



# Yaya Foundation for 4H Leukodystrophy Third-Party Fundraising Guide





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# *Fundraising "Cheat Sheet"*

**Our logo:**



**EIN: 82-3888108**

**PO Box 8670, Minneapolis, MN 55408**

**Website QR code:**



**Purpose of fundraising:**

**Fundraising donations will go towards research and family support.**



## About Yaya Foundation for 4H Leukodystrophy

The **Yaya Foundation** provides hope for children and families affected by 4H Leukodystrophy by accelerating the discovery of therapies through research and providing education and emotional support for families.

Yaya Foundation is working to speed progress toward discovery of **therapies** and a **cure** through an ambitious **research strategy**, including the mobilization of the best and brightest researchers through the 4H Leukodystrophy Collaborative Research Network (#4HLCN).

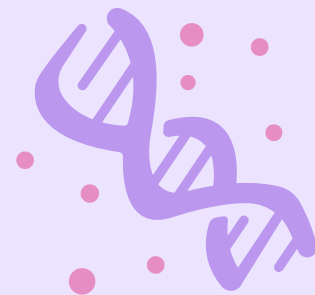
Yaya Foundation creates and leverages educational and **emotional support for families** by providing reliable information, valuable resources, and emotional support from others who understand.



# Understanding more about 4H Leukodystrophy

## What is 4H Leukodystrophy?

4H leukodystrophy is a rare genetic disorder that affects the nervous system. The name is short for **hypomyelination** with hypogonadotropic hypogonadism and hypodontia. The condition is also known as 4H syndrome or Pol 3-related leukodystrophy.



## What causes 4H Leukodystrophy?

Each type of leukodystrophy is caused by a specific genetic difference that leads to abnormal development or destruction of the white matter (myelin sheath) of the brain. 4H leukodystrophy is caused by autosomal genetic differences in the **POLR3A, POLR3B, POLR1C, or POLR3K genes**.

## Who can get 4H Leukodystrophy and how?

The inheritance of 4H occurs only when **both parents** carry the genetic difference. When two carriers have a child together, the odds are one in four that the child will be affected by 4H leukodystrophy.

## How common is 4H Leukodystrophy?

The prevalence of 4H Leukodystrophy is unknown. Although there are approximately 300-600 known patients, there are likely many more who are undiagnosed. As genetic testing technology continues to expand, we hope many more families will find a diagnosis and appropriate care.

To view our latest research, visit our **Research Library**: <https://yayafoundation4hl.org/research-articles/>. You can support these initiatives and accelerate the research by participating in our **Data Collection Program** (<https://yayafoundation4hl.org/data-collection/>).

# *Getting Started*

## **HOW AND WHERE TO START FUNDRAISING**

When starting out, it can feel overwhelming about how to organize a fundraiser, where to do it, how to engage people, and more. With these tips and tricks, we hope to lessen the burden and take the guesswork out of how to get started.



# Easy Ways to Start Fundraising for Yaya Foundation

## *Facebook Fundraisers*

You can dedicate your birthday to the Yaya Foundation with a Facebook birthday fundraiser. When you start a nonprofit fundraiser on Facebook, all processing fees for donations are covered.

***To create a fundraiser, follow these steps:***

1. Click Fundraisers in the left menu of your News Feed.
2. Click Raise Money.
3. Search and Select Yaya Foundation for 4H Leukodystrophy as your Nonprofit or Charity.
4. Choose a cover photo and fill in the fundraiser details.
5. Click Create.

A message will pop up that congratulates you on creating your fundraiser. From there, you can invite your friends to donate, share your fundraiser in your News Feed, or donate to the fundraiser yourself!



<https://www.facebook.com/yayafoundation4HL/fundraisers>

## *Easy Ways to Start Fundraising for Yaya Foundation*

# *Amazon Smile*

### **What Is Amazon Smile?**

AmazonSmile, a separate portal from Amazon's main site, offers the same items, prices, and benefits as Amazon.com, but with one distinct difference.

When users shop on AmazonSmile, the retailer's Foundation contributes 0.5% of the price of eligible purchases to the charity of your choice.

There is no cost to charities or customers, and 100% of the donation generated from eligible purchases goes to the consumer's charity of choice.

**It's simple:  
designate Yaya  
Foundation as  
your nonprofit of  
choice, then shop  
as usual. No fees,  
no fuss.**



<https://smile.amazon.com/charity?orig=%2F>



# *Make a Difference for Yaya Foundation for 4H Leukodystrophy & Donate*

## **Donate: Join the Fight for One.**

The work of the Yaya Foundation is powered by you.



From donations to fundraising to advocating with your voice, your support fuels our mission.

You can make a donation that is securely processed through **Kindful:**

<https://yayafoundation4hl.org/donate/>

# *Employer Section*

In the workplace and at a corporate level, there are fundraising opportunities that can help leverage fundraising for the Yaya Foundation for 4H Leukodystrophy.



# *Employer Section*

## **Employee Matching**

Matching gifts and workplace giving programs are two ways to increase the impact of your donation to Yaya Foundation. Check with your HR group for how to get started.

## **Donate Stock**

We accept donations of appreciated, publicly traded stocks. Contact us to learn how you can donate shares (stocks, mutual funds or other securities) by electronic transfer.

## **Volunteering**

Are you interested in volunteering? Reach out to the Yaya Foundation for 4H Leukodystrophy staff to see what opportunities may be available to you.



# *Corporate Matching*

## What is it?

Corporate matching is a fundraising method in which a company makes donations to an organization equal to the donations made by employees. Donation matching ratios vary.



Benevity is a corporate match platform. Essentially, employees make their donation through Benevity and then the company matches it.

Benevity is a secure choice, a world-leading disbursement engine, and has trusted client support. You can learn more about Benevity here: <https://benevity.com/?hsLang=en>

# *Fundraising: Frequently Asked Questions*

## ***What is a third-party fundraiser?***

A third-party fundraiser is any event (including virtual events) that are organized and managed by a volunteer in which funds are raised in support of Yaya Foundation.

## ***What are some examples of fundraisers?***

Volunteer fundraisers may include bake sales, car shows, sports tournaments, food events, etc. Funds can be raised through participant fees, ticket sales, auctions, and more.

## ***What is the process for hosting a volunteer fundraiser?***

Fill out a quick worksheet that Yaya Foundation can supply with your event details to ensure compliance with our policies and procedures.

Upon submission, a member of our staff will get back to you to follow up with any additional questions or let you know that your event is approved.

## ***Can I use Yaya Foundation's name and logo when prompting my fundraiser?***

Once you have submitted the worksheet and your fundraiser is approved, we will provide you with logos for your marketing materials. Anyone using Yaya Foundation logos must have the logo approved by their Yaya Foundation liaison.

## ***Will a Yaya Foundation representative attend the fundraiser?***

We will do our best to support your event in any way we can. See page X to see what we offer!

## ***How soon after the fundraiser do I submit the funds raised?***

Submit event proceeds and all required post-event paperwork to your Yaya Foundation staff liaison within 45 days after your fundraiser.

## ***I'd like to attend an existing event. How do I find one near me?***

Visit <https://yayafoundation4hl.org/events/> to see a list of our upcoming events!

# START YOUR FUNDRAISING JOURNEY

With guidance from Yaya Foundation, it is now easier than ever to get involved and raise funds for life-changing programs for people affected by 4H Leukodystrophy.

## For approved fundraisers, Yaya Foundation can:

- ✓ Offer advice on event planning and fundraising
- ✓ Provide access to your own personal fundraising page
- ✓ Provide you with our logo for your marketing materials
- ✓ Provide Yaya Foundation printed literature for distribution at your event
- ✓ Provide sample template letters to solicit sponsorships and in-kind donors, media releases, and thank you letters
- ✓ Provide IRS compliant tax receipts for gifts made directly to Yaya Foundation, in response to your event

## Your responsibilities

- ✓ Create your own mailing list of donors, vendors, and sponsors
- ✓ Planning the agenda and securing the location
- ✓ Provide donor contact information through use of Yaya Foundation's registration system or as part of the event.
- ✓ Promoting the fundraiser
- ✓ Insurance, permits, and liability coverage related to the fundraiser
- ✓ Working and managing the actual fundraiser or event
- ✓ Solicit businesses and vendors to support your event

## Yaya Foundation is unable to provide the following:

- ✗ Guaranteed publicity via newspaper, radio, television, etc.
- ✗ Guaranteed attendance of Yaya Foundation staff
- ✗ Reimbursement for any and all expenses, including those not discussed and approved by Yaya Foundation



# GETTING STARTED

## Incorporate what you Enjoy!



Starting a fundraiser may feel a little challenging. Think about what you enjoy doing. What's something you do for fun? How do you and your family like to spend your time?

Sometimes including a fundraising component with something you already do like exercise, create art, or listen to music is what you need to kickstart your fundraising journey!

## Asking for Money:

Feeling awkward or nervous asking for money is normal and understandable.

Remind yourself that the money raised will go to provide life-changing support to those impacted by 4H Leukodystrophy. The kids, adults and families we serve deserve the best we can give them.



## Talk with Purpose:

When thinking about your event, it is important to have an "elevator pitch" or a short summary of what 4H Leukodystrophy is and why this fundraiser is so important.

Helping people who attend your event understand 4H Leukodystrophy brings awareness to our community and it encourages them to help support your event.



## Don't Let "No" Discourage You!

If someone declines to donate – it's okay! It happens and doesn't mean you weren't successful. It can take several "No's" for every "Yes."

## Getting Started:

### Using your Network to Fundraise

Letting people that are close to you or in your community know about 4H Leukodystrophy and your desire to host a fundraiser may generate help in reaching your goal. Beyond your friends and family, here are some great local resources that might be of help to you:

#### Service-Driven Organizations



Reach out to service-driven organizations in your area. These societies are community-focused and looking for opportunities to give back to the community.

#### Local Government



This should be a priority. They may be able to connect you with people/ places/ funds to make your fundraising event successful.

#### Religious Organizations



If you belong to a place of worship, don't be afraid to reach out to them and others in your town about your planned fundraiser.

#### Fire/Police Departments



Police and firefighters can be a great resource for your fundraiser – whether they promote the event, help staff an event, or hold their own fundraiser with proceeds to support your event.

## Getting Started: Using your Network to Fundraise

### School Districts



Your local PTA, school boards, school superintendent, principals, etc. can be helpful in organizing events.

### Local Sports Teams



Do you have local sports team that play near where you live? Engaging with them is a great opportunity to grow awareness for 4H.

### Local Colleges and Service Sororities and Fraternities



A lot of fraternities, sororities, or other college groups have service requirements. They are often eager to help and are motivated!

### Employer Matching



Matching gifts and workplace giving programs are two ways to increase the impact of your donation to Yaya Foundation. Check with your HR group for how to get started.



# *Guidelines and Checklists*

**HAVING A PLAN TO START FUNDRAISING IS ALWAYS HELPFUL.**

The next few pages contain checklists, guidelines, and other tools to help you brainstorm your fundraiser and to get started.



# Guidelines

Please review and agree to the following guidelines. Your signature below confirms your receipt and understanding of and agreement with these guidelines. Yaya Foundation must receive a completed Guideline Acknowledgment form in order for the event to move forward.

1. All third-party fundraisers for Yaya Foundation require a completed application and signed guidelines, see below.
2. All expenses are the responsibility of the third-party event organizer. Yaya Foundation is not responsible for any expenses incurred for a third-party fundraising activity, and will not advance funds or reimburse expenses unless approved in advance. We recommend finding event sponsors/partners or charging a registration fee to help cover expenses.
3. The third-party fundraiser organizer is responsible for the planning and execution of the event including safety precautions and adherence to applicable laws and regulations. As the beneficiary of a fundraising event, Yaya Foundation does not accept or assume any liability associated with the event including but not limited to any injuries sustained by event volunteers or participants during the event. The third-party fundraiser organizer will indemnify, defend, and hold harmless Yaya Foundation, its directors, officers, and employees and volunteers from any and all claims that may arise out of or relate to such event.
4. The third-party fundraiser organizer is responsible for obtaining all applicable permits or licenses, including but not limited to alcohol, raffle, and sales tax licenses.
5. Yaya Foundation is not responsible for ticket sales or other administrative aspects as they relate to the third-party fundraiser. The third-party event organizer must have the means to sell tickets to the event, if necessary.
6. Yaya Foundation does not provide information on its donors and supporters for solicitation purposes.

# Guidelines Continued

7. All third-party fundraisers must be publicized and conducted in a manner that makes it clear that Yaya Foundation is the beneficiary, not the fundraiser organizer, sponsor or host.
8. All promotional material related to benefiting Yaya Foundation must be reviewed and approved by Yaya Foundation.
9. Third-party fundraiser organizer agrees to inform Yaya Foundation of any effort to recruit financial underwriters for any fundraiser benefiting Yaya Foundation. Informing Yaya Foundation of all underwriting requests will ensure there is no duplication of underwriting efforts that may be currently underway.
10. The third-party fundraiser organizer must provide access to an accounting of revenues and expenses if using Yaya Foundation's 501c3. If required to do so, an accounting and fund distribution (if applicable) will be expected within 60 days after the conclusion of the fundraiser. This is in keeping with IRS non-profit rules as well as GAAP accounting principles.

## I HAVE READ AND AGREE TO THE GUIDELINES

Organizer Name (Printed): \_\_\_\_\_

Organization Name (if applicable): \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

# Event Application Form

This form serves as an agreement between the third-party fundraiser organizer and Yaya Foundation for the purpose of setting forth the terms and conditions of our relationship in respect to the third-party fundraiser described below.

All persons looking to hold an offline event must complete and return the Guidelines and Application to: ..

Submissions must be made at least 30 days prior to fundraiser date. Within seven (7) business days of receiving your application, Yaya Foundation will render a decision on your third-party fundraising application.

## CONTACT INFO

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## EVENT INFO

Name of event: \_\_\_\_\_

Date of event: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I have put on this event before: \_\_\_\_\_ No \_\_\_\_\_ Yes, this is the \_\_\_\_\_ year

Event is: \_\_\_\_\_ Open to the public. \_\_\_\_\_ Invitation only (If Applicable) Ticket Price: \_\_\_\_\_

Mode of Selling Tickets: \_\_\_\_\_

How will the event proceeds be accumulated? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How will the event be publicized? \_\_\_\_\_

\_\_\_\_\_



# *Contact Brainstorming*

## **Who do you know? Who can help you?**

List five family members:

- 1.
- 2.
- 3.
- 4.
- 5.

List five friends:

- 1.
- 2.
- 3.
- 4.
- 5.

List five local businesses:

- 1.
- 2.
- 3.
- 4.
- 5.

List five neighbors:

- 1.
- 2.
- 3.
- 4.
- 5.

# Sample Planning and Execution Checklist

The following is a sample checklist to help you think about how to organize your fundraiser. It helps to think about an event from start to finish.

## 1. GETTING STARTED

- Ask the right questions
  - Work on defining your mission
  - Brainstorm your contacts
- Choose an event that works for you
- Set goals
- Make budget
- Select a location, date, and time
- Create distributable event marketing
- Recruit additional volunteers, if needed



## 2. PLANNING THE EVENT

- Develop a timeline
- Contact local authorities to check on permit/licenses
- Try to recruit a media outlet to promote the event
- Make a list of potential sponsors
- Contact Yaya Foundation office for marketing materials to be distributed at event
- Finalize details with vendors
- Create master event timeline



## 3. EXECUTION OF THE EVENT

- Confirm volunteer duties
- Event setup, greeters, materials manager, cleanup, etc!
- Engage attendees, enjoy yourself, take photos, share on social media, etc!



## 4. FOLLOW-UP

- Pay all expenses and compile income and expense reports for Yaya Foundation
- Send thank you notes to participants, sponsors, donors, media, and venue



# *Sample Fundraiser Event Checklist*

Below is a sample timeline for preparing for your event, which may help to organize your thoughts and to-do list leading up to your event.



## **3-4 MONTHS BEFORE THE EVENT:**

Identify your target audience based on demographics, interests and location, and develop a targeted list.



## **4-6 WEEKS BEFORE THE EVENT:**

Send out materials that outlines the day, time, and purpose of the event. This may include flyers to hand out, Facebook and social media posts, emails to individuals you want to attend, and (for larger events) sending out a media alert to local newspapers and news stations.



## **2 WEEKS BEFORE THE EVENT:**

Make follow-up calls and send e-mails as a reminder about the event. This may include people who are donating baked goods or food items, reminding the park or school where you are hosting an event, the mayor's office if you are inviting local government officials, etc.



## **1-2 DAYS BEFORE THE EVENT:**

Send out emails to folks who said they were coming, friends, family, community members, etc. Post on social media as well. You can also send a reminder email and/or fax a media alert (template included in packet) with the basic information about your event (who, what, when, where and why) to local news stations and newspapers.



## **AFTER THE EVENT:**

Let everyone know how the event went! You can share photos and a brief description on social media; also sending thank you emails or calling attendees can be a great way to let them know how much you appreciated their support.

# *Fundraising Ideas*

## **FUNDRAISING CAN BE FUN!**

This section walks through some ideas that others have used to raise awareness and support.





# *Fundraiser Ideas: Online Fundraising*

While fundraising during can feel challenging, there are some great ways to bring people together for a good cause remotely.

## Virtual Events

Some virtual event ideas include:

- Hosting a performance (comedian, musician, etc.) on Zoom and charging an entrance fee
- Host a Trivia Night– participants “pay to play” with a winner receiving a prize. There are some great free tools online for designing trivia games for groups.
  - Host a Paint n’ Sip event with a local artist or painter.
  - Have a virtual dance or exercise class to move for 4H

## Other Online Fundraisers



If you prefer using another platform like JustGiving, GoFundMe, etc., those are great too!

You can set up your fundraiser directly on their website and share your fundraiser via your social media accounts and by email with friends, family, and community members.

## *Fundraiser Ideas: Family & Friends*

If you have an idea that is not listed, we are excited to discuss it with you!

### **Game Night**



- Game night can be a great way to have fun with friends and give back to a great cause. You can have people pay an entry fee or donate a portion of the winnings.
- To host a game night, you only need decks of cards, poker chips, and a winning attitude!

### **Theme Party**



- A theme party is a fun event that brings people together to celebrate a holiday and can include costumes. It could be any type of party!
- To host a themed party, you will need a venue, food, beverages, volunteers, games, invitations, decorations, costumes, tickets sales, auctions, sponsorship, drawings.

### **Dinner**



- This is simple- just have friends and coworkers together for a local dinner where they can learn about 4H and make donations.
- For a dinner gathering, you will need is a place to host the dinner, food, marketing materials, signage, method to collect the donations.

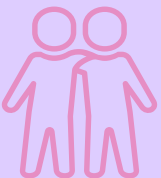
## *Fundraiser Ideas: Family & Friends*

### **Crafting**



- Get people together to assemble, knit, sketch, or otherwise create items that can be sold with the proceeds going to Yaya Foundation!
- What you'll need for crafting depends on the project! Some examples include scrapbooking and wreath-making.

### **Friends Asking Friends**



- An event can simply be asking your friends and family to make a gift to support Yaya Foundation. Whether it be a social media post or word of mouth, let them know the important work that is being done at Yaya Foundation and what they can do to get involved.
- For this, you will need Yaya Foundation facts, persuasive talking points, letters, website, social media, or simple discussion.

### **Night Out**



- A local outing or social event can be an easy way to pull together a group of friends and family and make a night of it with a donation.
- For a night out, all you'll need is a destination! If going to a concert or event, think about organizing a tailgate beforehand with a donation opportunity for those that stop by.

## *Fundraiser Ideas: Auction/Community Drawing*



An auction or drawing, with just a few items, can generate a huge amount of interest and revenue. For an auction or drawing, you will need bid sheets (which we can provide a template for!), auction/drawing items, storage, mailing boxes

### **Online Auctions**

If you have a following or email list of at least 200, an online auction stands a good chance of selling out most of its goods and making a good profit.

Here are the basic steps to holding an online auction:

#### **1. Choose a vendor.**

You'll need to go through an auction site. For a fee or transaction commission, they make it easy for you to display your items, then allow bidders to register, enter credit card information, and place bids within a set period of time.

#### **2. Solicit goods.**

For a fundraising auction, you should solicit goods from local merchants, your board members and volunteers, etc. Nearly anything that isn't used or tacky might make a good auction item,



## *Fundraiser Ideas: Online Auction*

### **3. Decide when enough is enough.**

Since you're not limited by time or display space, you can bring in as many items as you think you can feasibly sell, handle, store, and ship.

### **4. Collect or take photos.**

You will need photos of every item for an online auction. Multiple photos from various angles are best

### **5. Determine fair market values .**

You can ask the merchants or donors for value estimates, which you'll need in order to set starting bids (described next) and to tell bidders for tax purposes.

### **6. Set minimum bids for your online auction.**

Simple amounts like \$2, \$5, \$10, or \$20 are best.

## *Fundraiser Ideas: Online Auction*



### **7. Promote the auction**

Promote the auction both before and during it. Your newsletter, website, and social media pages are all good ways to do this. Encourage shares!

### **8. Present goods in an attractive light to bidders.**

It is important to write up enticing descriptions that are still accurate, providing basic information such as size, measurements, brand, contents, applicable dates, washing instructions, etc.

### **9. Hold the auction!**

Here's where it should get exciting. The highest volume of bidding will happen during the first 48 hours, but encourage people to keep bidding up until the end.

### **10. Arrange for delivery or shipping.**

If the goods are coming straight from the merchant, You might be able to simply pay the shipping cost or warn bidders that they must pay for shipping, and then reimburse the merchant. In other cases, you'll need volunteers to get the items safely sent or delivered to the recipients.

## *Fundraiser Ideas: Scavenger Hunt*



A scavenger hunt is the perfect way to get a large group to participate in an event together.

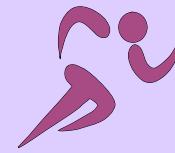
A list is provided to all participants and they travel around a certain area (it could be one park, or a whole city) to collect or photograph items on the list.

Ask each team to raise a minimum amount in order to participate in the event.

For a scavenger hunt, you will need:

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

# *Fundraiser Ideas: Athletic Fundraisers*



## **Organize a Themed Fun Run**

Organizing a 5k or 10k race is a timeless way to fundraise and usually have high turnout rates. Encourage even more participation by adding a fun run costume theme!

Determine a location and route for your run and create a unique name that includes the cause!

You can raise money through the runner registration fees and sponsorships – participants can collect donations from their supporters.

## **Organize a Field Day**

You can rarely go wrong with a field day fundraiser, especially on a nice day. Invite your community members and friends for a day of games, good food, and a lot of fun!

Charge an entry fee to raise money for Yaya Foundation.

You can also sell concessions! Lemonade, chilled watermelon, and ice cream are sure to be a hit!

## **Walk-a-Thon**

A walkathon is a fundraising classic that brings together the wider community. Although walkathons can take a bit of planning, their fundraising potential is great!

Reach out to Yaya Foundation to get started. We can help you get organized and set up a registration website. Supporters register to participate in your walkathon and then collect pledges from people who will donate a certain amount per mile or kilometer walked.

# Athletic Fundraiser Ideas:

## *GOLF TOURNAMENT*



Who doesn't love a leisurely game of golf where the prize for winning is the knowledge that you've helped out a worthy cause?

### 1. Planning and marketing your golf fundraiser.



#### SET YOUR GOALS

It's helpful to set your fundraising goals in terms of revenue, attendance, major donations, and first-time donations.



#### SET YOUR VENUE AND DATE

If any of your board or staff members are members at local golf clubs, you should ask them to reach out on behalf of your organization.



#### SECURE SPONSORS

With a big event, you will probably need a little help covering the operating cost. For sponsorships, you can look into your local and large corporations, venues and restaurants, individuals, small businesses, and community organizations for assistance.



#### MARKET YOUR GOLF FUNDRAISER

Depending on who you're trying to reach, you will want to send invitations in different methods to current donors, prospective major donors, and to the greater community. Make sure to share any promotional materials with your sponsors.



# Athletic Fundraiser Ideas:

## *GOLF TOURNAMENT*



### OPEN UP REGISTRATION

You should launch your registration page at the same time you start marketing your golf fundraiser. You need somewhere to send your donors when they decide to attend!

## 2. Executing your fundraising golf tournament



### RECRUIT VOLUNTEERS

It is important that your volunteers are trained on the venue (parking details and location of important rooms), your software (especially check-in), and your donation process (for golfers who want to make contributions on the spot).



### REGISTER YOUR GOLFERS AND SELL DAY-OF TICKETS

Ensure that onsite registration goes down smoothly by checking in donors and considering if the attendee brought their own equipment or if they will need to rent, if they are a sponsor redeeming a guest pass at another park, and if they registered as a team or solo.

## 3. Following up with charity golf tournament participants.



### SEND THANK YOU LETTERS AND SURVEYS

Follow up the event by sending out an immediate message thanking your participants and donors for attending. You should also include a survey in your thank you letters.

# Athletic Fundraiser Ideas:

## *GOLF TOURNAMENT*



### PROCESS PAYMENTS PROMPTLY

Make sure to show your donors that you care about them enough to put their minds at ease. They will appreciate seeing their contributions promptly reflected in their banking statements!



### SHARE PUBLIC ACKNOWLEDGEMENTS

Take advantage of your mailing list, press releases, and especially social media profiles to share:

- Updates: Did you reach your fundraising goal? Tell your supporters how much they helped you raise!
- Photos: Did you take photos at the event? Tag your golfers and sponsors so they're sure to see the updates!
- Feedback: What did your attendees have to say? Share the positive feedback you received!
- Sponsors: Who were your sponsors? Be sure to give them all the acknowledgement they paid for!
- Volunteers: Who helped out in their free time? Everyone deserves to know how hard they worked!



# Fundraiser Ideas:

## Corporate Events

### Local Businesses



Work with your local businesses to have them donate a percentage of each purchase to Yaya Foundation that week/month. See if businesses will make an in-kind donation of space or services to support an event you have planned. See if a restaurant will temporarily feature a special Jett Foundation item!

### School /Work focused Event



There are a wide array of events that a school or work group can participate in together.

- Penny drives: have a collection canister at the school or workplace and ask for spare change to be dropped in every day
- Send-a-flower: this could be done at Valentine's Day, or any other time of year. For a small gift, each participant can choose who they would like to send a flower or valentine to
- Class or inter-department competitions: generating friendly competition between different classes or departments can be a great way to generate revenue. Whether it's athletic events or a cook-off, each team would be able to raise their own funds

### Profit Sharing



Many large well-known companies have programs that give back to charity (Tupperware, the Pampered Chef, etc.). If you have a party for one of these companies in your home, they will donate back a portion of the sales! Most companies provide a representative who will run the show, so you're just responsible for providing attendees and snacks!

# Fundraiser Ideas: Kid Friendly Events

## Bake Sale



A bake sale is a fundraising activity where baked goods such as cupcakes and cookies are sold. This can be done practically anywhere: at a sporting event, schools, family gatherings—the list goes on!

What you'll need for a bake sale is volunteers to bake and sell goods, a table, signage, and a cash box!

## Car Wash



A car wash is an easy fundraising activity where cars are washed in exchange for contributions to the Yaya Foundation.

Just grab a group of friends and a collection of colorful signs; find an approved location and start washing!

All you need is an approved location, a group of people to wash the cars, cleaning supplies, signs, and a cash box.

## Create and Sell



For this fundraiser, create arts and crafts and sell them to family and friends. This is based all on your creativity, and can range anywhere from duct tape wallets, note cards, and jewelry, and more!

You will need materials to craft your project, customers (you can ask family/friends if they will help you sell some of your crafts)

## Other ideas include...

### Breakfast event:

To start the day off right, you can host a breakfast (or provide items for sale) that everyone can enjoy.

### Walk-A-Thon:

Just get a large group together and get outside, walk, and work together. You can do laps around the school or office building or host it at a local park with prizes for participants

### Movie Night:

Host a movie night in the school auditorium or at the office for employees and their families. Sell popcorn, homemade treats, drinks, and candy.

### Pajama day:

To add some fun to the day, you can organize a "pajama day" at school where participants can donate to be able to have a casual Friday!

# *Sharing your Story*



Sharing your story is a powerful way to make your fundraiser more compelling and generate success.

When it comes to sharing your story, it is important that you share what you are **comfortable** with and in a way that you feels **authentic** to you.

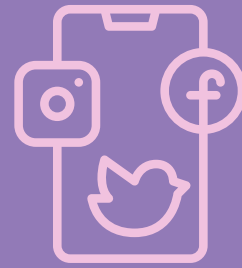
While sharing your story is an effective way to fundraise, be careful not to share too private of information such as your address, phone number, etc.

Incorporating your story into your fundraiser may include through use of social media, letters, flyers and more. See the next few pages for examples!



# Sharing your story

## Social Media - sample post



I'm excited to share that I will be hosting a bake sale fundraiser to to benefit a cause that is near to my heart -@Yaya Foundation and their work providing services and programs for those impacted by 4H Leukodstrophy. As a parent of a five-year-old, Annie, who suffers from 4H, I have witnessed the effects of 4HL and feel strongly about supporting Yaya Foundation as they have fought to support Annie and our family.

Your support would mean the world not only to Annie and I, but to young kids, young adults, and families impacted by 4H Leukdystrophy-a fatal, currently incurable form of leukodystrophy. All of the proceeds of the bake sale will go towards Yaya Foundation for 4HL. Please click the link below for more information regarding the date and location of the fundraiser. Thank you! {Fundraising Link} #YayaFoundationfor4HL



**Tip:** If you are fundraising on behalf of a family member or friend with 4HL, provide a quote from them in your social media post to make it more personal and heartfelt!

# Sharing your story

## Flyer - sample

5-year-old Annie was diagnosed at age 3 with 4H Leukodystrophy. 4H is a rare genetic disease with no current cure.

Yaya Foundation has given Annie and us, her family hope for finding a cure. We would be so grateful if you could show your support and help us fundraise for Yaya Foundation this weekend!

**RAISE THE "DOUGH" FOR ANNIE**


**LARRY'S PIZZERIA**

**Bring this flyer in or show it on your phone before paying.**

Larry's pizza will donate 20% of the proceeds to Yaya Foundation from this event.

**SATURDAY, AUGUST 23  
4:30 PM - 10 PM**

**3F WEST WING  
NEWPORT MALL  
LARRYSPIZZERIA.COM**

 **Tip:** Including a clever fundraising title with your name is a great way to appeal to personality and introduce your story!

# Resources

## SAMPLE MATERIALS FOR FUNDRAISING SUCCESS

The next few pages contain samples of letters, emails, press materials, and social media posts.



## SAMPLE DONATION REQUEST LETTER

Dear XXXX,

On August 15, 2022, I will be participating in the annual (insert event). While I am personally excited to participate in this event, I am racing for a reason greater than my love of the sport. I have committed to run, bike and swim on behalf of the thousands of youth and families supported by Yaya Foundation.

Yaya Foundation provides services and programs to people affected by 4H Leukodystrophy. Individuals with 4H often have motor problems, including stiffness of the muscles and joints and problems with balance and coordination. I am running, swimming and biking for those with 4H who can't.

My goal is to raise \$XXXX to support the programs and services offered to the youth and families Yaya Foundation serves in the United States. This funding provides the necessary resources to:

(insert info)

These are just some of the ways Yaya Foundation will be able to use the \$XXXX I am planning to raise. Today, I ask for your support with a gift of \$XXX. Every dollar raised fuels my motivation to participate in this event, all on behalf of the people who are diagnosed with 4H Leukodystrophy. Thank you for your support.

Sincerely,  
Your Name



**Tip:** Don't be afraid to follow up with a reminder if you haven't heard back!

## THANK YOU LETTER

Dear XXXX,

Thank you for your gift of \$XXXX to support me in the XXX fundraiser. Your gift will go directly towards supporting the thousands youth and families served by Yaya Foundation.

Yaya Foundation is committed to providing people affected by 4H Leukodystrophy with the support, resources, and programs needed to enhance and extend their quality of life.

With your help, Yaya Foundation is able to provide XXX. I am deeply grateful to you for supporting me in my XXX fundraisig journey.

With sincere thanks,  
Your Name



**Tip:** Thank your donors by tagging them on social media to make them feel extra special and inspire others to give!



## SAMPLE MEDIA ALERT

**(Event Name) for 4H Leukodystrophy Coming to  
(Location/Town)  
August 12, 2022**

### MEDIA ADVISORY

Contact: XXX  
email  
phone

**WHAT** “XXX” event is raising funds for 4H Leukodystrophy, a rare and life-threatening form of leukodystrophy. 4H Leukodystrophy is a rare genetic disorder that affects the nervous system, with symptoms including motor problems, including stiffness of the muscles and joints and problems with balance and coordination. Today, there is no known cure for 4H Leukodystrophy. All event proceeds will benefit nonprofit Yaya Foundation, which offers life-changing direct service programs to those impacted by 4H.

**WHEN** August 12, 2022 from 12:00 PM to 2:00 PM; media welcome to arrive between 11:45 AM and 12:00 PM

**WHERE** (insert location)

**WHO** Children and adults with 4H Leukodystrophy along with family and other community members

**Mayor XXX** and other local officials

### ABOUT YAYA FOUNDATION

The Yaya Foundation is a devoted organization, with a fierce dedication to finding treatments and a cure for 4H Leukodystrophy. This is done by funding and connecting critical research efforts and to providing education, support and advocacy for children and families living with 4H Leukodystrophy today.

*For more information, visit [www.yayafoundation4hl.org](http://www.yayafoundation4hl.org) or mail via PO Box 8670, Minneapolis, MN 55408 / 501(c)(3) EIN: 82-3888108*

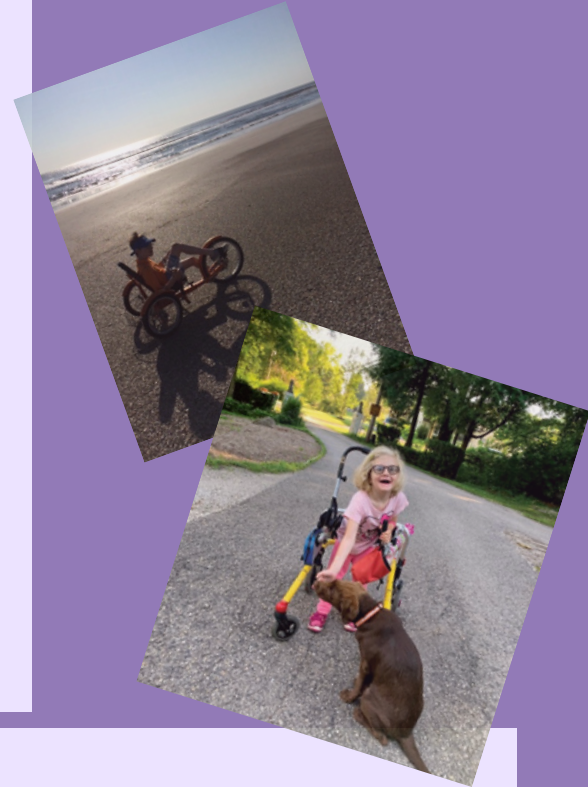
## SAMPLE SOCIAL MEDIA POSTS



### Sharing your event:

Make a difference in 4H Leukodystrophy and participate in this upcoming event! Join us next month for (insert event name) at (insert location)! All proceeds will benefit Yaya Foundation and their work providing services and programs for those impacted by 4H Leukodystrophy.

Help us support this amazing and organization!  
Register now at {Registration Link}.  
#4HLAwareness



### Thanking donors:

What an awesome event! A heartfelt thank you to everyone who came out for (insert event activities). Thank you to all who participated in any way, whether it be from donating from afar or helping provide the yummy treats served at the event.

We had the best time raising money and awareness for 4H Leukodystrophy and Yaya Foundation. We've raised a total of \$XXX in support of Yaya Foundation.. thank you! If you didn't make it but would still like a chance to support, you can do so at {Fundraising Link}.

#4HAwareness



# SAMPLE FLYERS



**YAYA FOUNDATION**  
GET YOUR SWEET FIX.

## Bake Sale for 4H

A sweet event to fundraise for Yaya Foundation

JULY 25, 2022 • 8 AM TO 8 PM  
AGIDIAN EVENTS PLACE

All proceeds will go to Yaya Foundation for 4H Leukodystrophy. Help us make a difference!



## BBQ FOR 4H Leukodystrophy

MUSIC FOOD & GAMES

\$10 BBQ plates  
\$5 BBQ sandwiches  
(Plate includes: smoked BBQ, chips, baked beans, slaw, bun, & a drink)

LET'S FIRE UP THE GRILL

**SATURDAY, SEPTEMBER 26TH**  
7 PM ONWARDS  
123 ANYWHERE ST., ANY CITY, ST 12345

to Yaya Foundation for 4H Leukodystrophy!





## SAMPLE FLYERS



When: July  
17, 2022  
12 pm - 2 pm  
@ address

# BIDS TO FIGHT LEUKODYSTROPHY 4H

AN AUCTION FUNDRAISER  
TO BENEFIT YAYA  
FOUNDATION FOR 4H  
LEUKODYSTROPHY

# RUN FOR 4H

A benefit event for Yaya  
Foundation for 4H  
Leukodystrophy

EVENTS:  
KIDS • 3 KM • 5 KM • 10  
KM

May 18, 2025  
Bockford Athletic Grounds



# PAST YAYA FOUNDATION EVENT FUNDRAISER

## Jamie and Layla Ride for Life

**Saturday April 30, 2022**

@ 9:00 am - 10:30 am

*Spring-To-Spring Trail, DeBary, FL  
32713,*

*Oak Tree area to Green Springs and  
Back on Spring-to-Spring Trail  
Open to All Ages / Water and Snacks  
Provided / Games for the Kids*

Join us on a family bike ride to help end 4H Leukodystrophy. We will be biking from Oak Tree area to Green Springs and Back on Spring-to-Spring Trail to raise money and awareness.



***THERE IS NO CURE. HELP US  
FUND RESEARCH!***

- Adults \$25 and \$100 in pledges from supporters
- Children are free
- Register at ULF.org or on-site April 30
- Learn more by contacting Eddie Alacan:  
alacan62@gmail.com  
or 386-960-4393



# REOCCURRING FUNDRAISER: **FORE FOR 4H**

**Saturday July 30, 2022**

@ 8:30 am - 8:00 pm

**In its seventh year, Fore for 4H provides participants with a day of golf, food, and fun in Ohio. It was established in 2014 by the Triptow Family: Kurt, Debbie, and their daughter, Jill.**

A note from the Triptow family:  
Our objective is to raise money for research to help families that are affected by 4H Syndrome – an extremely rare form of Leukodystrophy. It is important that we raise money and awareness because this disease is extremely rare. There are just over 300 cases diagnosed worldwide. It is very difficult to receive federal grants and receive backing from large corporations when there are not enough patients. We need to do this on our own – until we receive the recognition necessary to make a difference.

THANK YOU ALL for making the 2021 Fore For 4H Golf outing a great success! Thanks to YOU we were able to raise \$25,000 throughout 2021, including miscellaneous donations, the Wahoodlum Duckette Draft, and the failed Clambake!

The combined effort made 2021 a GREAT comeback year!

SAVE THE DATE! The Fore For 4H Golf Outing 2022 for Saturday, July 30th. I am hopeful we can fill the course once again with 144 golfers. Last year Debbie and Jill were unable to be a part of the golf outing because Jill was in the hospital. Hopefully both of them will be able to make appearances this year!

Register for the event and follow us on Facebook and on Twitter for event updates: @h\_for4 and @yaya4HL. We look forward to seeing you again!



# International Community

**WAYS TO GET INVOLVED WHEN YOU LIVE OUTSIDE THE  
UNITED STATES**



## INTERNATIONAL FUNDRAISING: DONATING

A super easy and generous way to make a contribution to Yaya Foundation for 4H Leukodystrophy is to donate!



Your generous donation funds critical research into life-changing treatments and a cure for 4H Leukodystrophy, as well as vital programs that connect, support and empower families affected by this rare disease.

All it takes is a simple click. To make a donation, follow this link: <https://yayafoundation4hl.org/donate/>

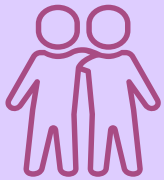
Your donation will be securely processed by Kindful. To learn more about Kindful's secure policies, follow this link:

<https://support.kindful.com/hc/en-us/articles/360006138994-Kindful-s-Data-Security-Practices>

# INTERNATIONAL FUNDRAISING: VIRTUAL FUNDRAISERS

As an international donor, online fundraising is a great way to get involved and generate expansive reach. The following pages includes some great and creative online fundraising ideas!

## Peer-to-Peer Fundraising



In this type of fundraising, you encourage your peers and other supporters and donors to set up their own online donation pages. They then reach out to their peers requesting donations on behalf of your organization. This helps you tap into your existing supporters' network and thus expands your reach and increases credibility.

Here are some [top recommendations of peer-to-peer fundraising software](#) that you could use.

## Supporter Cookbook



Ask supporters of Yaya Foundation to send you their favorite recipe! Then, your nonprofit compiles all of the recipes into a book and sells it to your audience.

Check how much the cookbook will cost to print using services through companies. Send out order forms to your supporters asking them to order the cookbooks in advance, then print them and send them out! To opt out of printing, you could present the cookbook as a digital download cookbook!

# INTERNATIONAL FUNDRAISING: VIRTUAL FUNDRAISERS

## Virtual Cooking Class



You can host online gaming tournaments with classic video game software or you can bring back everyone's favorite board games with platforms linked in helpful articles like the one linked [here](#).

Charge a small admission fee for entry into the tournament and set up a tournament board that you can use to keep everyone updated on where they stand against their competition.

## Online Gaming Tournament



You can host online gaming tournaments with classic video game software or you can bring back everyone's favorite board games with platforms linked in helpful articles like the one linked [here](#).

Charge a small admission fee for entry into the tournament and set up a tournament board that you can use to keep everyone updated on where they stand against their competition.