Children's Foundation of Michigan

EVENT TOOLKIT

WHERE DO I BEGIN?

By hosting an event to benefit the Children's Foundation of Michigan, you help support kids today while building lasting resources for the future.

To ensure a successful fundraiser, below are few suggestions to help you get organized and started on planning your event.

Form a planning committee: Bring together a group of enthusiastic and dedicated individuals with diverse talents and perspectives to help plan and promote the event.

Identify the type of event: With your planning committee, brainstorm ideas for your fundraiser and identify the challenges and opportunities that come along with each idea. The type of event you choose should fit the size, interests, talents, goals, and time availability of your planning committee and appeal to those you might want to attend.

Develop a budget: Try to identify all the expenses involved with your event This can be things such as invitations, rental space, signage, food and catering, and more. Then, think about possible sources of funds, and people and companies you know who may be able to donate products or services to reduce your costs.

Create a event timeline. A timeline is important in ensuring all the pieces of your event are falling together seamlessly.

Schedule the event. Select a time that is appropriate and convenient for those who will be attending. Be sure to check local community calendars for conflicting events or holidays.

Collect all funds. We ask that all event proceeds designated for the Foundation be sent to us within 30 days after your event.

Say "Thank you!" Sending thank-you letters, notes, or e-mails to everyone who participated in or supported your event shows your appreciation and generosity toward the Children's Foundation of Michigan.

EVENT IDEAS

School Penny Drives
Shopping for a Cause events
Point-of-Purchase sales
Sporting events
Walkathons, Races, Marathons
Crowdfunding Fundraisers
Birthday, Anniversary, or other special celebrations

FAQS

How should checks be made?

Please make all checks payable to the Children's Foundation of Michigan.

Where should I send donations?

All donations should be sent to:

The Children's Foundation of Michigan
3011 W. Grand Boulevard, Suite 218
Detroit, MI 48202

What is your tax ID number?

Our tax ID number is 32-0087353

How can my supporters stay engaged with the Children's Foundation of Michigan?

Encourage your supporters to follow us on social media!

WHAT WE CAN + CANNOT PROVIDE:

CAN PROVIDE

- Consultation on fundraisers and events
- A letter of authorization to validate the authenticity of the event and its organizers
- Use of our logo; please contact us if you need our logo
- Help selecting an issue area at the for your event to support
- Coordination of check presentations
- Children's Foundation materials for your event

CANNOT PROVIDE

- A raffle license
- Our sales tax exemption number
- Financial support for event expenses
- Insurance/liability coverage
- Mailing list of donors and/or vendors
- Event promotion or publicity
- Guaranteed attendance of Foundation staff - please provide us with event details as early as possible so we can try to be there!

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