



YOUR GUIDE TO HOSTING A VIRTUAL FUNDRAISER

JULY 2020



ABOUT THE FIRE FAMILY FOUNDATION

**Firefighters serve us.
Our mission is to serve them.**

After 9/11, when 343 firefighters lost their lives, Firefighters First Credit Union received an outpouring of donations to support the New York City firefighter community. This inspired Credit Union leaders to establish a nonprofit foundation focused exclusively on serving firefighter families.

Founded in 2008, the Fire Family Foundation is dedicated to providing support and financial assistance to firefighters and their families in times of need.

Core programs:

- Financial support to firefighters and their families experiencing hardship
- Disaster relief to firefighters
- Grants to other fire charities
- Scholarships to firefighters' children

Firefighters First Credit Union generously supports all of the Foundation's overhead costs, so 100% of the funds you raise and donate go directly towards helping firefighter families.

WHAT IS A VIRTUAL THIRD PARTY EVENT?

A virtual fundraiser, also known as a virtual "third party event," is a fundraiser that takes place online and is completely organized and hosted by a person or organization not employed by the Fire Family Foundation. Although the fundraiser is on behalf of the Foundation's mission, the fundraisers are held independently of the Foundation and the Foundation has little direct involvement. For examples of virtual third party events, see pg. 6-7.

HOW CAN THE FIRE FAMILY FOUNDATION HELP?

The Foundation greatly appreciates the support that third party event organizers provide to its programs but is limited in the amount of assistance it can provide. We can provide: advice and suggestions on event planning, including a fundraising tips sheet (see pg. 8); use of the Foundation name, logo, and other marketing images (after approval); promotional materials including brochures and flyers; tax receipts for contributions made payable and submitted to the Foundation.

The Foundation cannot provide: assistance in soliciting donations, handling mailings, recruiting attendees, and/or collecting physical donations (cash, checks); guaranteed volunteer, staff, board, or council attendance at the event; access to Foundation donor lists or contacts; responsibility of any kind associated directly or indirectly with the event; funding or reimbursement for any event expenses.



WHAT DO I NEED TO DO TO GET STARTED?

1. Look through the rest of this guide and come up with a virtual fundraiser plan.
2. Establish your fundraising goal, timeline, and budget.
3. Complete and submit a Virtual Event Proposal form and a signed Event Agreement form at least 30 days in advance of the proposed date (forms included at the end of this guide). **Proposals must be approved by the Foundation before the event can take place.**
4. Once your event has been approved, establish an event planning committee or start planning on your own.
5. The Foundation will send you more planning information and promotional materials, including a Foundation logo use guide.
6. Secure all supplies necessary (for examples of what you might need, see the event examples on pg. 6-7).
7. Promote your event to your friends and family and ask them to spread the word as well. Post about your event on social media to reach an even wider audience.
8. Host your virtual third party event!

MORE QUESTIONS? CONTACT US!

Contact Robyn Popp, Development Associate, at info@firefamilyfoundation.org or (323) 550-2208. You can also reach us toll-free at (888) 533-3448 or visit www.firefamilyfoundation.org for more information.



THE IMPACT OF YOUR VIRTUAL EVENT



“ As a retired firefighter with PTSD, the last few years have been difficult for me, my wife and three sons. The help from the Fire Family Foundation is something huge to take stress off of us. I cannot thank the Foundation and Board enough, I served my community for 19 years, and never thought that I would need help. Thank you! ”

RICKY, Firefighter Relief Fund Recipient

The proceeds from your virtual event will help support firefighters like Ricky, a retired firefighter who suffers from PTSD. In early 2020, we helped pay for some of his car payments to help him and his family get back on their feet. The Foundation is proud to help firefighters like Ricky who have dedicated themselves to their community, and we're grateful to supporters like you who help make our work possible.

THANK YOU!

VIRTUAL EVENT IDEAS

BENEFIT CONCERT STREAMED ONLINE

Ask one or several local bands to donate their time and play a benefit concert from their homes. Charge "admission" for anyone who joins the live stream.

Requires: musicians, video streaming service

COOKING CLASS BY VIDEO

Host a virtual cooking class! Consider a special recipe for an adult class or a simple, fun recipe for a kids' class. Ask all guests to pay a fee to attend.

Requires: cooking instructor, ingredients list that is relatively easily sourced, video meeting service (Zoom, etc.)

FACEBOOK FUNDRAISER

Host your third party event online! Just create a Facebook fundraiser, share it with everyone you know, and ask them to donate and share too.

Requires: internet connection, Facebook profile

LIVE OR SILENT ONLINE AUCTION

Collect auction items and conduct either a live or silent auction online! For a live auction, you could stream a video where you describe the items and have people bid in real time. Or host a silent auction by creating auction packages and posting them to a fundraising platform online.

Requires: auction items, auctioneer, video streaming service, silent auction platform

CAKE DECORATING PHOTO COMPETITION

Ask people to decorate cakes (or other baked goods), post pictures online (and pay a fee to submit their entry), and have the public or a special judge vote on the best one! Consider including several categories (best use of theme, most colorful, etc.).

Requires: baking supplies, someplace online to post the photos, an online voting system (Google survey, etc.)

CRAFTS FAIR ONLINE

If you're artistic, create artwork and/or crafts and sell them to members of your community. You can ask friends and others at your local crafts store to donate their work for sale as well. You can sell paintings, jewelry, pottery, collages, ornaments, knitwear, and more!

Requires: art and craft supplies, items to sell, an online platform to sell items (Etsy, etc.)

GAMING VIRTUAL MARATHON

Commit to playing a video or board game for a continual period of time, either individually or on teams. Ask your friends and family to sponsor you with donations.

Requires: video game console(s), board game(s), video meeting or streaming service

VIRTUAL EVENT IDEAS CONTINUED

MENTORSHIP VIDEO MEETING AUCTION

Recruit people you know who have special skills or knowledge to share. Have them auction off one-on-one video chat sessions where they provide information and feedback to the highest bidder.

Requires: video meeting software (Zoom, etc.), several people willing to donate their time

SOCIALLY DISTANT DARE FUNDRAISER

Sponsor a socially distant dare contest in which participants agree to do outlandish and funny things (from within their own homes) if sponsors contribute a certain amount of money. The ice bucket challenge is a good example. Have participants share videos of the results!

Requires: internet connection, video streaming service (Facebook live, etc.)



PAINT & SIP VIRTUALLY

Partner with a local artist to host one of these popular events from the comfort of their home! Create art supply packs beforehand and let attendees pay and pick them up in the days leading up to the live stream. Then, lead attendees in a fun evening of painting and drinks over video.

Requires: art teacher, art supplies, video streaming service, individual beverage servings

VIDEO CONTEST

Ask your friends, family, and neighborhood to participate in a video contest. You can pick a theme and set guidelines for length of time, etc., or you can let people submit whatever they want! Charge people to enter and invite the public or a special judge to vote on the winner.

Requires: equipment to film a video (a phone could work!), a website or blog to post the entries, an online voting system (Google survey, etc.)

AN EVENT OF YOUR CHOICE

The examples listed here are just a few of the types of virtual events you can host. The possibilities are endless! Feel free to get creative and propose something not listed in this guide.

FUNDRAISING TIP SHEET

1. Get the Ball Rolling



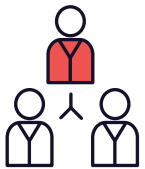
It's always a good idea to get your fundraising off to a good start by making the first contribution. This shows potential supporters that you are serious about helping the cause and will make others more likely to get involved.

2. Add Your "Why" to the Email



Customize the Fire Family Foundation fundraising email template before sending it to your friends and family. The most important thing to add is your connection to the cause and why it matters to you—that's what your contacts care about most! Don't forget to include a clear, direct ask for participation and/or donations.

3. Start with Your Close Contacts and Work Outwards



It's always best to start by emailing your closest contacts because they are the most likely to participate and donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts. In every case, be yourself and write authentically.

4. Move to Social Media Next



Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on both Facebook and Twitter is tagging and thanking people who have already donated or signed up to participate while you are asking for new donations and sign ups. This spreads your message further and lets the people you are asking know that people are already getting behind you.

5. Reengage with Email



Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date on your progress as you hit different milestones and ask supporters to help you hit the next milestone.

6. Continue Thanking and Updating Social Media



As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal. Ask friends and family to like and share your posts—even if they can't participate, they can help spread the word!

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission. You can do it! Know that your effort will make a big difference. [THANK YOU!](#)

SOCIAL MEDIA TIP SHEET



1. Get Your Tag On

One of the best strategies to use on both Facebook and Twitter is tagging and thanking people who have already donated or signed up to participate. When you tag someone, your post gets shared in both of your activity feeds. This spreads your message further and lets others know that people are already getting behind you.



2. Don't Make Every Post an "Ask"

People will be more likely to engage with the content you post if you switch it up and don't just ask for donations and/or registrations. Try sharing updates, planning anecdotes, and even relevant news articles to grab people's attention.



3. Add Photos and Videos to Your Posts

People are more likely to click on posts that have a photo or video component. These types of posts are also often prioritized in social media feeds because of how their algorithms work. You can create your own photos and videos or share relevant media created by others—just be sure to give proper credit!



4. Don't be Afraid to Post Frequently

Social media is a softer medium for communicating with your contacts and it's more acceptable to frequently post updates in those channels. Consider making a post calendar to schedule out your Facebook, Instagram, and Twitter posts in advance so that you can stagger them appropriately.



5. Share Compelling Content

Think about the kinds of things that catch your eye on social media and try to replicate what they're doing. Look especially at other event and charity posts for ideas. Many fundraisers, for example, share inspiring stories about the nonprofit's beneficiaries or personal testimonials from donors and supporters. Contact us for some to share!



6. Get Creative

You never know what kind of post will go viral. Experiment with different formats and ideas and don't be afraid to have fun! Posts that have your authentic voice will draw people more than any pre-made social media templates.



7. Share Status Updates as Your Event Approaches

Periodically update your followers on your major milestones, and let them know how close you are to reaching your fundraising goal. As you get closer to reaching it, people are more likely to donate and/or register for your event. Don't forget to thank everyone periodically too!



8. Tag Us So We Can Share Your Posts!

We're @firefamilyfoundation on Facebook and Instagram and @firefamilyfound on Twitter. We'll do our best to like and share your posts with our followers!





VIRTUAL EVENT PROPOSAL

Proposal must be approved by the Foundation before the event can take place

Organizer's Name: _____

Company/Organization: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Website (if applicable): _____

Name of Event: _____

Proposed Date(s) and Time(s): _____

Where will you host this event online? (Zoom, Facebook live, etc.): _____

Anticipated # Attendees: _____

Event Description:

How will you promote the event?:

Do you have prior fundraising or event planning experience? Briefly describe:

Do you have any personal experience with or connection to firefighters, fire departments, or the fire service? Please provide details, if applicable:

How will funds be raised? (check all that apply):

- Ticket sales
- Auction
- Sponsorships
- Item/service sales
- Registration fee
- Raffle
- Donations
- Other (please specify): _____

What type of funding will you provide to the Foundation? (check one):

- Gross revenue (all funds raised) goes to the Foundation
- Net revenue (funds raised less expenses) goes to the Foundation
- A portion of the purchase goes to the Foundation (set dollar amount or percent of price)
- Other (please specify): _____

Anticipated Expenses: _____

Anticipated Revenue: _____

Is there anything else you would like us to know?:

Submit completed proposal to Robyn Popp, Development Associate
 info@firefamilyfoundation.org • fax: (323) 550-4959
 815 Colorado Blvd., Los Angeles, CA 90041

For Fire Family Foundation use only:

Received by: _____ Date: _____
 Response: _____ Date: _____



EVENT AGREEMENT

Form must be signed and submitted to the Foundation prior to third party event

Thank you for your interest in holding a fundraising event to support the Fire Family Foundation (hereafter "the Foundation"). We are grateful for your efforts to raise funds for critical needs within the fire family community. To protect the Foundation and its charitable mission in receiving your generous help, all persons who want to hold an event to raise funding to donate to the Foundation are required to sign, submit and comply with this Event Agreement (this "Agreement").

I, the undersigned, understand and agree that:

1. I must submit completed Virtual Event Proposal and Event Agreement forms to the Foundation at least 30 days before my proposed event date. Completed forms should be submitted to Robyn Popp, Development Associate, by email at rpoppp@firefamilyfoundation.org, by fax at (323) 550-4959, or by mail to 815 Colorado Boulevard, Los Angeles, CA 90041. I cannot begin planning or publicizing, or hold, my fundraising event until and unless my proposal is approved in writing (including by email) by Foundation staff.
2. Events may be held virtually (i.e., online) at any time. Events may be held in person subject to all applicable laws and regulations relating to the COVID-19 pandemic.
3. I must promptly advise the Foundation of any major changes to my event as described on my Event Proposal, and if my event is cancelled. If cancelled, I am responsible for refunding any monies to donors or participants, if needed.
4. My event must be financially self-sustaining and the Foundation cannot provide financial support. All expenses incurred for my event are solely my responsibility and must be paid before proceeds are given to the Foundation. The Foundation will not provide any refunds or reimbursements of funding.
5. Although the Foundation may choose to help promote my event, or to provide other support for my event, it is under no obligation to do so. Marketing for my event is my responsibility.
6. I must use the Foundation's logo to promote my event and cannot alter any aspect of its aspect ratio, colors, or design.
7. I cannot distribute, publish, or otherwise use the Foundation's logo without prior written approval from Foundation staff. To request approval, submit materials to info@firefamilyfoundation.org prior to use.
8. I cannot incorporate telemarketing or door-to-door solicitation into my event.
9. In planning and holding the event, I am acting solely on my own behalf. I am not an agent, employee, independent contractor, partner or joint venturer of the Foundation, and planning and holding the event will not make me an agent, employee, independent contractor, partner or joint venturer of the Foundation. I am not authorized to act as an agent of the Foundation, enter into contracts in the Foundation's name, or present myself as staff or representative of the Foundation.

10. In publicizing the event, I must clearly communicate whether all proceeds, net proceeds, or a portion of sales from my event will be donated to the Foundation.
11. It is my sole responsibility to research and follow local, state, and federal laws and regulations for all aspects of my event. Many states, and some counties and cities, require registration before conducting charitable fundraising efforts, such as with the Attorney General, the Secretary of State, the state taxing authorities, etc. They may also impose various requirements relating to fundraising for charitable purposes. It is also my sole responsibility to research and obtain any required licenses or permits for my event.
12. I am solely responsible for all vendor agreements and contracts.
13. It is my sole responsibility and decision as to whether to obtain, and to pay for, insurance for my event. For in-person events, insurance is recommended.
14. I understand and agree that the Foundation will not be responsible for or pay for any financial liability, property damage or personal injury at my event, or assume any type of liability for my event. In no circumstance shall the Foundation be liable for incidental, consequential, indirect, special or punitive damages arising from or connected with this Agreement, whether or not such damages are foreseeable and whether or not the Foundation has been advised of the possibility of such damages, including but not limited to loss of profits or revenue, attorneys' fees, damage to business or business relations and damages for economic losses or property damage arising from, connected with or relating to the acts or omissions of the undersigned or the Foundation, whether under negligence, strict liability, enterprise liability or other product liability theories.
15. I hereby agree to indemnify and hold harmless the Foundation and its officers, directors, members, employees and agents from and against any loss, damage, claim, liability, injury or action, including reasonable attorneys' fees and expenses, arising in any way from my event.
16. All accounting and documentation for my event is my responsibility. I will submit funds raised to the Foundation within 30 days of my event, together with a list of (1) the names of each donor, (2) the amount contributed by each donor, and (3) the contact information (email address and/or mailing address) for each donor. All checks must be made payable to the Foundation (and not to the individual or business conducting the event). Donors may also send checks directly to the Foundation by mail to 815 Colorado Boulevard, Los Angeles, CA 90041. Donations may also be made online at <https://firefamilyfoundation.org/Donate>. Following receipt, the Foundation will issue tax receipts to each donor to support a charitable contribution tax deduction.
17. I cannot state or imply that the Foundation endorses any product or service.
18. I must make it clear that the Foundation is the beneficiary, and not the organizer, sponsor, or host, of the event.
19. The Foundation reserves the right in its sole discretion to decline any event or the support of any individuals or organizations.
20. All sponsorships of the event (e.g., by local restaurants or other businesses) must be approved in advance by the Foundation.
21. The Foundation has the right and option to terminate this Agreement, in its sole discretion, at any time for any reason.
22. My event cannot in any way promote any political party or candidate for public office.
23. My event cannot exclude anyone on the basis of race, ethnicity, sexual orientation, gender identity, religion, age, disability, or national origin, or for any other reason prohibited by applicable law.
24. This Agreement may be amended only in writing signed by an officer of the Foundation.
25. This Agreement shall be governed by and enforceable with, the laws of the State of California, without giving effect to the conflict of law rules thereof. I hereby consent to the exclusive personal jurisdiction of the courts located in Los Angeles County, California in the event of a dispute arising out of or under this Escrow Agreement.

26. Any waiver of any provision of this Agreement shall not be construed as a waiver of any other aspect of this Agreement.

27. This Agreement contains the entire understanding between the undersigned and the Foundation regarding the subject matter hereof, and supersedes any prior or contemporaneous understandings.

Signature: _____

Date: _____

Name (printed): _____

Organization (if applicable): _____

Phone: _____

Email: _____

Submit completed agreement to Robyn Popp, Development Associate
info@firefamilyfoundation.org • fax: (323) 550-4959
815 Colorado Blvd., Los Angeles, CA 90041



**THANK YOU FOR YOUR INTEREST IN HELPING
FIREFIGHTERS AND THEIR FAMILIES!**



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info@firefamilyfoundation.org • (323) 550-2208 • (888) 533-3448

The Fire Family Foundation is recognized by the Internal Revenue Service as a Section 501(c)(3) tax-exempt nonprofit organization, tax ID #36-4613248



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