyers to advertise the event, a posting on community calendars.



SCAVENGER HUNT

WHAT IT IS:

You have discovered the perfect way to bring a large group together for a great cause! Provide a list to participants for them to travel around an area (it could be a park or a whole city/town), collecting or photographing items on the list. Ask each team to raise a certain amount in order to participate in the event.

WHAT YOU'LL NEED:

A location large enough for people to run around, a list of items needed, items (unless they're available naturally), a willing group of participants.



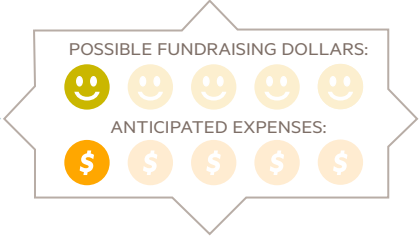
BAKE SALE

WHAT IT IS:

A bake sale is a fundraising activity where baked goods such as cupcakes and cookies are sold. This can be done practically anywhere: sporting events, schools, family gatherings, etc.

WHAT YOU'LL NEED:

An approved location, volunteers to bake and sell goods, table, signage, cash box to make change.



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OUT OF THE BOX EVENTS

Kick-start your event with a ready-made Event Box to help make any event a success! Contact events@bafound.org to see if your event qualifies as an Out-of-the-Box Event!



WHAT IT IS:

A first time event established to raise critical funding for the Brain Aneurysm Foundation. Out-of-the-Box Events receive an Event Box with pre-printed t-shirts, an event banner, flyers, and materials to help make your event a ready-made success!

WE RELY ON YOU TO:

- Decide what type of event you would like to host
- Select a date and location: allow 6 months to plan an event to ensure the greatest success
- Contact your local governing board to approve the event and to acquire any permit needed
- Complete the Event Information Form and email it along with a photo to events@bafound.org
- Form a committee to help with the planning and on the day of your event
- Schedule a call with the Brain Aneurysm Foundation to finalize event details

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RUN & WALK EVENTS

Runs & Walks are a good way to get a large crowd together for a good cause. Building teams helps promote competitive fundraising, helping you reach your fundraising goal quickly!

WHAT IT IS:

Warm ups begin now! A 5K Run or Walk is a great way to get people moving in the right direction towards brain aneurysm awareness! We will build an event site with an easy step-by-step registration site, allowing people to register individually, build a team for competitive fundraising, or donate to your campaign. We assist you with all the details as you plan your event and race to the finish line!



WE RELY ON YOU TO:

- Decide what type of event you would like to host
- Select a date: allow 6 months to plan an event to ensure the greatest success
- Choose a location & design a course
- Contact your local governing board to approve the event and to acquire permit
- Secure estimates from timing companies for approval
- Complete the Event Information Form and email it along with a photo to events@bafound.org
- Form a committee to help with the planning and on the day of your event
- Determine additional needs & secure estimates for approval: police detail; trash disposal; port-o-johns; tent, table & chair rental
- Secure Sponsorships to help cover event expenses
- Schedule a call with the Brain Aneurysm Foundation to finalize event details

POSSIBLE FUNDRAISING DOLLARS:



ANTICIPATED EXPENSES:



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SPONSOR GUIDELINES

Corporate Sponsorship & In-kind Donations are a win/win partnership for all! Companies gain great exposure by their charitable contribution to the Brain Aneurysm Foundation, while their contribution helps pay for the expense of running your event.

EVENT SPONSORSHIP ENGAGES COMPANIES THIS WAY:

- Provides valuable exposure for their company; provides them with a tax-exempt donation; and demonstrates their commitment to social responsibility within the community
- Brings additional revenue to your event that offsets event expenses, therefore making the fundraising campaign more expensive
- Provides additional vehicle for promoting your event and may also increase participation via the company's population



There are various tiers of sponsorship and you should select the ones that you are most comfortable with to start. Every event is unique and you should tailor your 'ask' to your event, community and demographic. Be creative and make it personal.

On the following page is a sample letter and form. It includes facts about brain aneurysms and the Brain Aneurysm Foundation. You may request an electronic version of this letter by emailing events@bafound.org so that you may customize it for your event. Email us the letter for approval before distributing.

All corporate sponsorship donations should be payable to:

Brain Aneurysm Foundation
(with the event name in the memo.)

Donations can be made directly to your event pages, online with a credit card or mailed to us with the appropriate form (see Corporate Sponsorship Form and In-kind Donation Form in your event kit).

Donations of smaller ticket items with a value of \$100 or less will be acknowledged as a donation but not as a logo event sponsor. An example of this would be gift cards for a raffle.

You want to structure your corporate sponsorship request to incent companies to give more to receive greater exposure for their support.

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SPONSOR GUIDELINES

SUGGESTED SPONSOR LEVELS:

PLATINUM LEVEL: \$750

- Sponsor logo printed on event t-shirt & event site listing; and prominent placement on sponsor banner
- Table space at the event to promote business and hand out materials
- Sponsor recognition during event announcements

GOLD LEVEL: \$500

- Sponsor logo printed on event t-shirt & event site listing; and placement on sponsor banner
- Sponsor recognition during event announcements

SILVER LEVEL: \$250

- Sponsor logo printed on event t-shirt & event site listing; and listing on sponsor banner

(Continued)

Once the donations have been received, we will add their logo to your event as appropriate for the level they have selected. Note: we need company logos in high resolution jpeg, eps, or png format. You will need to get the logo from the sponsor and forward it to us – we cannot use images that are pulled from the web (the resolution is too low).

Event expenses are handled separately from corporate donations, which are not used as funding for the event expenses. BAF will cover all reasonable event expenses that are approved in advance. We prefer to pay directly to the extent that is possible and will reimburse approved expenses that are submitted with receipts and included on the event expense form.

Corporate Sponsorship and In-kind donations are a win/win partnership for all – the event, the companies and the Brain Aneurysm Foundation.



BRAIN ANEURYSM FOUNDATION

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(781) 826-5556 Phone

(781) 826-5566 Fax

Dear Friend:

I am contacting you on behalf of the Brain Aneurysm Foundation, the nation's premiere nonprofit organization solely dedicated since 1994 to providing critical awareness, education, support and research funding to reduce the incidence of brain aneurysm ruptures, based in Hanover, MA. Last year was a special milestone for the foundation as we celebrated our 20th Anniversary and expanded into Canada as a registered non-profit.

It is estimated that up to 1 in 50 people in the U.S. will develop a brain aneurysm during their lifetime. Brain aneurysms are a silent killer because they often present with no prior symptoms or whose symptoms are often ignored or misdiagnosed. The statistics after a brain aneurysm ruptures are grim: of the 30,000 people that suffer a rupture each year, almost half of the victims will die and of those surviving, only a third will recover without disabilities. While the vast majority of brain aneurysms occur in adults over 40, they can also strike children and young adults, often resulting in death.

On **(date)** we will be holding **(event name)** in **(event location)**. We are seeking sponsorship and donations for this upcoming event and we hope you will be able to contribute as a corporate sponsor.

The Brain Aneurysm Foundation has a tax-exempt status as a public charity under section 501(c) (3) of the Internal Revenue Code. The tax ID # is 04-32-43864. We have included details on Corporate Sponsorship Opportunities for you to consider.

With your company's support, we can continue to help fight the devastation caused by brain aneurysms and save lives right here in our community. Thank you in advance for your consideration and contribution to this special event in an attempt to raise awareness of the devastating disease.

Sincerely,

(Your Name)

269 Hanover Street, Building 3, Hanover, MA 02339

(781) 826-5556 Phone

(781) 826-5566 Fax

www.bafound.org

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EVENT TIMELINE

Time to plan! Give yourself and your committee enough lead time to create, organize and execute the event. Typical events take about 6 months to plan and execute from start to finish, and allow us enough time to be able to help you market your event successfully.



REQUEST EVENT MANUAL

Choose a date & location that best fits your needs. You will need the facility's approval to hold the event on your chosen date.

CONTACT TOWN/ CITY HALL

You are now ready to return the completed Event Information Form and schedule a call to go over the details of your event.

FORM A COMMITTEE

As you finalize details, ask your committee members to help you secure sponsorships to help cover the cost of your event.

HAVE A GREAT EVENT!

Your hard work has paid off! Organize your event materials and assign volunteer roles: event day is here!

START

FINISH

Your event manual is your guide to a successful event. Contact us with any questions you might have at events@bafound.org.

CHOOSE DATE & LOCATION

You may need a permit for your event. Contact your local governing office for permit information.

SCHEDULE CALL W/ BAF

Gather friends and family who will commit to help you with the planning process and on the day of your event.

SECURE SPONSORS

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FAQs

FREQUENTLY ASKED QUESTIONS

If you are interested in learning more or have questions, contact the Brain Aneurysm Foundation at (781) 826-5666 or events@bafound.org

WHAT IS A VOLUNTEER FUNDRAISER?

A volunteer fundraiser is an event organized and managed by a volunteer in which funds are raised in support of the Brain Aneurysm Foundation.

WHAT ARE SOME EXAMPLES OF VOLUNTEER FUNDRAISERS?

Past volunteer fundraisers have included walks, 5k runs, Bowling, and Golf events. Funds can be raised through participant fees, ticket sales, auctions, and more. See the manual for fundraiser ideas.

WHAT IS THE PROCESS FOR HOSTING A VOLUNTEER FUNDRAISER?

The process is made easy for you. Fill out the Event Planning Form with your event details to ensure compliance with our policies and procedures. These policies serve to ensure that all events using the Brain Aneurysm Foundation name and logos maintain a prudent cost of funds raised, follow all relevant local, state, and federal laws, and portray the Brain Aneurysm Foundation in a positive light. Staff will schedule a phone call with you to review your event details and answer any questions you may have.

CAN I USE THE BRAIN ANEURYSM FOUNDATION NAME AND LOGO WHEN PROMOTING MY FUNDRAISER?

Once your fundraiser is approved, we will provide you with the logo for your marketing materials. Anyone using the Brain Aneurysm Foundation logo must have the logo use approved first. For example, if you put our logo on your website, we would need you to forward the link to the Brain Aneurysm Foundation for us to take a quick look and approve it.

WILL THE BRAIN ANEURYSM FOUNDATION STAFF BE ABLE TO HELP ME ORGANIZE MY FUNDRAISER?

The Brain Aneurysm Foundation team is eager to provide guidance and strategy for your fundraiser. We also recommend you form a committee, who can support you during the planning period and throughout the entire event.

WILL A BRAIN ANEURYSM FOUNDATION REPRESENTATIVE ATTEND THE FUNDRAISER?

We will do our best to support you and your event in any way we can. Please see the manual to see what the Brain Aneurysm Foundation can offer!

HOW SOON AFTER THE FUNDRAISER DO I SUBMIT THE FUNDS RAISED?

Submit the event proceeds and all required post-event paperwork to the Brain Aneurysm Foundation within 7-10 days after your fundraiser.

I'D LIKE TO ATTEND AN EXISTING EVENT. HOW CAN I FIND AN EVENT NEAR ME?

Please visit www.bafound.org/list-events for a list of upcoming events.

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EVENT FORMS

Let's get the ball rolling! The Event Kit contains important forms you will need throughout the event planning process. Please contact us at (781) 826-5666 or events@bafound.org if you have any questions.

EVENT INFORMATION FORM

The Event Information Form is the key to establishing your event. This form must be submitted once you have determined what type of event you would like to have, as well as a date and location for your event. Once we received your Event Information Form, you may schedule a call to review your event details with the Foundation. The Event Information Form may be submitted by emailing it to events@bafound.org or faxing it to (781) 826-5566.

SAMPLE CERTIFICATE OF INSURANCE FORM

The Brain Aneurysm Foundation will provide you with a Certificate of Insurance, if needed, for your event. Enclosed is a sample COI for your reference when inquiring with your local governing department about a permit for your event.

CORPORATE SPONSORSHIP / DONATIONS FORM

Corporate Sponsorships and Donations are key to ensuring the costs to run your event are safely covered, enabling you to generate the most fundraising dollars. Each company that chooses to sponsor or make a donation to your event, must fill out the enclosed form to include with their check when mailing it in. Corporate Sponsorship Donation checks must have your event name in the memo portion of the check.

IN-KIND DONATION FORM

In-kind Donations are donations that come in the form of a service or item given to you on behalf of your event to assist with reaching your fundraising goals. Complimentary photography at your event, items for a raffle, or bottled water to give away at your event are examples of In-kind Donations. This form must be filled out and submitted for each In-kind Donor for your event.

CASH COLLECTED AT EVENT FORM

Cash is frequently collected at events as folks get into the spirit of giving. Each cash donation must be documented on this form at your event, and filled out completely so that each donor is documented and receives a tax information and thank you letter from the Foundation.

EXPENSE REPORT

Our goal is for you, as an event organizer, not to have any out-of-pocket expenses – or as few as possible. Each and every expense you anticipate to run your event must be presented to the Foundation in the form of an estimate from each vendor, and subsequently approved by the Foundation before the expense is incurred. In most cases, expenses will be billed and paid for directly to/from the Foundation office. Should any last minute expenses arise (balloons, cups or plastic table cloths), these must be documented on the Expense Report and the receipt must be attached to the form when submitted after the event.

EVENT WRAP-UP FORM

Congratulations! You've done a great job! Now it's time to tally things up, fill out the Event Wrap-Up Form and send it in to complete your event!



**THANK
YOU**

for fundraising for the



**BRAIN ANEURYSM
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