



**A 20-YEAR OLD NONPROFIT
SUPPORTING HOCO STUDENTS**

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 AOK 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 AOK.

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
443-895-2457 (call or text)**

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FUNDRAISING EVENT TOOLKIT

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.

Set up; execution of event; breakdown/load-out

2-4 DAYS AFTER

Secure and pay outstanding invoices. Report to AOK on the successes of event. Distribute any winnings/prizes as necessary.

1 WEEK AFTER

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 AFTER

Deadline to send AOK the funds raised

FUNDRAISING EVENT TOOLKIT

EVENT PROMOTIONS

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 AFTER

Send thank you notes; share images; share success on social media

1 WEEK AFTER

Send survey to guests. Communicate funds raised to AOK.



FUNDRAISING EVENT TOOLKIT

FUNDRAISING EVENT TIPS

TIPS

- ✓ Plan well. Special events may be an ineffective way to raise if not planned out.
- ✓ 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. Share AOK stories (find them at aokmentor.org/testimonials)
- ✓ Give a deadline (or even use "right now" to spur action)

- ✓ Ask for a specific amount (or an option among three levels)
- ✓ 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

IDEAS

Creative Ideas to Raise Funds

- ✓ Sports tournaments
- ✓ Challenge that's recorded and posted on social media (e.g. Plank or Free Throw Challenges)
- ✓ An athletic event
- ✓ Concert or other performance
- ✓ Cook-off
- ✓ In-home party
- ✓ Facebook fundraiser
- ✓ Bake sale
- ✓ 50/50 raffle or Silent auction

FUNDRAISING EVENT TOOLKIT

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. Copy, paste and customize as needed.

About AOK Mentoring & Tutoring

- AOK's mission is to contribute positive, ongoing support to Howard County students in order to enhance their academic, social, and emotional development.
- In the 2022-2023 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 \$36,000 in service to Howard County.

About Your Event

- [Event Name] is a [short description] benefiting AOK Mentoring & Tutoring.
- If applicable, add a short, personal story about your connection to mentoring and tutoring, or an AOK story that spoke to you.
- 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.

FUNDRAISING EVENT TOOLKIT

EMAIL OUTREACH

TIPS

Email 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, email allows you to efficiently invite and entice people to participate. We recommend at least three emails:



Save the Date

- Send a save the date email as 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 - “More information coming soon!”
- Dynamic design or image
- If approved, may include “benefitting AOK Mentoring & Tutoring” and AOK’s logo



Email 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 “benefitting AOK Mentoring & Tutoring” and AOK’s 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

FUNDRAISING EVENT TOOLKIT

SAMPLE SOCIAL MEDIA POSTS



Here are some examples of social media posts to promote your event. Consider adding a photo for more impact. You can find high-quality, free photos at unsplash.com, pexels.com or contact us for images you can use.

EXAMPLE 1:

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]

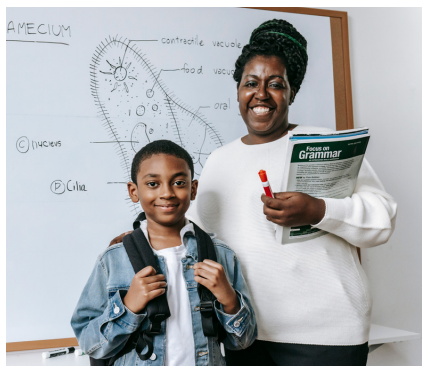
EXAMPLE 2:

Did you know? [Tag us using “@aokmentors”] supported well over 1,000 students in the 2022-2023 school year alone? Join us for an event to support their mission! RSVP: [INSERT RSVP INSTRUCTIONS OR TICKET PURCHASE INSTRUCTIONS HERE]

EXAMPLE 3:

#DYK: AOK 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 & Instagram: @aokmentors



FUNDRAISING EVENT TOOLKIT

BENEFITING LOGO USE

& BRAND GUIDELINES

Please contact us for high-res logos at hello@aokmentor.org

Main logo:



Logo with tagline:



Our logos for dark backgrounds (with our without tagline):



Our colors:



#1613A5



#B3A7D8



#81E497



#A0F7B4

Our main font is Montserrat Classic
Our alternate headline font is League Spartan

FUNDRAISING EVENT TOOLKIT

DONATION INFORMATION

- ★ AOK Mentoring & Tutoring is a 501(c)(3) nonprofit organization.
- ★ AOK's W9 is available upon request. Our EIN is 90-0527116
- ★ Donations following your event may be sent to us:
 - By Check
 - Make checks payable to: AOK Mentoring & Tutoring, Inc
 - Memo: Event name
 - Mailing address: AOK Mentoring & Tutoring,
 - P.O. Box 871. Columbia, MD 21044
 - Online donation by credit card at aokmentor.org/giving
 - Please note your event name when paying
- ★ Questions?
 - Contact us at 445-895-2457
or at hello@aokmentor.org



**THANK YOU FOR YOUR
SUPPORT OF HOWARD
COUNTY STUDENTS!**