



Peer-to-Peer Fundraising Event Tips and Guidelines

Thank you for your interest in joining TEAM ANA to fundraise in support of the Acoustic Neuroma Association (ANA).

TEAM ANA members are volunteers raising funds and increasing awareness and education of acoustic neuroma while challenging themselves and encouraging others to set and reach meaningful personal goals. We are extremely grateful to the many individuals who wish to host events to further support our mission.

Once you have chosen your event (e.g., dinner party, walk/race, etc.), read this Peer-to-Peer Fundraising Event Tips and Guidelines and complete the Event Information Submission Form to notify the ANA office.

Tips for Organizing a Peer-to-Peer Fundraiser

Please consider the following tips:

Tip 1: Plan a timeline. When and where will your event be held? How much time will you need to plan out the details and let everyone know about your event?

Tip 2: Create a simple budget. Include both income and expenses. To cover expenses, consider finding sponsors to support your event, and speaking with local businesses that will donate goods, services, and auction/raffle prizes. If you are creating a sponsorship package, be sure to include in-kind donations as a possibility.

Tip 3: For larger events, you may want to gather your family, friends, colleagues and associates and organize a committee. Committees may include: marketing and promotion, auction and raffle prizes, in-kind donations, day of event logistics, set-up/clean-up and registration. Don't forget to make sure you have the appropriate local permits and gaming licenses for your state. Please also check your local and state guidelines to see if your event requires liability insurance.

Tip 4: Marketing and Promotion. The earlier you can get started the better. Consider publicizing your event 2-3 months in advance.

Tip 5: Fundraise Online. We encourage you to set up a personal fundraising page through a site such as CrowdRise. Post a link to your fundraising page on your Facebook, Twitter and Pinterest pages. Let people know why this cause is important to you. Continue to post updates as your event draws closer.

Tip 6: Visit www.ANAUSA.org for fundraising templates and tools to assist you in soliciting participants and donors.

Tip 7: Follow up with emails. Sending a personal donation request via email to your friends, family and colleagues is a great way to tell them how ANA has helped you and so many others.

Tip 8: Thank those who donated to your cause. Whether it's a \$5, \$10, \$25 gift or more, thank them for their generous support.

ANA Peer-to-Peer Fundraising Guidelines

MARKETING AND PROMOTION

1. ANA must review and approve all promotional materials that include our name and logo before they are printed and distributed. Materials must clearly state ANA as purely a beneficiary and not conducting or sponsoring the event. For example, “proceeds from the ABC Race/Walk will benefit the Acoustic Neuroma Association.”
2. Promotional material should state the amount or percentage of proceeds that will be donated or state the exact donation structure. If a portion of a donation will be used to offset costs, you must clearly state this fact. For example, “\$5 from every ticket sold will be donated to the Acoustic Neuroma Association.”
3. ANA may publicize the event to our members when appropriate, and/or highlight the event on the ANA website, Facebook, Twitter and other social media accounts.

EVENT EXPENSES

1. Expenses incurred for hosting the event are the responsibility of the organizer of the event. Only net proceeds will be accepted by ANA. ANA will not be liable for any costs or expenses.
2. ANA will not reimburse the organizer for the purchase of goods for a peer-to-peer event.
3. The ANA sales tax-exemption (on purchases) cannot be extended to any event or fundraising effort.

EVENT INCOME

1. Event organizers are responsible for donation collection and delivery of donations to ANA.
2. Only checks payable to the Acoustic Neuroma Association clearly labeled with the donor’s name and address will be provided with a tax-deductible acknowledgement letter in accordance with IRS and state tax regulations. Donors will be acknowledged with a letter from the ANA office within two weeks of receipt of funds.
3. ANA will acknowledge all event organizers in our newsletter, website and social media but based on space limitations, individual donors may or may not be listed.
4. ANA has the right to use these names under the terms of use that can be found at www.ANAUSA.org.
5. If you are deducting expenses before sending the net proceeds to ANA, please do not state or imply in your marketing materials that any funds given are tax deductible, and do not use the word “donation” because it implies that the funds are tax deductible.
6. ANA requests all net proceeds be submitted to our office within thirty (30) days of the conclusion of the event. Please send a check payable to the Acoustic Neuroma Association at the following address:

Acoustic Neuroma Association
600 Peachtree Parkway, Suite 108
Cumming, GA 30041

EVENT INSURANCE & LIABILITY

1. Event organizers are responsible for obtaining any necessary permits required by local and state government and complying with all applicable laws, as well as obtaining any necessary insurance coverage.
2. ANA has the right to request verification of permits and adequate insurance coverage.
3. Event organizers must notify ANA of any significant changes to the fundraising event once it has been approved. ANA may direct the organizer to cancel the event and to refrain from using ANA's name, logo, or likeness. The event organizer agrees to release ANA and its directors, employees, and volunteers from any and all liability and connection to the event.

HOW ANA CAN HELP WITH YOUR EVENT

ANA is extremely grateful of our supporters for planning and managing peer-to-peer fundraisers to benefit our mission. ANA is here to support the peer-to-peer fundraisers by:

- Providing advice and suggestions on event planning.
- Offering existing ANA promotional and educational materials.
- Providing invitation management and email promotions to ANA members in your state/local area.
- Approving the use of ANA's name, logo and images.
- Acknowledging and providing tax receipts directly to recipients for donations made payable and submitted to ANA.

LIMITED RESOURCES

Unfortunately, due to limited resources, ANA does not have the staff resources to organize peer-to-peer fundraisers. ANA is unable to provide the following:

- Funds, directly or indirectly to support the event, including, but not limited to expenses, purchases, insurance or liability coverage.
- ANA's tax exemption number for making any purchases related to the fundraiser.
- Guaranteed speakers, board members, volunteers, or staff attendance at the event.
- Assistance with soliciting donations, handling mailings, attending committee meetings, recruiting attendees and collecting monies.
- Access to donor lists or contacts.

ANA reserves the right to change these guidelines for any reason at any time.

The Acoustic Neuroma Association is grateful for your support by organizing a peer-to-peer fundraiser to benefit our mission and increase awareness about acoustic neuroma.

Please email development@ANAUUSA.org to take the next step in planning your ANA fundraiser.

600 Peachtree Parkway, Suite 108, Cumming, GA 30041 | Phone: 770-205-8211 | Email:
development@ANAUUSA.org | www.ANAUSA.org