



FUNDRAISING
TOOLKIT

NATIONAL



FOUNDATION

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Dear National CMV Foundation event host,

Thank you for your interest in hosting a fundraising event for the National CMV Foundation! We are grateful for all of the individuals and groups who support our mission of raising awareness of congenital CMV. Without your assistance, our work could not be possible. The following packet contains information about the National CMV Foundation, including suggestions to help you organize and plan your event. Please keep in mind that we are providing suggestions, not requirements, and we hope that you will plan your event to best suit your needs as well as any donors that you plan to engage. A few important things to consider when planning your fundraising event:

LOCATION

Permitting and licensing can quickly become a hurdle for many event hosts. Be sure to strongly consider locations that have the least restrictive permitting and insurance requirements.

For example, many venues will already have a liquor license in place (restaurants, bars, banquet halls, etc.). If you are hoping to serve alcohol at your event, please be sure to find a location that meets the requirements of your local municipality.

SPONSORS

Working to obtain business and corporate sponsors for your event will payoff in the initial planning phases.

Securing sponsor funds early on will allow you to have some discretionary money to spend as needed for items such as venue fees, catering, or entertainment.

Be sure to recognize your sponsors during the event with signage, logos, and contact information in all materials. Also, consider inviting your sponsors to attend your event by adding their names to your guest list. Refer to the Event Sponsorship Packages sheet for suggestions.

DONATIONS

Many interested businesses and individuals will be more than willing to donate goods or services for your event. Be sure to solicit in-kind donations for food, beverages, decorations, entertainment, photographers, etc.

Anyone who files taxes at the end of the year can write off their in-kind donation, so be sure to properly document all in-kind donations, as well as financial donations, on your Donor Tracking Form.

Additionally, in-kind donors can supply goods and services for silent auctions, raffles, and goodie bags for all event attendees.

For additional tips and suggestions for planning your event, please review the attached packet of planning materials which includes the following:

- ♥ External event/fundraising project agreement
- ♥ Draft sponsorship packages for customization
- ♥ Sample sponsor request letter
- ♥ Sample in-kind donor request letter
- ♥ Sample thank you notes

Do not hesitate to contact us with any questions you may have by emailing events@nationalcmv.org. We wish you the best in the hosting of a successful, impactful event, and we appreciate your support of the National CMV Foundation!

Warmly,
Kristen Spytek
President, National CMV Foundation

National CMV Foundation External Event/Fundraising Project Agreement

The National CMV Foundation welcomes the support of individuals and community organizations who want to help advance our mission: "To educate women of childbearing age about congenital CMV".

Events or fundraising projects held by individuals or organizations to benefit National CMV Foundation that are not under the organization's immediate control are known as external events/projects. National CMV Foundation's responsibility is limited to serving as a liaison and providing information and advice. Prior approval must be obtained from the National CMV Foundation whenever it is publicized as a designated beneficiary of an external event/project.

The National CMV Foundation assumes zero responsibility for unauthorized use of its name, nor for the actions of the event/project organizers who solicit funds on behalf of National CMV Foundation under fraudulent circumstances.

The National CMV Foundation has established the following guidelines to ensure the success of your external event or project: any information published or transmitted to the public about National CMV Foundation shall be provided by National CMV Foundation. All text copy used in print and media materials, media contacts, public relations, and/or signage must be approved or provided by National CMV Foundation.

The sponsoring organization or individual must bear all costs associated with the event/project and contractual agreements for space, materials and services, and accompanying liability shall be the sole responsibility of the sponsoring organization or individual and not that of National CMV Foundation (unless agreed upon otherwise and explicitly stated below in the notes field).

The National CMV Foundation can consult in the executing of the event/project details. Educational material is available for download on the National CMV Foundation website at www.nationalcmv.org.

External fundraising events/projects must reflect values and decorum associated with the cause of raising awareness of congenital CMV. Under no circumstances will acts of violence or those of a sexual, tawdry, or inappropriate nature be permitted. The National CMV Foundation reserves the right to refuse gifts or proceeds from any external event/project.

When contribution checks are made payable to the National CMV Foundation, National CMV will acknowledge participants individually and send a letter to each thanking him/her for each contribution. When checks are made payable to the event/project organizers, the organizers will receive acknowledgment from National CMV Foundation for the entire amount of the donation.

Proceeds from your event/project and all required post-event/post-project forms must be received by the National CMV Foundation within 60 days of your event/project. Please keep a copy of this signed form for your records.

 Event Host Signature

 Event Host Printed Name

 Date

 NCMVF Staff Member Signature

 NCMVF Staff Member Printed Name

 Date

SAMPLE EVENT SPONSORSHIP PACKAGES

PLATINUM

Platinum Sponsorship - \$2,500 *(limit 2 sponsors)*

- ♥ Exclusive recognition as the "Sponsor" of the event for all attendees, including an opportunity for an executive/representative to provide a brief event address (2-3 minutes)
- ♥ Your executive quote, company name, and sponsorship featured in the event press release
- ♥ Display or demo table-top space
- ♥ Collateral insert in attendee welcome packages
- ♥ Six (6) complimentary passes to the event/names on guest list
- ♥ Your company logo on all promotional material including:
 - Event publicity, invitations, and other pre-event announcements
 - Event signage (printed and/or digital)

GOLD

Gold Sponsorship - \$1,000 *(limit 4 sponsors)*

- ♥ Display table-top space
- ♥ Collateral insert in attendee welcome packages
- ♥ Four (4) complimentary passes to the event/names on guest list
- ♥ Your company logo on all promotional material including:
 - Event publicity, invitations, and other pre-event announcements
 - Event signage (printed and/or digital)

SILVER

Silver Sponsorship - \$500 *(limit 8 sponsors)*

- ♥ Two (2) complimentary passes to the event/names on guest list
- ♥ Your company logo on all promotional material including:
 - Event publicity, invitations, and other pre-event announcements
 - Event signage (printed and/or digital)

National CMV Foundation
PO Box 18322
Tampa, FL 33679

[DATE]

Dear [BUSINESS OWNER/MANAGER],

I am writing to you on behalf of the National CMV Foundation, the largest, all-volunteer organization in the world dedicated to educating women of childbearing age about congenital CMV. According to the Centers for Disease Control and Prevention (CDC), 1 in 150 children is born with congenital CMV (~30,000 per year), putting each newborn at serious risk for deafness, blindness, cerebral palsy, developmental disabilities, seizures, feeding disorders, behavior disorders, and even death. More children will have disabilities due to congenital CMV than other well-known infections and syndromes, including Cystic Fibrosis, Down Syndrome, Fetal Alcohol Syndrome, Pediatric HIV/AIDS, Spina Bifida and Toxoplasmosis.

I am hosting [EVENT NAME] to raise awareness about congenital CMV and funds for the National CMV Foundation. The event will take place on [EVENT DATE] at [EVENT LOCATION] and will help to continue our public education efforts of raising awareness and promoting prevention strategies to eliminate congenital CMV for the next generation.

We hope that you will consider supporting this event by considering sponsorship. As a sponsor, your business is sure to receive exposure from local media campaigns and event promotion activities. You will also likely gain community interest and/or engagement from the audience attending the event. There are different sponsorship packages available, and these are detailed in the Sponsorship Packages form enclosed with this letter.

Please feel free to visit the National CMV Foundation website at www.nationalcmv.org for more information about the non-profit organization or contact me directly via email at [EMAIL].

Thank you for considering our request. We realize that the incidence of children born with congenital CMV can be greatly reduced with grassroots public education and awareness. This is only possible because of thoughtful support and generous contributions from people like you and businesses such as yours.

Sincerely,

[YOUR NAME]
Supporter
National CMV Foundation

Kristen Spytek
President
National CMV Foundation

*Download the customizable
Word document from our website!*

National CMV Foundation
PO BOX 18322
Tampa, FL 33679

[DATE]

Dear [BUSINESS OWNER/MANAGER],

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I am hosting [EVENT NAME] to raise awareness of congenital CMV and funds for National CMV Foundation. The event will take place on [EVENT DATE] at [EVENT LOCATION] and will help to continue our public education efforts of raising awareness and promoting prevention strategies to eliminate congenital CMV for the next generation.

Your help and support would be incredibly impactful in making this a successful event. We would greatly appreciate your in-kind, tax deductible donation of [ITEMS/GIFT CARDS/GIFT CERTIFICATES] to be raffled off during [EVENT NAME] on [EVENT DATE]. In return for your generosity, we will feature your company and your contributions in our event materials.

Please visit the National CMV Foundation at www.nationalcmv.org for more information about congenital cytomegalovirus or you may contact me directly via email at [EMAIL ADDRESS].

Thank you for considering our request. We realize that the incidence of children born with congenital CMV can be greatly reduced with grassroots public education and awareness. This is only possible because of thoughtful support and generous contributions from people like you and businesses such as yours.

Sincerely,

[YOUR NAME]
Supporter
National CMV Foundation

Kristen Spytek
President
National CMV Foundation

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Word document from our website!*

[DATE]

[COMPANY NAME]

Attn: _____

ADDRESS

CITY, STATE ZIP]

RE: Sponsorship of [EVENT NAME]

Dear [NAME],

We couldn't be happier with the results of [EVENT NAME]. The partnership of a tireless event team and generous sponsors truly made this event spectacular for all guests in attendance.

I'm writing today to thank you for being a sponsor for the [EVENT NAME]. We are proud to partner with [COMPANY NAME] and we look forward to continuing to build a valuable and mutually beneficial relationship. As a result of your generous sponsorship of [\$_____], we exceeded our fundraising target, enabling us to raise [\$TOTAL] for the National CMV Foundation. We could not have had such tremendous success without sponsors such as yourself.

The funds that we raised at [EVENT NAME] will help National CMV Foundation to continue in its mission to educate women of childbearing age about congenital CMV.

It is our sincere hope that you will join us again when we create an even bigger and better event in support of National CMV Foundation.

Please note that your sponsorship is tax deductible. National CMV Foundation's tax ID number is 47-2329330.

Thank you for being an important partner in promoting awareness about congenital CMV.

Sincerely,

[NAME]

Supporter

National CMV Foundation

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[DATE]

[COMPANY NAME]
Attn: _____
COMPANY ADDRESS
CITY, STATE, ZIP]

RE: Donation for [EVENT NAME – (SPECIFY ITEM DONATED HERE)]

Dear [NAME],

Thank you for being an important partner in [EVENT NAME]. Your generous donation of [SPECIFIC ITEM], valued at \$_____ to our [RAFFLE/AUCTION/EVENT] is greatly appreciated. Each donated item will be beautifully packaged and lovingly presented on one of our auction boards or tables.

Your business name will appear in our event materials that will be provided to each guest upon arrival. At the event, all of our supporters are encouraged to patronize those businesses who have so graciously donated to our organization.

Please note that your donation to [EVENT NAME] is tax deductible. National CMV Foundation's tax ID number is 47-2329330.

Thank you for being an important partner in raising awareness and education about congenital CMV in our community. We wish your business continued growth and prosperity in the months and years ahead.

Sincerely,

[NAME]
Supporter
National CMV Foundation

*Download the customizable
Word document from our website!*

TIPS FOR A SUCCESSFUL FUNDRAISER

*Do you have an idea for an event or fundraiser? If so, we'd love to hear from you!
Please use these helpful tips to get you started.*

♥ INNOVATE

Come up with an idea that's fun and inspiring for you and your community. Every idea is a good one when you're volunteering your time and skills to give back.

♥ DONATE

Make the first donation to demonstrate to your community that you believe in your efforts and the cause. Even a small contribution will set the precedent for others to give too. Every dollar counts!

♥ PROMOTE

Send a personalized email to friends, family, colleagues, and acquaintances, and follow-up with potential notifications, reminders, and progress updates. Ask people around you, including small businesses, campus organizations or other community groups. Does your company match funds? Ask your employer if you can include your fundraiser in an upcoming company newsletter or email announcement. Be sure to thank each person for their contribution and generosity!

♥ SOCIALIZE

Use your social networks – Facebook, Twitter, Instagram, etc. – to get the word out about your fundraising efforts. Set up a schedule for posting and remember to include milestones and personal stories in your posts. When you receive donations from people in your social network, tag them in a post and thank them publicly.

Use your social networks to spread the word about your fundraiser. For example, create and customize a fundraising page or campaign on Facebook, Crowdrise or GoFundMe to help promote your event. Schedule future posts, and include milestones or progress updates. Thank others for donating their time or dollars, give updates about your planning, and add photos or results from your event.



Remember why you are committed to this cause and fundraising on behalf of National CMV - to educate women of childbearing age about congenital cytomegalovirus (CMV) and ultimately, save babies!

f EXAMPLE FACEBOOK POSTS

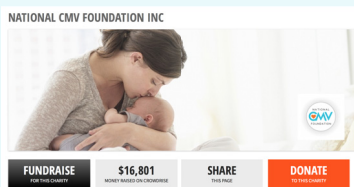
1. I am Crusading to raise money for the National CMV Foundation. Support my fundraising efforts by making a donation to eliminate congenital CMV and save babies
2. Training hard to #Compete4CMV and raise money for the National CMV Foundation. Support my fundraising efforts by making a donation to eliminate congenital CMV and save babies!

t EXAMPLE TWEETS

1. I am Crusading to raise money for @NationalCMV. Support my efforts by making a donation to #stopcmv and save babies!
2. Training hard to #Compete4CMV for @NationalCMV. Help support my fundraiser to #stopcmv and save babies!

🌀 EXAMPLE CROWDRISE FUNDRAISER

Go to National CMV's Crowdrise page and follow these steps to create your personal fundraising campaign. Funds will be disbursed to National CMV on a monthly basis, directly from Crowdrise.



1. Click "Fundraise for this charity".
2. Click "Start a new fundraiser".
3. Create a fundraising title, e.g. "Pete's Chicago Marathon to Compete 4 CMV" or "Zoe's Cocktails for CMV".
4. Add a fundraising goal, this lends itself to the competitive side of crowdfunding and allows others to track your progress.
5. Tell everyone about your fundraiser. Add notes or a personal story.
6. Click submit.
7. Customize. Add photos and post updates. (Your fundraiser should now be live.)
8. Direct users to your campaign via email or social media.
9. Thank your donors.

♥ PARTNER

Establish key partnerships with local area businesses and organizations to help finance the event via a sponsorship package or donate items for a silent auction or offer in-kind donations to help produce/service the event (e.g. beverages, invitations, photos, etc.). Business owners are generally hoping to get a return on their investment contribution so they may cultivate new customers and increase retention. What can you offer potential donors in exchange for their donation? Get creative in finding ways in which you can promote donors and/or sponsors leading up to the event, and how to feature their brand or business during the event. The more you can offer a potential donor, the more likely they will be to donate. The Fundraising Toolkit has a sample event sponsorship package to get you started, but consider tailoring each to specifically meet your needs. Don't forget to promptly send thank-you notes to your donors and/or sponsors after the event. This simple act of gratitude may help secure repeat contributions!

SUBMITTING AN OFFLINE DONATION

Whether someone gave you cash or a check to help get you to your fundraising goal, we want to make sure you are credited for every penny.

1. Make sure checks are payable to National CMV Foundation.
2. Collect checks and fill out the form below to mail in with your contributions. If you also received cash, please write a check for the same amount and mail it in. **DO NOT SEND CASH IN THE MAIL.**
3. Mail your contributions to National CMV Foundation, PO Box 18322, Tampa, FL 33679.

YOUR INFORMATION:

First Name: _____ Last Name: _____

Email address: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Event/Campaign Name: _____

YOUR DONOR INFORMATION:

Donor Name	Amount	Email Address
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____

Total Amount Enclosed: \$ _____

DONATION FORM

The National CMV Foundation is one of the most effective nonprofit, pregnancy advocacy organizations in the United States. Our all-volunteer network of health and research experts, business and policy leaders, and CMV parents, positions us as a credible resource that aids in prevention, educates the public, and increases understanding of congenital cytomegalovirus (CMV). Each investment is directly attributed to our awareness and research programs. Please donate today to help us educate women of childbearing age about congenital CMV.

DONOR INFORMATION:

In Honor/Memory Of: _____

Name: _____

Company Name: _____

Mailing Address: _____

Phone: _____

Email: _____

PAYMENT OPTIONS:

1. You may donate ONLINE @ www.nationalcmv.org

OR

2. Please return this form with a CHECK* to:

Kristen Spytek, President, National CMV Foundation, PO BOX 18322, Tampa, FL 33679.

My CHECK* is enclosed: \$ _____ Check #: _____

**Payable to the National CMV Foundation*

FREQUENTLY ASKED QUESTIONS

WHERE DO DONATIONS GO?

All funds raised directly impact the growth and expansion of our programs focused on raising awareness about congenital CMV, providing prevention education for women of childbearing age, and influencing research priorities regarding CMV prevention, treatment and intervention as we work to eliminate congenital CMV. A detailed reporting of finances can be found in our annual report.

WHAT KINDS OF PROGRAMS DOES NATIONAL CMV OFFER?

We are in the business of saving babies! The National CMV Foundation offers parents, families, clinicians and researchers valuable resources that are directed to awareness campaigns and pediatric research opportunities. Visit our Resources pages to read our blog, download informative literature, share your story, and get your frequently asked questions answered.

ARE DONATIONS TAX DEDUCTIBLE?

National CMV Foundation is a registered 501(c)(3) organization. Every contribution directly fuels our awareness, education and research programs. Your financial contribution is tax deductible.

HOW CAN I GET MORE INVOLVED WITH NATIONAL CMV?

There are many ways to help and participate in National CMV's efforts. Whether you want to host an event, become a sponsor, or donate to the cause, we have an initiative for you. Learn more about how to get involved.

HOW WILL THE NATIONAL CMV FOUNDATION HELP ME WITH MY FUNDRAISING?

We're happy to provide you with a comprehensive Fundraising Toolkit to support your fundraising efforts. We can also provide written documentation to validate the legitimacy of your event as well as your relationship to National CMV.

CAN I USE THE NATIONAL CMV FOUNDATION LOGO?

Yes, absolutely. The National CMV Foundation logo is available for download as part of the Fundraising Toolkit. Please adhere to our brand guidelines for logo usage to ensure compliance and consistency.

CAN I USE YOUR SALES TAX EXEMPTION NUMBER?

We are not legally permitted to share our tax exemption number with third-party fundraisers.

CAN THE NATIONAL CMV FOUNDATION REIMBURSE ME FOR EVENT EXPENSES?

All donations made to the National CMV Foundation, including those made through our website, directly impact the growth and expansion of our programs focused on raising awareness of congenital CMV, providing prevention education for women of childbearing age, and influencing research priorities. As such, we cannot offer refunds for event expenses.

CAN THE NATIONAL CMV FOUNDATION PROVIDE VOLUNTEERS FOR MY EVENT?

To request volunteers, email events@nationalcmv.org with a short description of your event, including date, time, location and number of people expected to be in attendance. Due to limited resources and high demand, we may not be able to honor all requests. Please submit requests 12 weeks before the event date.

CAN THE NATIONAL CMV FOUNDATION PROVIDE A SPEAKER FOR MY EVENT?

To request a speaker, email events@nationalcmv.org a short description of your event, including date, time, location and number of people expected to be in attendance. Due to limited resources and high demand, we may not be able to honor all requests. Please submit requests 12 weeks before the event date.

CAN THE NATIONAL CMV FOUNDATION HELP PROMOTE MY EVENT/FUNDRAISER?

At the National CMV Foundation, our primary focus is educating women of childbearing age about congenital CMV. As such, we cannot allocate resources to promote your individual event. We encourage you to use #stopcmv and #cmvawareness on social media to publicize your event. And don't forget to tag @NationalCMV on Twitter, Instagram and Facebook! Additionally, our Fundraising Toolkit has a host of promotional resources to help get you started.

CAN THE NATIONAL CMV FOUNDATION POST TO SOCIAL MEDIA ABOUT MY EVENT/FUNDRAISER?

With so many incredible events, it's impossible for us to promote them all. But that doesn't mean we don't want to hear about what you have planned! Be sure to tag @NationalCMV on Twitter, Instagram and Facebook and don't forget to use #stopcmv and #cmvawareness. We'll dedicate a monthly post via our social media profiles to promote upcoming events. Thank you for supporting the cause!

HOW CAN I SUBMIT FUNDS COLLECTED OFFLINE?

We can accept checks made payable to National CMV Foundation. All checks can be mailed to:

National CMV Foundation
PO Box 18322
Tampa, FL 33679

Be sure to include the name of your event and let us know if you have a specific fundraising page or campaign name to which we can attribute the donation. Download our offline donation forms to help organize contributions.

*Don't see your question here? Contact us at events@nationalcmv.org.
Please give us up to five business days to respond.*