



# **Community Fundraising Event Tool Kit**

This Do-It-Yourself Fundraising Kit will help you make your event a success!

## A LETTER FROM OUR FOUNDER

Dear Friends,

Lady Freethinker is igniting change for animals around the world – all thanks to caring people like YOU! **And now, you have the opportunity to help us do even more to save lives.** This fundraising toolkit offers ideas and tips for you to hold an event in your own community that will not only be enjoyable for your friends and family, but will make a difference for animals, too.

With your support, Lady Freethinker’s investigations and campaigns have brought global attention to some of the world’s worst forms of animal cruelty and made real progress in ending these atrocities. From fighting to stop the torture of puppies, cats, and monkeys for online videos to working to end factory farming and shutter the global dog and cat meat trade, the Lady Freethinker team is dedicated to creating a world where no animal suffers at human hands.

Thanks to donors like you, Lady Freethinker is also able to send emergency help to animal victims of war and natural disasters, and provide food and medicine to abused, neglected animals in desperate need.

Thank you for considering holding a fundraiser to support our work. You can help make a world of difference to a suffering animal.

Sincerely,

Nina Jackel

Founder, Lady Freethinker



## BECOME A COMMUNITY FUNDRAISER

Thank you for your interest in supporting Lady Freethinker (LFT) by hosting an event! LFT is dedicated to helping end cruelty for all beings. We believe that no animal should suffer at human hands, whether for food, clothing, entertainment or experimentation. With our voice and our actions, we can evolve into a peaceful, compassionate and flourishing world – for every species.

We are grateful for the commitment and generosity of people like you who raise funds for the animals we are working to help save. Community fundraisers not only raise money but also celebrate occasions, honor or remember loved ones, increase awareness, and much more. This tool kit will provide resources and best practices to help you run a successful event.

### TOOLKIT CONTENTS

- LFT's Mission & Brand
- Event Ideas
- Planning and Executing Your Fundraising Event
- Timeline and Steps
- Completing Post-event Checklist
- Submitting Donations to LFT
- Guidelines
- FAQ's

### WE ARE HERE TO HELP

LFT staff can assist with your event by:

- Offering advice on event planning
- Proving tax receipts for donations made directly to LFT
- Providing LFT logos and other marketing materials
- Providing a letter of authenticity
- Assisting with publicity for your fundraiser where possible

If you have any questions, please contact our Director of Development, Melissa Chalmers, at [melissa@ladyfreethinker.org](mailto:melissa@ladyfreethinker.org)

## **KNOW THE MISSION AND BRAND**

Before you start your fundraising activity, be sure that you can speak to what LFT does, and can answer any questions that might arise from your attendees.

### **WHO IS LADY FREETHINKER?**

Lady Freethinker (LFT) is a nonprofit media organization dedicated to exposing and stopping suffering of animals, humans and the planet. We publish urgent news articles and petitions to help end cruelty and promote humane treatment of all species.

### **WHAT DOES LFT DO?**

LFT enables everyone to take simple actions to help animals, making a difference with a single click. Our petitions have collectively gained over 25 million signatures, directly saving animals' lives and putting horrific cruelty cases right in front of the eyes of government officials, industry leaders and other decision makers.

### **HOW CAN I HELP?**

The critical mission of Lady Freethinker cannot move forward without funding. Great advances in stopping animal cruelty have been made, but there is still more to do. Every fundraiser helps. Whether it's a bowling party, a bake sale, a holiday letter, or 5k, everyone can make a difference!

### **WHERE DO DONATIONS GO?**

Donations from your fundraiser support our investigations, petitions, Urgent Needs Grants Program, Animal Aid Fund, and administrative expenses to keep the organization moving forward. We are a registered 501(c)(3) nonprofit so any donation would be tax deductible according to IRS standards.

**EIN: 47-4213802**

## **WHAT WE BELIEVE**

We believe that no animal should suffer at human hands, whether for food, clothing, entertainment or experimentation. That's why our team not only works to change the laws and policies that allow suffering, but also provides direct aid to animals in desperate situations, such as those rescued from the cruel dog and cat meat trade.

## **EVENT IDEAS**

Decide on what type of event you want to host or participate in. Fundraising events can be done in the workplace, in your community or in the comfort of your own home. This section will provide you with event planning checklists and a variety of event ideas depending on the type of event you'd like to put on. Whether it's virtual, in the workplace, community or at home, all will bring fun and do a lot of good for animals! Choose the type of event you want to organize.

### **PERSONAL EVENTS**

#### **Compete for Us!**

Run, bike, walk, or swim, set your goal and raise funds for Lady Freethinker. Be sure to have participants post pictures for maximum fun.

#### **Host an Event**

- Game Night - Gather friends together to play parlor games or through an online game platform.
- Dance-a-thon - Host a dance-a-thon and challenge participants to dance for as long as they can.
- Trivia Night - Create your own trivia night and have participants pay an admission fee to participate. Take it up a notch and have people build teams to bring in more fun!
- Video Game Showdown - Host a gaming night where people can sign up and create a fundraising page, play games (or one selected game) for an extended amount of time tournament style, and ask their friends and family for donations.
- Birthday Party - Ask for donations to LFT in lieu of presents but take the opportunity to share time with family and friends. Silly party hats are encouraged!

#### **Garage Sale**

Is it time to declutter? Hold a garage sale with all proceeds going to LFT. Get the whole family involved.

### **CORPORATE EVENTS**

#### **Holiday Party**

If your office hosts a Holiday Party, check with your company to see if it would consider having employees make gifts to LFT instead of a secret Santa. Your company may even be willing to match gifts!

#### **Lunch and Learn**

Feature a presentation by a speaker on a topic that interests your co-workers. The price of admission is a donation to LFT.

## **Ping Pong Tournament**

Challenge your family and friends to a table tennis tournament. Teams or individuals can fundraise a minimum amount to be entered. They can recruit their friends and family to sponsor and be a part of their cheering squad. A fun and active way to engage community champions at your workplace and find out who the ultimate ping-pong champion is.

## **SCHOOL EVENTS**

### **Bake Sale**

Create a bake sale at your school to support LFT.

### **Arts and Crafts Fair**

Put on an arts and crafts fair in with all sales being donated to LFT.

### **Lemonade Stand**

A stand-alone event at school or host it in conjunction with one of the other suggested school events.

## **ADDITIONAL EVENT IDEAS**

### **Personal Events**

- Golf Tournament
- Art Show
- Bowling Tournament
- Holiday Open House
- Private Shopping
- Sporting Event
- Challenge for Charity
- Online Auction
- Virtual Bake Off
- Gala Night
- House Party for a Cause
- Talent Show
- Karaoke Idol
- Recipe Potluck
- Battle of the Bands
- Community Car Wash
- Board Game Night
- Skate Party

### **Corporate Events**

- Gift Wrapping
- Shred-a-thon
- Pot Luck Lunch
- Company Picnic
- Team Sporting Event
- Live Concert
- Putt-putt Golf Tournament
- Bake Off
- Recipe Potluck
- Bingo
- Ice Cream/Dessert Social
- Pool Tournament
- Football Tournament
- Dodgeball Tournament
- Comedy Show
- Jeans Day
- Loose Change or Penny Drive

# PLANNING AND EXECUTING YOUR FUNDRAISING EVENT

So, you want to host a fundraising event in your community, at home, or at work? What a great way to give back while having some fun with your family, friends, coworkers, and community network! Here's your step-by-step guide to help make your event a big success.

## 1. Brainstorm

Gather friends or coworkers for coffee or simply sit down yourself and start brainstorming what you'd like to do.

## 2. Chose an Idea

Decide what idea best fits your network, team, or community to host and start working on planning out that idea.

## 3. Form a Committee

Decide if you need a committee or team to put on your event and if so, pull one together.

## 4. Create a Plan and Budget

Create a timeline and budget to maximize publicity, attendance, sponsorship, and fundraising.

## 5. Tell Us About It

Speak with LFT's staff to discuss your ideas and we can offer you event planning advice and additional resources.

## 6. Promote Your Event

Promote your event to your network, workplace, or in the community on social, online calendars, at local businesses, etc.

## 7. Spread the Word

Rally the support of your friends, family, coworkers, and network to help spread the word about your event.

## 8. Host Your Event

Host your event and have fun with your network, while bringing awareness to LFT and helping to save animals' lives!

## 9. Submit Donations to LFT

Collect cash/checks, and mail to LFT.

## 10. Thank Attendees

Thank friends, family, and/or colleagues for the participation, send tax receipts given by LFT to attendees.

## **TIMELINE AND STEPS**

### **Step 1 - Eight to Ten Weeks Before the Event**

Download and review the toolkit. Brainstorm event ideas. Contact us if you feel like you need help.

### **Step 2 - Six to Eight Weeks Before the Event**

Gather friends, family, or co-workers to help plan and carry out the event. Write a To Do List and timeline, allowing plenty of time for planning, and create an event budget. Be sure to include any special event permits you may need and allow time for those applications to be submitted and approved. Start reaching out to book venues, caterers, entertainment, or any other outside help needed.

### **Step 3 - Four to Six Weeks Before the Event**

Check your expenditures and compare against your event budget. Keep costs low to maximize the impact of your fundraising. Consider any additional needs for the event you didn't plan for early on.

### **Step 4 - Four Weeks Before the Event**

Start promoting your event. You may want to create a fundraising page and also promote on social media platforms.

### **Step 5 - Two Weeks Before the Event**

Send out event reminders. Track your attendees. Review your plan and To Do List.

### **Step 6 - Day of the Event!**

The day is here at last to have your event! Take lots of pictures and share on social media, collect donations, and have a great time while raising funds for Lady Freethinker!

### **Step 7 - Within 30 Days After the Event**

Sent thank you's and tax receipts to attendees, submit your donation(s) to Lady Freethinker, either by check or an online donation.



## COMPLETING POST-EVENT CHECKLIST

Congratulations and thank you again for hosting an event on behalf of Lady Freethinker! The proceeds from your fundraiser will make a real difference in the LFT mission. THANK YOU! After your fundraiser, don't forget to complete the following post-event checklist.

- ✓ Submit your donations to LFT within 30 days. Please include a list of individual names, donation amounts, and email addresses of anyone that would like a tax receipt for their donation.
- ✓ Thank your donors. While LFT will acknowledge donations received in the office, you should also thank your donors directly.
- ✓ Follow-up on social media to share your story and success. Don't forget the photos and to tag LFT! @LadyFreethinker (Facebook, Twitter/X, and Instagram).
- ✓ Start planning your next event! Reflect on your event and look at what went well, what you would do differently, and how LFT can help.

### **Please Mail Donations to:**

#### **Lady Freethinker**

12405 Venice Blvd #390  
Los Angeles, CA, 90066

Or you can make a donation online at [www.ladyfreethinker.org](http://www.ladyfreethinker.org). Please contact our Director of Development, Melissa Chalmers, to inform us of your donation: [melissa@ladyfreethinker.org](mailto:melissa@ladyfreethinker.org).

## **THANK YOU!**

Thank you so much for your effort in raising funds for Lady Freethinker! Together, we can raise awareness and help stop animal abuse.

# GUIDELINES

## What Lady Freethinker CAN Provide

- Professional advice on fundraising and event organization through a phone call or meeting
- Lady Freethinker print materials (depending on availability)
- The Lady Freethinker logo (all materials with the LFT logo must be individually approved by LFT prior to printing, release, uploading, etc.)
- A letter of support to be used to validate the authenticity of the event
- Tax receipts for eligible gifts (if not provided by online platform)

## What Lady Freethinker CANNOT Provide

- Funding or reimbursement for event expenses
- Promotion or advertising of your event except on our website and social media
- Donor or sponsor lists
- Applications for permits
- Prizes, auction items, or awards
- Insurance for your event
- Logistical support for your event
- Lady Freethinker will not assume any legal or financial liability for a community fundraising event
- Lady Freethinker is not responsible for any damage or accidents to persons or property at the event

## As the Event Organizer, Your Responsibilities Include:

- Event organizers are responsible for the planning and execution of the event including but not limited to, all set-up, promotion, staffing and/or volunteers, liability and expenses.
- It is the event organizer's responsibility to communicate to sponsors, participants and the general public that LFT is not hosting the event but is the beneficiary of the event.
- No community fundraising event can use "Lady Freethinker" in the event title, instead it must say proceeds will benefit Lady Freethinker.
- All community event promotional material must include the text, "Proceeds from this event will be donated to Lady Freethinker".
- The event organizer must get prior authorization from LFT to use the LFT logo or name on any promotional material. All publicity must be approved by LFT prior to being printed or released.
- LFT shall have the right to, at any time and for any reason, request that the event organizer/group cease to use LFT's name and logo in connection with the event and the event organizers shall use its best efforts to comply with such request.
- LFT does not endorse firms, organizations, individuals, or services. Therefore, fundraising events must be promoted and conducted in a way that avoids any statement or appearance of an endorsement by LFT.

## FAQ's

- **How are donors acknowledged?** Donors who give any amount online automatically get a thank you and tax receipt emailed to them. LFT will recognize all tax-deductible donations and will track all donations for which we receive complete information.
- **Can we tag LFT in our social media posts?** Absolutely! Please tag us @ladyfreethinker on Facebook, X (formerly Twitter), and Instagram.
- **How should I collect donations?** There are many ways to collect donations. Accepting donations through LFT's website is the easiest way. We are happy to set up a customized fundraising page for your event. This will allow you to add photos and your story, and you will be notified any time a donation is made, or someone signs up for your event. You can also collect checks and mail them to us.
- **Collecting checks.** If attendees/donors are anticipating a tax deduction for their support, checks should be made out to Lady Freethinker. Please include a note that the check is in support of your specific fundraiser. Checks should be mailed to:

Lady Freethinker  
12405 Venice Blvd #390  
Los Angeles, CA, 90066

- **Can I accept the donations on behalf of LFT and send one check?** Checks should be made out to Lady Freethinker with your fundraiser written in the memo line. If you write the check, you will receive the tax receipt and not your donors. If your donors are expecting to make a tax-deductible donation, they will not receive it if you write one check.
- **What if a check is made out to me and not LFT?** You can still send to LFT by endorsing the back of the check with your signature and add "Payable to Lady Freethinker" underneath your signature.
- **What do I do if I have expenses that need to be paid?** If you plan to deduct expenses before sending the total funds raised for Lady Freethinker, you will need to have your guests make checks out directly to you, not LFT, and then convert those funds, minus your expense, into one check made out to Lady Freethinker. Please Note: If you write the check, you will receive the tax receipt and not your donors. If donors are expecting to make a tax-deductible donation, they will not receive it if you write one check.
- **What if a business donates goods or services for my event, such as auction items, or a band who donates their time?** Non-cash gifts are tax-deductible, as long as the gift benefits LFT 100%. We will send our IRS 501c3 determination if the company donating the gift requests it, along with a tax receipt.
- **Can LFT provide volunteers for the fundraising event?** It is the responsibility of the event organizers to recruit, train, and manage all volunteers. A LFT representative may attend only if schedules permit.