

THIRD PARTY FUNDRAISING

A COMPLETE GUIDE TO HOSTING A
SUCCESSFUL FUNDRAISER BENEFITTING
MISSION MSA

MISSION MSA®

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WHAT IS A THIRD PARTY FUNDRAISER?

A Third-Party Fundraiser is an in-person or online event or fundraising page hosted by a community member to benefit an organization (Mission MSA).

These events are organized by individuals or groups who are not directly affiliated with Mission MSA but are passionate about supporting our mission.

Participants might engage in activities such as:

- charity runs
- golf tournaments
- bingo nights
- polar bear plunges

The proceeds from these events would be directly donated to Mission MSA through a fundraising page or through mail.

These fundraisers not only help generate essential funds but also raise awareness about Mission MSA's work, fostering a sense of community and shared purpose.

IMPORTANT INFORMATION

Mission MSA will NOT be liable for any expenses incurred by the Third-Party Fundraiser. Please consider this when planning the nature of the Third-Party Fundraiser you wish to organize.

The Third-Party Fundraisers are responsible for the planning and expenses of the event, including all set-up, promotion, staffing, and/or volunteers, and liability.

Mission MSA does NOT sponsor Third-Party fundraisers. The approved event(s) must be referred to as "benefitting Mission MSA," "in support of Mission MSA," or "with proceeds donated to Mission MSA."

The nonprofit, tax exempt status of Mission MSA may NOT be used by the host organization to purchase items or materials or to acquire any licenses or services.

HOSTING A THIRD-PARTY FUNDRAISER

STEP ONE: REVIEW & SIGN

To ensure the success of your event, and to optimize our resources, please download our **Third Party Fundraiser Guidelines** and review the agreement. Afterwards, please complete the document by signing and dating at the bottom.

STEP TWO: SHARE EVENT INFORMATION

Once you have reviewed the guidelines, please forward any relevant information to our Fundraising Coordinator, **Claire Thomas**.

STEP THREE: STAY IN TOUCH

We invite you to maintain communication with us during the planning phase of your fundraiser. Please feel free to reach out to **Claire Thomas** with any questions, suggestions, or anything else you may need.

STEP FOUR: HOST EVENT

This is the fun part! Gather your team, finalize the details, and make sure everything is in place for a successful fundraiser. Don't forget to capture the moments with photos and videos to share with Mission MSA afterwards.

STEP FIVE: WRAP UP & SHARE EXPERIENCE

Now that your event has concluded, any check donations should be collected and mailed to Mission MSA. Once that is complete, you are welcome to send an email to **Claire Thomas**, sharing details about the event, including pictures and videos. Be sure to mention if you would like to highlight your fundraiser in our next newsletter.

HOW MISSION MSA CAN SUPPORT YOUR EFFORTS

Want to get the word out?

Request to be highlighted in our upcoming newsletter! We will share information about your event with our newsletter subscribers. Kindly submit your request to **Claire Thomas** by the 10th of the preceding month.

Mission MSA's online platform, **MSA Connect**, provides an opportunity to share your fundraiser with the MSA community. This is an excellent way to connect with individuals who are highly supportive and committed to our mission.

We will gladly provide you with a list of donors who have contributed to your fundraiser, including those who contributed by check, so you can personally express your gratitude to them. Please contact **Claire Thomas** for these details.

Schedule a meeting with our Fundraising Coordinator, **Claire Thomas**. She will address any questions you may have about your fundraiser and provide guidance on how to ensure it becomes a resounding success!

FREQUENTLY ASKED QUESTION

CAN I CREATE AN ONLINE FUNDRAISING PAGE FOR MY EVENT?

Absolutely! You can create an online fundraising page through **GoFundMe Pro**.

Follow these steps:

1. Go to **Lets Support Mission MSA** and select "Become a Fundraiser".
2. Follow the steps provided to join as an individual, join a team or create a team to support Mission MSA.
3. Log in or Create an Account (you can use your Facebook account).
4. Personalize your page by changing the text and uploading photos or videos on your personal fundraising page. We highly encourage you to customize the content. Telling your story about MSA is powerful and the best way to motivate your contacts to support the cause.
5. Be the first person to donate to your fundraiser. After all, if you don't donate to your own fundraiser can you expect others to do so?
6. Share your fundraising page with your event attendees!

Once the donations are processed, your donors will receive a confirmation page and a tax-receipt acknowledging their gift from GoFundMe Pro. Donations made through Mission MSA's GoFundMe Pro page are fully tax deductible.

FREQUENTLY ASKED QUESTION

CAN EVENT ATTENDEES DONATE BY CHECK?

Yes, however, it's important to inform your donors that checks written to you or your event are NOT tax-deductible. For a fully tax-deductible check donation, checks should be written to Mission MSA.

Check donations can be sent directly to:

Mission MSA
P.O. Box 735039
Chicago, IL 60673

FREQUENTLY ASKED QUESTION

WHAT WILL THE FUNDS RAISED FROM MY EVENT BE ALLOCATED TO?

When setting up your fundraising page on GoFundMePro, you'll have the opportunity to specify the purpose of your fundraising efforts. You can select from the following options:

General Fund
Research Fund
Educational Initiatives

FREQUENTLY ASKED QUESTION

ARE THERE ANY LIMITATIONS REGARDING WHEN I CAN ORGANIZE A FUNDRAISER?

You are always welcome to plan a fundraiser at your convenience.

Consider hosting a third-party fundraiser in March, as it is **MSA Awareness Month!** Your event has the opportunity to not only raise money for Mission MSA, but also **Shine a Light on MSA** within your community.

Additionally, aligning your fundraiser with MSA Awareness Month can enhance participation and engagement. March is a big month for Mission MSA and MSA patients and families -- it's great to add to the momentum!

To maximize impact, consider incorporating educational materials and/or personal stories that highlight the significance of MSA research and support.

Remember, the key to a successful fundraiser is not just the funds raised, but also the awareness and connections fostered within your community.

THANK YOU

**WE ARE INCREDIBLY GRATEFUL FOR YOUR
DEDICATION TO THE MSA COMMUNITY!**

Please contact Claire Thomas with any questions via email at claire.thomas@missionmsa.org or by phone at (312) 278-2176.

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