



THIRD-PARTY FUNDRAISER

★ TOOLKIT ★



Sierra Delta is grateful to our many partners for supporting our non-profit and its mission to help us redefine the future for Veterans and dogs.

Are you interested in hosting an event on our behalf? Below are our BEST tips and tricks to ensure your event is a successful one.

FIRST UP - WHAT IS A THIRD-PARTY FUNDRAISING EVENT?

A third-party fundraising event is conducted by an individual, group, or organization in the community with proceeds to benefit Sierra Delta. **It is planned and executed independently of Sierra Delta.**

I want to host a fundraiser; what should I do next?

Email info@sierradelta.com and let us know of your intent!

What role does Sierra Delta play in a third-party event?

We are grateful for the support but cannot attend every event. We will utilize our social media platforms and our events tab within Circle to help get the word out. If you have specific questions about your event, please contact info@sierradelta.com.

BEFORE THE EVENT

- **Use our logo and brand guidelines** for creating anything you may need. Please follow all guidelines.
- Make collecting donations before, during, and after the event easy **by creating your own fundraising link**. You can also send your final donation using that link. **Here is a helpful video tutorial** for creating that link and grabbing a QR code.
- Grab some swag for your employees or to auction off at your event at **our online shop**. Use **thirdparty15** to get 15% off that order. *Note - it is not intended for widespread use, so be mindful about who you share that with.*
- Tell your local press, tv, and radio stations about your efforts using our **press release template**. Make a copy of this Google doc and then edit it to fit your needs.

Make social media work for you! Advertise the event on your socials. It's helpful to include:

1. Date of event.
2. Time of event - start and end time.
3. Details of the event - who, what, where, perhaps why - keep in mind that folks rarely read A LOT in a post, so be brief.
4. Photo or flyer to be used as visual in social media post.
5. Link (if applicable) to event sign-up.
6. Provide correct links to your Facebook page and/or Instagram account .
7. One fun fact about the event. It helps us tell a story about the event in an interesting way.
8. Consider creating an official event on Facebook. If you do choose to create an event, please ask the Sierra Delta FB page to be a co-host.

If you want us to post your event on our Facebook and Instagram, submit the information to socialmedia@sierradelta.com. You can expect this to be posted twice on Sierra Delta's Facebook and Instagram accounts. If you tag us in your posts, we will also interact with those. That may include sharing assets to our Stories.

DURING THE EVENT

- Have fun - this helps others have fun!
- Be organized - hold regular meetings beforehand to know you have all of your bases covered.
- Maintain confidentiality regarding donor and Veteran information.
- Provide as many opportunities for attendees to give as possible - make the QR code visible everywhere, try a 50/50 raffle, and add auction items; the possibilities are endless.
- Take lots of photos.

AFTER THE EVENT

Send 4-5 pics highlighting your work/fundraiser from that day. Include a short description and include details that will help tell your story, such as how much you raised. We truly want to show our followers on social media the effect that such fundraising has on our community, **so please don't FORGET this step.**

If you need to mail a final check, our address is Sierra Delta, 811 East Washington Ave: Suite 400, Madison, WI, 53703. Otherwise, use your unique link to send the final donation.

Tell us your thoughts! We want to learn from you and pass your wisdom on to others. **Take the time to complete this survey.**