



<https://www.aokmentor.org>
PO Box 871 Columbia MD 21044
Facebook: [@aokmentors](#)
amanda@aokmentor.org

Fundraising Event Toolkit

Hello friend!

On behalf of our Board of Directors, and most importantly, the mentees we serve, thank you for hosting an event in support of A-OK Mentoring & Tutoring! Your efforts will strengthen our vital mission to provide support, connection, and academic help to Howard County children.



In this packet, you will find the organization's fundraising tips, ideas, and branding information. We ask that any group interested in hosting a fundraising event read through our fundraising guidelines and submit a proposal before beginning to plan their fundraising event to benefit A-OK.

If you have any questions after reviewing this packet, please contact us at amanda@aokmentor.org.

Thank you again for your support of Howard County children!

All the best,

Amanda Mummert, Executive Director

amanda@aokmentor.org | 717-487-8628 (cell)



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Suggested Event Logistics Checklist

(6-7 months out) – Solidify a budget for your event; establish fundraising revenue goals.

(5-6 months out) – Name your event; solidify date, site, time; Save the date. Solicit any sponsors needed.

(4 months out) – Develop the content & program of your event. Determine event needs and source vendors (catering, AV, décor, valet, entertainment, security, photographer). Determine any legal and license needs.

(3 months out) – Solicit any auction items and raffle prizes, if needed for your event.

(2 months out) – Establish full event timeline for the flow of your event. Secure any volunteers needed.

(1 month out) – Finalize all logistical details needed, and communicate with appropriate stakeholders.

(2 weeks out) – Confirm all vendor plans and on-site set up plans. Finalize timeline.

(2-3 days out) – Collection, delivery and load-in of any materials/supplies needed for event.

(Event day) – Set up; execution of event; breakdown/load-out

(2-4 days post event) – Secure and pay outstanding invoices. Report to AOK on the successes of event. Distribute any winnings/prizes as necessary.

(1 week post event) – Debrief on successes and lessons learned for future planning. Share attendee list with email addresses and full mailing addresses to AOK for distribution of thank you letter and donation acknowledgments.

(60 days post event) – Deadline to send AOK the funds raised



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Suggested Event Promotion Checklist

(4 months out) – Create promotional plan; begin developing online and communications materials. Share all marketing collateral that uses the AOK logo with AOK for review and approval.

(3 months out) – Share invite; continue promotional plan; add event to community calendars. Work with AOK on any needs/deliverables, such as setting AOK collateral.

(1 month out) – Share event information with media; ramp up social media efforts.

(2 weeks out) – Send reminder communication; continue social media efforts.

(2-3 days out) – Share final event logistics and special information with attendees.

(Event day) – Coordinate social media coverage on site, coordinate with any media that attend.

(2-4 days post event) – Send thank you notes; share images; share success on social media

(1 week post-event) – Send survey to guests. Communicate funds raised to AOK.



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Fundraising Tips

- Statistically, special events are the least effective way to raise money.
- Consider the cost of your time and materials when it comes to hosting a special event. Can you drive down the cost of the event with donations?
- Can you raise more money by seeking sponsorships from businesses, congregations, or individuals?

Asking for donations: Remember: You're asking for support not for yourself, but for AOK's mentees who need support, connection, information, and education.

- Pick a name that's catchy but explanatory
- Set a moderate goal and keep people updated on your progress and theirs. Adjust the goal as-needed.
- Tell your story and make it personal
- Give a deadline (or even use "right now" to spur action)
- Ask for a specific amount (or two)
- Note: A personal ask is most effective
- Say "Thank You" well and often. You'll never regret gratitude!
- Don't forget to follow up with all of your donors after your fundraiser



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Creative ideas to raise funds:

- o Sports tournaments
- o Challenge that's recorded and posted on social media (think Ice Bucket Challenge or Hot Pepper Challenge)
- o An athletic event
- o Concert or other performance
- o Cook-off
- o In-home party
- o Facebook fundraiser
- o Bake sale
- o 50/50 raffle
- o Silent auction

Talking Points & Key Messages

Word of mouth is just one of several ways to promote your fundraising event. The following talking points and key messages are available to reference as you work to build support for your event using a variety of communication channels.

About A-OK Mentoring & Tutoring

- In the 2019-2020 school year, AOK mentors served 116 children through 1:1 mentoring relationships
- In the 2019-2020 school year, AOK volunteer mentors served over 400 children via group tutoring and reading sessions in schools and after-school programs
- In the 2019-2020 school year, AOK volunteer mentors provided over 1,000 hours of mentoring and tutoring to Howard County students - that's a value of more than \$25,000 in service to Howard County



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About Your Event *copy, paste and customize as needed

- [Event Name] is a [short description] benefiting A-OK Mentoring & Tutoring, Inc.
- If applicable, add a short, personal story about your connection to mentoring and tutoring
- Include a call to action (should people purchase tickets, donate, sign-up, form a team, collect supplies, etc.?)
- Provide a website and/or phone number where people can reach you to learn more about the event. Consider using the hashtag: #AOKMentoring to promote

Note: AOK can create a ticketing or donation website on your behalf if needed.



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Benefitting Logo Use & Brand Guidelines

Click here to download our logos from Google Drive: [A-OK Mentoring & Tutoring Logos](#)

Preferred Logos:



Success for every child...



A-OK
Mentoring-Tutoring, Inc.

...begins with you!

The organization's Colors are **Navy** and **Deep Purple**



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Email Outreach

E-mail is a powerful way to promote your third-party event as well as a fast and effective way to thank your supporters following the event. With a targeted list and powerful message, e-mail allows you to efficiently invite and entice people to participate.

Save the Date

- Using e-mail to send a save the date is a cost-effective way to introduce supporters and potential supporters to your event
- Be clear and concise
- Consider having a consistent design across all of your event materials
- Provide the essentials
 - Event name
 - Date, time and location
 - Call to action
 - Dynamic design or image
 - Benefiting logo or information*



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E-mail Invite

- Showcase your specific event theme and include imagery
- Include a brief description of the event that clearly outlines what the event is and the benefit of attending
- Include a call to action – call, go online, purchase your ticket, etc.
- If approved, may include “benefiting A-OK Mentoring & Tutoring” and our logo

Thank-You Note

- Thank participants and supporters within a few days of the event taking place
- Include a personal anecdote about how the participants’ support is making a difference
- Include information about funds raised or impact, if available
- Consider including a link to a gallery of event images and encourage people to share on social media
- Hint at plans for next year, if applicable



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Sample Facebook Posts

To post these: login, copy the message you like below, and paste as a status or update!

· Join us for our event, [INSERT FUNDRAISER EVENT NAME HERE] in support of the [Tag us using “@aokmentors”]. Together, let’s support Howard County students. RSVP: [INSERT RSVP INSTRUCTIONS OR TICKET PURCHASE INSTRUCTIONS HERE]

· Did you know? [Tag us using “@aokmentors”] supported well over 400 students in the 2019-2020 school year alone? Join us for an event to support their mission! RSVP: [INSERT RSVP INSTRUCTIONS OR TICKET PURCHASE INSTRUCTIONS HERE]

· #DYK: A-OK Mentoring & Tutoring provided well over 1,000 hours of volunteer mentoring and tutoring to Howard County students in the 2019-2020 school year. Isn’t that incredible? Their small budget is vital to making sure that work continues, so every dollar helps. I’m helping them [tag us using “@aokmentors”] help Howard County families, and I challenge you to get involved right now: [INSERT RSVP OR TICKET INSTRUCTIONS HERE]

Be sure to tag AOK in your posts! Facebook: @aokmentors



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Donation Information:

- AOK's W9 is available upon request. Our EIN is 90-0527116
- Donations following your event may be sent to us in two ways:
 - o Via Check (Preferred – online donation platforms take a portion of the donation)
 - o Make checks payable to: A-OK Mentoring-Tutoring, Inc
 - o Memo: Event name
 - o Mailing address: A-OK Mentoring & Tutoring, **P.O. Box** 871. Columbia, MD 21044
 - o Via online donation/credit card: <https://www.aokmentor.org/giving>
 - o Simply list your event name when paying

On behalf of the Howard County children we serve:

THANK YOU!