

Welcome to the team!

FUNDRAISER STARTER KIT

How to host your own fundraiser to support the GFPD



GLOBAL
FOUNDATION
• for •
PEROXISOMAL
DISORDERS



We're so happy you've joined the team!

If you're reading this, you've joined a dedicated, fantastic, and compassionate team of GFPD staff, families, and community members. We all work together to raise funds to help the GFPD further its mission.

Fundraising can be daunting-especially when you're creating one from scratch. Don't fret! We crafted this starter kit so friends like you have the tools you need for success. When you succeed, *all of us succeed.*

Inside this packet you'll find Fundraising 101, event check lists, sponsorship templates, and much more. This starter kit is a guide for you, but not the only resource. You'll have the entire GFPD community to lean on.

Together, we're moving the needle for all Warriors and their families. Thank you! Let's get to work!

A handwritten signature in black ink that reads "Madeleine Bryce".

Madeleine Bryce

Director of Development



Key Contact Information

GFPD Mailing Address

P.O. Box 33238
Tulsa, OK 74153

Madeleine Bryce

Director of Development

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Margaret Reimann

Creative Team Coordinator

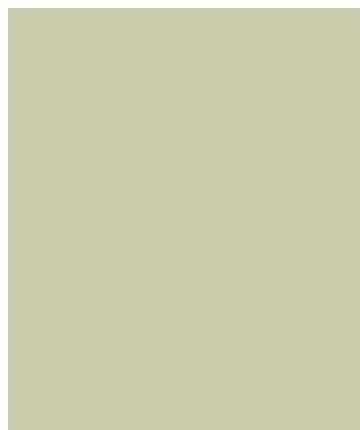
margaret@mcrbranding.com

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918.694.4314

leslie@thegfpd.org



Fundraising 101

Philanthropy is a mutually beneficial relationship.

We are providing people an opportunity to feel like they're making a difference by supporting our mission.

- **The GFPD needs gifts to further its mission**

- **Donors want to feel:**
 - they are making a difference
 - they are part of the GFPD community
 - they are helpful and important

- **Donors want to know:**
 - what the GFPD accomplished with their gift
 - who their gift(s) help
 - other ways they can get involved

Through our fundraising efforts, we provide donors with an opportunity to make a difference, engage in our community, and help more GFPD Warriors. In return, the GFPD is able to use their donations to continue to make an impact in the lives of hundreds of Warriors and their families.

Fundraising 101

Matching Mission to Donor Values

Fundraising is...

The **right** person asking
the **right** prospective donor
for the **right** gift
for the **right** program
at the **right** time
in the **right** way.



LILLY FAMILY
SCHOOL OF PHILANTHROPY
INDIANA UNIVERSITY
IUPhi

We want donors to feel inspired to give, but their decision to make a charitable gift is personal. Your personal network will likely be inspired to support the GFPD because of your story and connection to them.



Building a Successful Fundraising Environment

Like most things in life, fundraising is a team effort, and each of us has a role to play. Many components build a strong, philanthropic environment. Your role as a community leader and volunteer is one of those components.

| | |
|-----------------------|--|
| Case | <ul style="list-style-type: none">• Why should someone give, right now, to the GFPD• Aligning donor values to the GFPD mission |
| Needs | <ul style="list-style-type: none">• How a gift will help the GFPD• What problems will their donation help us solve? |
| Goals | <ul style="list-style-type: none">• GFPD Mission• Fundraising goals |
| Prospects | <ul style="list-style-type: none">• Who can help us reach our goals with a gift? |
| Leadership/Volunteers | <ul style="list-style-type: none">• You! |
| Budget | <ul style="list-style-type: none">• GFPD total investment in fundraising efforts |
| Staff | <ul style="list-style-type: none">• GFPD Staff and Contractors |
| Time and Timing | <ul style="list-style-type: none">• Are we asking people for support at the right time?• Do volunteers and staff have adequate time to fulfill their fundraising goals? |
| Public Relations | <ul style="list-style-type: none">• The right message to the right audience through the right method |



Ways to Give

1

With a Check

*Payable to:
The GFPD
P.O Box 33238
Tulsa, OK 74153*

2

With a Credit Card

*You can make a gift online:
thegfpd.org/donate*

3

With a gift of stock

A gift of stock or securities can be coordinated through an electronic transfer. Your broker can advise on initiating the process.

4

With a company match

Many companies offer a corporate match for charitable gifts made by their employees. The match could double or triple your impact!

5

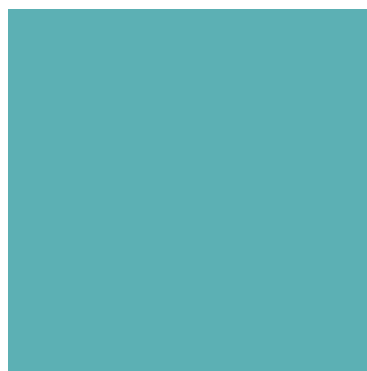
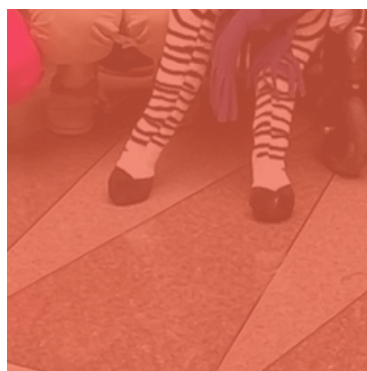
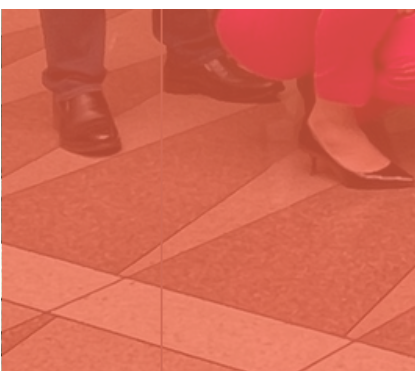
With an estate gift

Making the gift of a lifetime is simple. You can add the GFPD as a beneficiary in your will or trust.

6

With an in-kind gift

The GFPD benefits from gifts of tangible property or gifts of services. To ensure the gifts align with our mission and needs, in-kind gifts must be formally accepted by the GFPD.





What Kind of Fundraiser is Best for You?

There are a number of fundraiser ideas available to you. Below are three types of fundraisers you may consider. The following pages provide further details on activating the fundraiser.



Online Fundraiser

- Bandwidth need: Low to Medium
- Great for: Birthdays, sharing on social media, larger audience
- Estimated cost: \$0
- **Example:** Facebook Birthday Fundraiser



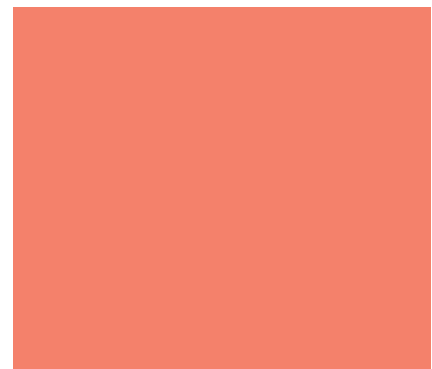
Hybrid Fundraiser

- Bandwidth need: Low to Medium
- Great for: Local and larger audience, one-day or multi-day event
- Estimated cost: <\$500
- **Example:** GFPD Warrior WalkRunRide



In-person Fundraiser

- Bandwidth need: Medium to High
- Great for: Building local awareness, community, and support
- Estimated cost: \$2,500+
- **Example:** Golf Outing



Online Fundraisers

Online fundraisers provide the widest reach. They are also cost-effective. Often, all that is needed is a Facebook page or a simple donation link (which the GFPD can provide).



Easy and Accessible

- Online fundraisers provide flexibility on start and stop dates
- No need to reserve a venue!
- The GFPD can provide a dedicated site for your fundraiser so you can easily share it across all your social media platforms



What You'll need:

- A quick email or phone call to the GFPD to set up your site
- Social media account (like Facebook)
- Persistence, keeping your posts top of mind takes time and dedication



Do's

- Tell the GFPD when you're planning on sharing posts
- Use #hashtags to increase engagement online
- Leverage special dates (like birthdays)



Don'ts

- Forget to set a fundraising goal
- Use the GFPD logo without requesting use for your event
- Forget to thank everyone who has supported your fundraising



Considerations

- Once a fundraising page is made, you can use it multiple times a year
- Ask your HR department at work if they will match gifts
- Online fundraisers do not require a lot of bandwidth



Hybrid Fundraisers

Hybrid fundraisers are becoming more popular. They involve virtual (online) and in-person components.



Access and Flexibility

- Hybrid events give you both an online and in-person community to engage
- Offer a built-in alternative if weather hinders the in-person component



What You'll need:

- A quick email or phone call to the GFPD to set up your site
- Social media account (like Facebook)
- A planning committee
- A venue for the in-person component



Do's

- Tell the GFPD when you're planning on sharing posts
- Use #hashtags to increase engagement online
- Ask the GFPD about event materials-, we may have some items on-hand to loan for your event



Don'ts

- Forget to set a fundraising goal
- Use the GFPD logo without requesting use for your event
- Forget to thank everyone who has supported your fundraising
- Forget to secure necessary permits for the in-person component



Considerations

- Different audiences require different communication methods and messages
- Ask your HR department at work if they will match gifts
- The in-person event will require sponsors to minimize costs



WalkRunRide is
a great hybrid
event option!

In-Person Fundraising Events

In-person events provide a great opportunity for both fundraising and 'friendraising'- building relationships between the GFPD and your community. In-person events require a larger investment of time, treasure, and dedication.



Community Impact

- In-person events have a significant impact-gathering the community builds camaraderie and increases awareness of peroxisomal disorders and the GFPD
- Local businesses may sponsor the event and those relationships can develop into transformative gifts in the future



What You'll need:

- A quick email or phone call to the GFPD to set up your site
- Social media account (like Facebook)
- A planning committee
- A venue



Do's

- Tell the GFPD when you're planning on sharing posts
- Use #hashtags to increase engagement online
- Ask the GFPD about event materials- we may have some items on-hand to loan for your event
- Collaborate with the GFPD to brainstorm sponsorships



Don'ts

- Forget to set a fundraising goal
- Use the GFPD logo without requesting use for your event
- Forget to thank everyone who has supported your fundraising
- Forget to secure necessary permits for the event



Considerations

- Different audiences require different communication methods and messages
- Ask your HR department at work if they will match gifts
- The in-person event will require sponsors to minimize costs



GFPD families have hosted a variety of in-person fundraising events including golf outings, concerts, and races.



*Have a fundraising idea that's not listed here?
Let us know!*

Fundraising Event Check List

We've compiled an event checklist to help guide your preparation and serve as a starting point for your event.

- **Determine type of event to host**
 - *What would be potential labor needs for the event?*
 - *What would the community be interested in? A 5k, auction, golf outing, online event, etc.*
 - *Do I have enough personal bandwidth to manage this?*
- **Scout venues for event**
 - *Does the space have bathrooms?*
 - *How many people do we expect to attend?*
 - *Are there nearby (within 15-minute drive) hotels?*
 - *Are there accessible entrances?*
- **Select a date and time for the event**
 - *Who is the target audience?*
 - *Is your audience more aligned with morning, afternoon, or evening events?*
 - *Are there holidays that could impact attendance*
- **Reserve the venue**
- **Determine sponsorship levels and prices**
 - *What are the estimated costs?*
 - *Which operational features do we need covered? (Lighting, A/V, water stations, etc)*
 - *Are the price levels appropriate for our location and audience?*
- **Determine ticket/registration prices**
 - *Are the price levels appropriate for our location and audience?*
- **Determine insurance needs for the event**
 - *The GFPD has General Liability insurance*
- **Build a website for the event**
 - *The GFPD can assist with building a website*
- **Build a Facebook/social media page for the event**
 - *Which platform will work best for your audience?*
- **Design a logo for your event**
 - *The GFPD can assist with designing the logo*
- **Develop a list of potential sponsors**
 - *Who in your network would be interested in supporting your event?*
 - *Are there friends or family members who can help brainstorm additional names?*
 - *What local businesses could be sponsors?*
- **Develop a sponsorship packet**
 - *The GFPD can assist with designing a sponsorship packet*
- **Begin asking potential sponsors to support the event**
 - *What is an appropriate communication for each sponsor? In-person, phone call, email, mail, or a combination?*
- **Draft a program of the event**
 - *Will there be a speaker?*
 - *Are there special performances? Art, music, dance, etc..?*
 - *How can we capture attention, inspire, and inform our guests?*
- **Share the event site on social media**
- **Recruit volunteers for the event**
 - *Are they helping with sponsorships, with set up, planning, etc..?*
- **Determine if the event needs a printed program listing each activity available to guests**
- **Finalize the event program**
- **Determine lighting and audio needs**
 - *Is the event at night?*
 - *Does the venue have ample lighting?*
 - *Can the venue provide microphones and speakers?*
- **Confirm local regulations for security needs**
 - *What is the local requirement for security guards based on occupancy?*
- **Confirm local regulations for alcohol service**
 - *If serving alcohol, what are the local regulations?*
- **Create timeline for setup needs**
 - *When can you access the venue?*
 - *Is there storage at the venue to hold decorations or supplies when not in use?*
- **Confirm access to venue for event day**
- **Share the timeline of the event day with all necessary parties**
 - *When do vendors need to arrive?*
 - *Are there guest speakers?*
 - *Is there a coordinator at the venue who will need a copy?*
- **Assign day-of-event task leads to volunteers**
 - *Who will run registration?*
 - *Which person is the contact for payment troubleshooting?*
 - *Who will be the contact for vendors?*
- **Design Thank You email for post-event to share with all sponsors and guests**
 - *The GFPD can assist with creating the email*

Templates

The following pages include examples of sponsorship packets, post-event thank-you cards, and online fundraiser websites the GFPD can help provide for your event.

OPPORTUNITIES TO GIVE

TREKKING FOR THOMAS
SUNDAY, DECEMBER 8, 2019
1-3 PM | DALLAS, TX

1 MILE FUN-RUN/WALK FOR KIDS • OBSTACLE COURSE • BOUNCE HOUSE • DISH SNACKS • BEER/WINE GARDEN

BENEFITING
GLOBAL FOUNDATION FOR PEROUSOMIAL DISORDERS
FAMILY • RESEARCH • HOPE

TREKKING FOR THOMAS
SUNDAY, DECEMBER 8, 2019
1-3 PM | DALLAS, TX

| CHAMPION | ADVOCATE | SUPPORTER |
|--|---|---|
| \$5,000 | \$2,500 | \$1,000 |
| <ul style="list-style-type: none"> Logo/name on T-Shirts Logo/name in programs and all written materials All media shout outs before and after event Logo/name on event banner Live shout out at the event. | <ul style="list-style-type: none"> Logo/name on T-Shirts Logo/name in programs and all written materials Logo/name on event banner Live shout out at the event. | <ul style="list-style-type: none"> Logo/name on T-Shirts Logo/name in programs and all written materials Logo/name on event banner |
| FRIEND | PARTNER | DONOR |
| \$500 | \$250 | |
| Logo/name on event banner | Logo/name on event banner | Donation in honor of Thomas in any amount |

CONTACT
For questions or more information, please contact:
Kim Martinelli
kismartine@sbglobal.net
214-783-8935

TREKKING FOR THOMAS

Register before November 16th for a FREE event t-shirt!

FAMILY REGISTRATION
Full registration for all siblings and wine garden cups

RACE DAY
Park along Merriman Parkway
Sunday, December 8, 2019
1-3 PM

6827 Hyde Park Drive
Dallas, TX 75231

REGISTRATION
CHILD
Free Event T-shirt

BEER AND WINE GARDEN CUP

Form
Turn in or mail form and check to:
Kim Martinelli
18018 Shadyline Drive
Dallas, TX 75238

SPONSORSHIP OPPORTUNITIES

HARMONY IN THE MOUNTAINS
SATURDAY, JUNE 15, 2024
1-9 PM | KNOTT COUNTY SPORTSPLEX | LEBURON, KY

LIVE MUSIC | LOCAL ARTISTS | REFRESHMENTS | FAMILY FUN

BENEFITING
GLOBAL FOUNDATION FOR PEROUSOMIAL DISORDERS
FAMILY • RESEARCH • HOPE

HARMONY IN THE MOUNTAINS

SPONSORSHIP OPPORTUNITIES

SCAN ME

| CHAMPION | ADVOCATE | SUPPORTER |
|---|--|---|
| \$5,000 | \$2,500 | \$1,000 |
| <ul style="list-style-type: none"> Water Station Sponsor Logo/name in programs and all printed materials All media shout outs before and after the event Live shout out at the event Reserved booth space across from main stage Four (4) tickets | <ul style="list-style-type: none"> Water Station Sponsor Logo/name in programs and all printed materials Logo/name on event site Live shout out at the event Reserved booth space near water station Six (6) tickets | <ul style="list-style-type: none"> Logo/name in programs and all printed materials Logo/name on event site Live shout out at the event Reserved booth space Four (4) tickets |
| FRIEND | PARTNER | VENDOR |
| \$500 | \$250 | \$150 |
| Logo/name on event site Reserved booth space Four (4) tickets | Logo/name on event site Reserved booth space | Reserved booth space |

CONTACT
For questions or more information, please contact:
Toni Mullins
toni@teachertoni.com
(606) 438-8664

HARMONY IN THE MOUNTAINS

REGISTRATION FORM

REGISTRATION INFORMATION:

Name: _____ State: _____ Zip: _____

Title: _____

Email: _____

Title: _____

Email: _____

PRICE LEVEL:

CHAMPION | \$5,000
ADVOCATE | \$2,500
FRIEND | \$500
PARTNER | \$250
SUPPORTER | \$1,000
VENDOR | \$150


REGISTRATION INFORMATION:

Registration fee to The Global Foundation for Perousomial Disorders or GFPD must be paid in full by June 1, 2024. Payment may be made by credit card online by scanning the QR code!

REGISTRATION AGREEMENT - I am authorized to make this commitment on behalf of my organization/company and agree that the full payment for our sponsorship will be submitted to the GFPD no later than May 30, 2024. Payment included in event materials. I agree to submit my high res logo by June 1, 2024.

Date: _____

Templates



T4T - THE CONCERT SERIES
Benefitting the Global Foundation of Peroxisomal Disorders

T4T CONCERT

SUNDAY, MAY 15, 2022

LIVE MUSIC FEATURING **SERYN**
with SPECIAL GUEST **CORINA GROVES**

4:00PM — 8:00PM

@ WINFREY POINT
WHITE ROCK LAKE

ADULTS ONLY

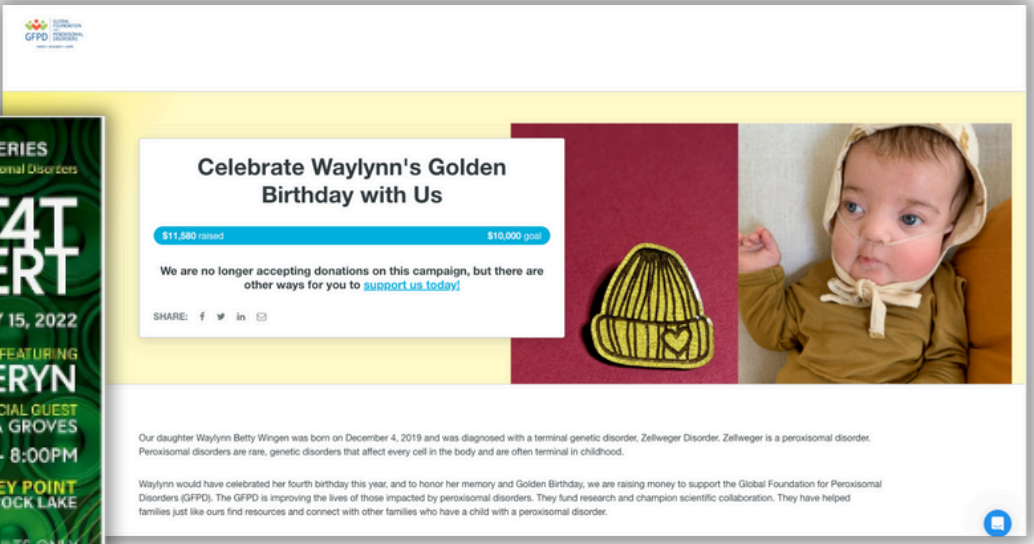
MUSIC, DINNER & DRINKS INCLUDED

\$75 Ready to Rock Ticket
Includes concert, dinner by Burger Schmurger, beer & wine

\$250 I'm With the Band VIP Ticket
2 tickets including concert, dinner by Burger Schmurger, beer and wine, PLUS 2 t-shirts and 3 raffle tickets

Raffle Tickets for \$1500 Northpark Gold
\$50 for 1 raffle ticket or 3 for \$1500

PURCHASE TICKETS @
trekkingforthomas.com
*Limited Tickets Available



Celebrate Waylynn's Golden Birthday with Us

\$11,500 raised / \$10,000 goal

We are no longer accepting donations on this campaign, but there are other ways for you to [support us today!](#)


SHARE: f t in

Our daughter Waylynn Betty Wingen was born on December 4, 2019 and was diagnosed with a terminal genetic disorder, Zellweger Disorder. Zellweger is a peroxisomal disorder. Peroxisomal disorders are rare, genetic disorders that affect every cell in the body and are often terminal in childhood.

Waylynn would have celebrated her fourth birthday this year, and to honor her memory and Golden Birthday, we are raising money to support the Global Foundation for Peroxisomal Disorders (GFPD). The GFPD is improving the lives of those impacted by peroxisomal disorders. They fund research and champion scientific collaboration. They have helped families just like ours find resources and connect with other families who have a child with a peroxisomal disorder.

Peroxisomal Disorders - Harmony in the Mountains

Make a Donation
Sponsorship Opportunities
Tickets + Sponsorships + Vendors
Vendors
Performance Sign Up



Harmony in the MOUNTAINS

SATURDAY, JUNE 15, 2024
LEWIS COUNTY SPORTSPLEX COLISEUM

Harmony in the Mountains
June 15, 2024
Knott County SportsPlex | 450 Kenny Champion Loop #8765 Leburn, KY 41831

When Harmony Mullins was one month old, she received the devastating diagnosis of a peroxisomal (per-ox-is-ome-u) disorder, a very rare disease. Peroxisomal disorders are genetic disorders that cause deafness, blindness, global developmental delays, adrenal insufficiency, neurological issues, and feeding issues, and are **almost always terminal in childhood**. Thankfully, Harmony's family was able to call on The Global Foundation for Peroxisomal Disorders (GFPD) to help connect them with other families navigating this rare disease and with educational and support resources specifically designed for families like theirs.

Harmony in the Mountains is a special benefit concert held in Knott County Kentucky to raise awareness of peroxisomal disorders and raise funds to support the incredible work being done globally by the GFPD. **Harmony in the Mountains will feature local musicians and bands, artists, vendors, and performers. All ages are welcome to join us for music, games, food, and community.**

Templates

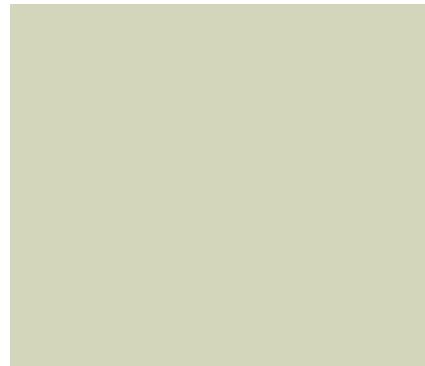




Let's Get Started!

Ready to plan a fundraiser? Let's connect!

Scan the code below to get in touch with Madeleine.







Thank You

Have questions? Need another person to brainstorm fundraiser ideas?

Contact Madeleine Bryce, Director of Development

 918.845.2033

 madeleine@thegfpd.org

 thegfpd.org/support-the-gfpd

 [schedule_via_calendly](#)