



Our mission is to enable all young people, especially those who need us most, to realize their full potential as caring, productive and responsible citizens.

Third Party Fundraising Toolkit

Thank you so much for your interest in helping the Boys & Girls Clubs of Hartford. The invaluable work of our staff would not be possible without our dedicated donors. We fill the gap between school and home, providing a welcoming, positive environment in which kids and teens have fun, participate in life-changing programs, and build supportive relationships with peers and caring adults. Through this generosity, we can touch the lives of nearly 1 in every 3 children in Hartford.

Event Guidelines

Boys & Girls Clubs of Hartford is accountable for fund-raising activities using Boys & Girls Clubs of Hartford's name. This application is not a guarantee of approval. Please submit a completed application for our review. Allow 10 business days for us to decide and verify the legitimacy of your fundraising efforts.

Until the application is approved, no announcements can be made, and the fundraiser may not be promoted in any way using the Boys & Girls Clubs of Hartford name and/or logo. We reserve the right to withhold the use of our name, logo, and any other materials. All materials must state *'in support'* or "for the benefit of "Boys & Girls Clubs of Hartford. No material should imply sponsorship of the Boys & Girls Clubs of Hartford.

If expenses are more significant than money raised by the event, the event organizer is responsible for those expenses. Proceeds must be received within 30 days of the fundraising date or campaign.

Overview

Who can conduct a fundraiser on behalf of the Boys & Girls Clubs of Hartford?

Individuals and organizations can fundraise independently in support of the Boys & Girls Clubs of Hartford. Some examples of groups who may be interested are civic organizations, churches, schools or businesses. Anyone in the community can fundraise to support our Clubs.

Where will my donation be used?

Boys & Girls Clubs of Hartford will designate the donation to the area we feel has the most need, unless your group specifies which program pillar or area you would like the donation applied.

How can Boys & Girls Clubs of Hartford help me with my fundraiser?

- Provide a letter of authorization to validate the authenticity of the fundraiser
- Offer feedback on your fundraiser and event
- Provide and approve the use of our logo on materials related to your fundraiser
- Help you select an area of Boys & Girls Clubs of Hartford for your donation to support
- Coordinate a check presentation at the Club after your fundraiser

We are here to support you. However, there are some services we are unable to provide:

- Our tax exemption number
- Insurance or liability coverage

- Permits and/or licenses
- Mailing list of donors and/or vendors
- Boys & Girls Clubs of Hartford letterhead
- Funding or reimbursement of your expenses
- Publicity (e.g. newspaper, radio, television)
- Guaranteed attendance of Boys & Girls Clubs of Hartford staff, physicians or patients

Seven Steps to Create Your Event

We are so grateful that you would like to fundraise on behalf of our Clubs. Here are some tips for those who don't know where to start. We hope this will help you narrow your focus and be successful.

1. **Form a Committee and Brainstorm.** Bring together a group of enthusiastic people willing to be part of a planning committee and brainstorm ideas for your fundraiser
2. **Decide on your fundraiser.** Whether you host an event or raise money through your business, make sure it's something you and the committee will succeed at.
3. **Create a budget.** Having a budget is vital to the success of your efforts. Identify all the expenses involved with your fundraiser (invitations, rental space, signage, food, promotional materials, advertising, permits etc.). Think about the streams of revenue (ticket sales, items sold, etc.). Think about the possibility of getting some items or services donated (food, equipment, printing, etc.) to reduce your costs. Try to keep your expenses at 20 percent of your budget.
4. **Apply for approval** of your event. Please fill out the application and send it in for approval, allowing ten business days for the decision.
5. **Schedule the fundraiser.** Select a date and time that is appropriate and convenient for those attending your event. If you are fundraising over a period, choose a time of the year you think is best for your potential supporters. Be sure to check community events calendars for a conflicting fundraisers. Be sure to check community events calendars for conflicting dates.
6. **Stick to a timeline.** Create goals and set target dates to meet those goals. Plane the details of what it will take to pull off your fundraiser.
7. **Advertise.** Spread the word. Tell friends, family, and co-workers. Announce your social media accounts.
8. **Say thank you.** Send thank you letters, notes or e-mails to everyone who participated in your event.

Before Your Fundraiser

Get approval

All fundraisers done on behalf of Boys & Girls Clubs of Hartford need approval from the Development Department before the organization's name can be used. This will allow us to keep track of all fundraising done in the community and help us inform the public about legitimate fundraising efforts.

Have all materials with the logo approved before distribution to the public. Any use of the logo without approval is not allowed.

If you are seeking your own sponsors, please provide BGCH with a list of targeted sponsors. BGCH reserves the right to exclude solicitation of specific sponsors that don't align with our mission.

Please make clear to any sponsors you solicit that, while your event benefits the Boys & Girls Clubs of Hartford, it is not an official BGCH event; by sponsoring your event, they do not get to use the BGCH logo, and you/they cannot imply BGCH endorsement of any brands or products.

At Your Fundraiser

Thank everyone for their support. Every dollar makes a difference, so please be sure to thank everyone for attending your event or supporting your fundraiser.

Be sure to take lots of photos. Photographs are a great way to document your fundraiser. If you have sponsors, make sure you take pictures with their signage.

After Your Fundraiser

Post your photos on your social media accounts. Be sure to tag the Boys & Girls Clubs of Hartford.

<https://www.facebook.com/BGCHtd>

<https://www.instagram.com/bgchartford/>

<https://twitter.com/BGCHartford><https://www.linkedin.com/company/boys-girls-clubs-of-hartford>

- E-mail 3-5 of the best photos from your fundraiser to: kconnal@bgchartford.org. We will post them to our social media and possibly our newsletter if possible.

Send in Your Donation

If you plan to deduct expenses before sending the total funds raised to the BGCH:

- Have your guests make checks out directly to you/your organization, not Boys & Girls Clubs of Hartford, and then convert those funds, minus your expense, into one check, made out to the Boys & Girls Clubs of Hartford.
- If 100 percent of proceeds benefit BCGH, make the final check payable to the Boys & Girls Clubs of Hartford.
 - Include a short note explaining how you raised the funds
- Once we receive your donation, an acknowledgment letter will be sent to you

Boys & Girls Clubs of Hartford

Attn: Development Department

170 Sigourney St Hartford CT 06105