



Grassroots

Fundraising Event Ideas

Together We Will Cure FA!

“Acting alone, there is very little any of us can accomplish. Acting together, there is very little we will not accomplish”

– Ron Bartek, Co-founder and President

FARA | Friedrich's
Ataxia
Research
Alliance

CUREFA.ORG

Letter Writing/Email Campaigns

Are you interested in fundraising for FARA through a letter writing or email campaign? These campaigns are a great way to fundraise and share your passion with friends and family both near and far. Better yet, it can all be done with little time commitment and from the comfort of your home!

Checklist:

- Contact the Grassroots Event Coordinator to brainstorm ideas for your letter campaign.
- Compile a list of friends and family to receive a letter. Decide the best way to reach out to each person (mail, email, phone call, etc).
- Write your letter or email and send it! Do not be afraid to get personal. Consider including a family photo. Talk about how FA affects you or your loved one(s). See the sample letter on Page 9! FARA Staff members can provide current information about the research and the work FARA is doing.
- Ask the Grassroots Coordinator about setting up an online donation page.
- Share your fundraising page on all of your social media platforms. You will be surprised with who will support you in your efforts!



James (left) and Monica Rex (right) participated in a Half Ironman as part of Team FARA.

Team FARA

Team FARA is made up of people around the globe who participate in endurance events on behalf of the Friedrich's Ataxia Research Alliance (FARA) with the goal of raising awareness and funds for FA research. Past Team FARA members have registered as individuals and groups in local marathons, ½ marathons, triathlons, ironman competitions, bike tours and 5K runs. With the FARA name in their fundraising materials, local press releases, and on their race jerseys, Team FARA members are introducing the general public to this rare disease and the importance of supporting FA research.

If you raise \$50 or more, you will receive a Team FARA t-shirt! If you raise \$300.00 or more, you will receive a Team FARA Jersey!

Checklist:

- Register for a local athletic event of your choice. Please select an event that is not organized by or for a specific charity, so as not to encroach on the efforts of other fundraising organizations.
- Register as a Team FARA fundraiser at fara.convio.net/teamfara.
- Contact Jamie Young, the Team FARA Coordinator, at jamie.young@curefa.org about posting your event on FARA's website.
- Compile a list of friends and family to tell about your Team FARA endeavour. Decide the best way to reach out to each person (mail, email, phone call, etc).
- Keep your supporters informed by blogging about your training.
- Write your letter or email and send it! Do not be afraid to get personal. Consider including a family photo. Talk about how FA affects you or your loved one(s). See the sample letter on Page 9! FARA Staff members can provide current information about the research and the work FARA is doing.
- 1 Month Out: Contact the Team FARA Coordinator about t-shirts/gear for you and your supporters!
- Share your fundraising page on all of your social media platforms.



Supporters of Alison Price participate in events throughout the year as part of Team FARA.

Restaurant Give Back Nights

Many restaurants hold Give Back Nights. This is when a restaurant donates a percentage of sales to a certain charity. These are generally easy to arrange and do not require a huge time commitment on your part. Typically, patrons are asked to bring in a flyer for the event to have their bill credited to the fundraiser.

Checklist:

- Call, email, or stop into local restaurants and ask the managers if they have a give back program.
- Work with the restaurant regarding date, time, promotional flyers, and whether patrons will need to bring a flyer to the restaurant.
- Contact the Grassroots Coordinator about posting your event on FARA's website.
- Invite friends and family to attend by making calls, sending emails, and posting on social media!



Christin Haun holds a Charitea Event at her local McAlister's Deli. The proceeds help support her ride ATAXIA fundraising goals.

Walk/Run Event

Holding a walk or run for FARA is a great way to bring people together and fundraise. While these events generally require a significant time commitment from a large planning committee, they are effective in engaging the local community as they attract runners and enable all of your participants to fundraise within their larger networks, maximizing your impact.

Checklist:

- As early as possible: Secure the venue. Local schools, parks, and universities are ideal spots for runs and walks. You will need to select a venue that has a large parking capacity. Ask the venue if they have a reduced rate for nonprofits or in exchange for event sponsorship, if there is cost.
- As early as possible: Contact local municipalities for any forms, application, or permits that need to be completed. (This includes the town where the event is held. You will need to submit your route and event proposal for approval.)
- As early as possible: Prepare a proposed budget to review with the FARA Grassroots Coordinator.
- 6-9 Months Out: Arrange a group of friends and family to serve on your event committee.
- At least 6 Months Out: Inquire about cost or availability of tables, chairs, bathrooms, garbage cans and other set-up equipment needed at venue
- 5 Months Out: If you are going to have an official timing system, approach the company to get a full or partial sponsorship.
- 5 Months Out: Work with a FARA representative to create a registration and a fundraising page for your event. Fill out the “TeamRaiser Set-Up Worksheet” to get started.
- 4 Months Out: Create both a general sponsorship letter and a sponsorship letter to approach suppliers for event needs (awards, healthy snacks, signage, etc.) See the sample letter on Page 10!
- 3 Months Out: Find a T-shirt Vendor (anything between \$4 - \$5.50 a shirt is a manageable price for a first time event). Some vendors will discount their price in exchange for sponsorship. If you have trouble locating a t-shirt vendor, tell the Grassroots Coordinator.
- 2 Months Out: Contact local grocery stores to donate water or have volunteers let you borrow 5 gallon jugs to fill.
- 1 Month Out: Start a hard push to get friends, family, and colleagues registered and fundraising. Utilize social media, email, and directly reach out by phone, text messages, and in person.
- 1 Week Out: Begin organizing race packets for registered participants with their t-shirt sizes, race bibs, and other giveaways. Keep them in order by last names for easy pick-up at the event.



The Logan Family puts on a 5K every Mother's Day, bringing friends and family from around the Philadelphia region.



At the FARA Fest Lei Day 5K & Flip-Flop 1 Mile, runners would race down the Virginia Beach Boardwalk then participate in a fun Luau party.

Movie Night

Whether it is opening night of a new blockbuster or an old favorite, movie nights are fun, inclusive and effective ways of fundraising.

Checklist:

- If you plan on hosting at a theater, ask the management of local theatres about the ability to rent out the theatre.
- If you plan on hosting somewhere other than a theatre, scout out your venue. Possible venues include: local schools, community centers, churches, or reception halls.
- Obtain movie rights for a public viewing. If showing at a theatre, inquire with theatre management as to how they obtain these rights. If hosting elsewhere, the Grassroots Event Coordinator can look into securing movie rights for you.
- Create a sponsorship letter to reach out to local businesses about sponsoring your event in return for tickets and promotion, and providing silent auction items or snacks and drinks for movie-goers.
- Confer with the Grassroots Event Coordinator about setting a ticket price for the event, and setting up a ticket page and donation website.
- Create a slideshow or informational “preview” about FA to show to attendees prior to the movie.



Supporters of The Juip Family watch the newest release of Star Wars each year. A local law firm generously rents a theater on the first day of release. Sponsorship and tickets are sold for the show, with proceeds benefiting FARA!



Many Families, like the DeWitt's, have hosted screenings of "The Ataxian", both educating their communities about FA and raising funds for research.

Backyard Party

Backyard Parties can be as high or low-key as you'd like! Backyard parties are a great and cost-effective way to bring your friends and family together in support of FARA.

Checklist:

- Select an event Committee and begin planning 3-6 months in advance of date
- Inquire about cost or availability of tables, chairs and other set-up equipment to host your guests.
- Approach local businesses and grocery stores about food donation. If you cannot find a vendor to sponsor a full meal, consider asking for just small plates and appetizers. Another option if your venue allows it is to ask your committee to help supply a potluck buffet.
- Secure entertainment. Find a local D.J. or Band to donate their time. If that is unavailable, a comparable sound system connected to a playlist on a computer or iPod will work.
- Depending on the event audience, choose to set a per/person ticket price or open door donation
- Think up a theme!
- If volunteers are needed to work the event, set up a schedule of needed positions and ask the committee to help you recruit.



Supporters in Peoria, IL take part in a cornhole tournament for FARA, a great way to have fun and raise funds right in your own back yard.



The Welsh Family host their "Bash in the Backyard" each year where family and friends come together to enjoy food, drinks, live music, games, and raffles all to support FARA.

Dinner/Auction

Dinner/Auction events can be fantastic and fun events filled with food, dancing, live music, silent auctions, and more. These events require a significant time commitment and the support of a large group of family and friends.

Checklist:

- Select an event Committee and begin planning 6-9 months in advance of date
- Create sponsorship letter to approach suppliers for event needs. See the sample letter on Page 10!
- Secure venue as early as possible. Try to approach the venue to get full or partial sponsorship if there is cost. Possible venues include: local schools, community centers, churches, or reception halls.
- Inquire about cost or availability of tables, chairs and other set-up equipment needed at venue
- Approach local businesses and grocery stores about food donations. If you cannot find a vendor to sponsor a full meal, consider asking for just small plates and appetizers. Another option, if your venue allows it, is to ask your committee to help supply a potluck buffet.
- Secure entertainment. Find a local D.J. or Band to donate their time. If that is unavailable, a comparable sound system connected to a playlist on a computer or iPod will work.
- Confer with the Grassroots Event Coordinator about setting a ticket price for the event.
- Think up a theme!
- If volunteers are needed to work the event, set up a schedule of needed positions and ask the committee to help you recruit.



Attendees learn about FA at a dinner fundraiser in Portland featuring music, raffles, a wine pull, and a live auction.



The Buti and Lambert Family put on a wonderful dinner event on the Buti's Farm in Florida each spring, bringing together supporters throughout Tampa for a farm-to-table meal, drinks, auctions, and strawberries fresh from the fields.

Donation Campaign Sample Letter



[Date]

Dear [Name of Family or Friend],

As you know, our 16 year old son, Sam, was diagnosed with Friedreich's ataxia (FA) in August 2006. Friedreich's ataxia is a rare genetic, degenerative, life-shortening neuromuscular disorder which afflicts about 15,000 people worldwide. Onset of symptoms usually occurs between the ages of 5 and 15.

FA is a progressive, debilitating neuromuscular disease. FA affects coordination and balance and eventually leads to a life altering loss of mobility, speech dysfunction and hearing loss; challenging the ability of children and adults to live an active life. FA also presents serious risk of diabetes and life shortening cardiac disease. There is currently no treatment or cure for FA.

Sam has not let having FA define him. At 14 years old, Sam began a daily regimen of exercising and eating healthy. As his FA progressed it became more and more difficult for him to exercise on his own. Even though he was reluctant to accept help from others, his determination has not let him quit. Like Sam, we will not quit in raising awareness and much needed funds to continue research to find treatments and a cure for FA.

This holiday season, we are asking you to support our efforts by making a donation to the Friedreich's Ataxia Research Alliance (FARA). FARA is a non-profit organization dedicated to the pursuit of scientific research leading to treatments and a cure for FA. FARA's efforts have led to major breakthroughs in the fight against FA, bringing hope and confidence to people who just over ten years ago had none. Supporting FARA not only benefits those suffering from FA, but may also help to solve a host of other conditions both rare and common.

Thank you in advance for your thoughtful consideration. For further information about FARA, please visit www.cureFA.org or contact the office at 484-879-6160 or info@cureFA.org.

Happy Holidays,

[Your Name]

[Your Phone Number]

[Your Email]

[Family Pictures]

Sponsorship Request Sample Letter

[Date]

Dear [Business Owner/Corporate Donations Dept]:

Strolling for Sam will take place on February 29, 2016. This is a fun family walk along Sampletown's Main Street is being held in honor of our 16 year old son, Sam, who was diagnosed with Friedreich's ataxia (FA) in August 2006. This fundraiser will benefit The Friedreich's Ataxia Research Alliance (FARA), a national, public, 501(c)(3), non-profit, tax-exempt organization (Tax ID#: 52-2122720) dedicated to curing Friedreich's ataxia (FA) through research. Friedreich's ataxia is a rare genetic, degenerative, life-shortening neuromuscular disorder which afflicts about 15,000 people worldwide. Onset of symptoms usually occurs between the ages of 5 and 15.

Sam has not let having FA define him. At 14 years old, Sam began a daily regimen of exercising and eating healthy. As his FA progressed it became more and more difficult for him to exercise on his own. Even though he was reluctant to accept help from others, his determination has not let him quit. Like Sam, we will not quit in raising awareness and much needed funds to continue research to find treatments and a cure for FA.

We would like to invite you to help us in our endeavor by sponsoring this exciting event. We are offering the following donation packages as a means of exposing your business to the expected 300+ participants in the walk this year...

Gold Sponsor (\$750)	Silver Sponsor (\$500)	Bronze Sponsor (\$250)
Company Logo on T-Shirt	Company Name on T-Shirt	Company sign or poster at halfway mark
Free exhibit space at the event	5 Free walkers	3 Free walkers
7 Free walkers	5 Free T-Shirts	3 Free T-Shirts
7 Free T-Shirts		

FARA has fostered the development of the most promising discoveries to slow, stop and reverse the damage of this disease. Currently, there are several clinical trials and prospective treatments in the pipeline. Thank you in advance for your thoughtful consideration. For further information about FARA, please visit www.cureFA.org or contact the office at 484-879-6160 or info@cureFA.org.

Thanks to funding provided by FARA, incredible progress has been made toward finding treatment. We are all very optimistic and hope you will share in our excitement. Please help keep this research going. Your donations have the potential to save our children's lives. Please contact me at the phone number below if you are interested in sponsoring this awesome event.

Sincerely,

[Your Name]

[Your Phone Number]

[Your Email]