

# So, you'd like to throw us a fundraiser? THANKS!

## Step 1: Proposal

Contact Friendship Home's Development Coordinator at [tracyh@friendshiphome.org](mailto:tracyh@friendshiphome.org) or 434-0167 describing the event including the following details:

- Your or your organization's name
- Name of event
- Date of event
- Location of event
- What you will be collecting
- Other questions or ideas

## Step 2: Logistics

Your organization can plan the logistics of the event as they work best for you. We would be happy to talk with you about what has worked well for us or other organizations, so please ask! Occasionally, Friendship Home is able to pick items up, however, due to an already heavy workload, staff may not be able to help with that function. We do have drop sites in Lincoln.

## Step 3: Publicity

Friendship Home is happy to assist with the publicity of your event.

- We'll send your news release on Friendship Home letterhead to our media list.
- We'll put the event on our website, promote it on Facebook and Twitter and include it in emails to our supporters.

We ask that you write up the initial press release as you know your event best! Also, all you can do to promote the event to your members and supporters is helpful for a successful event. Please use the checklist that follows to help you.

### Publicity Checklist\*

Two months before:

- Solicit media sponsorship for PSAs. Consider purchasing additional ad space in particular media as relative to your event.

Month prior:

- Update your organization's website
- Prepare press release to be sent 3 weeks out to other print and radio media (Friendship Home can send this if you'd like.)
- Direct mail printed/mailed to current list (or article in your newsletter.)
- Dedicated e-mail message
- Facebook, Twitter
  - Create events on Facebook and be sure to message members
- Facebook ads to specific audience 1 to 2 weeks out.

Day before:

- Prepare and send media alert (an invitation to media stating who, what, when, where and contact info in bullet-list form) to TV, print and radio.

Post-event:

- Post photos and results on Facebook, Twitter, your website, and any other publications your organization prepares.

\*The publicity checklist serves as a guideline only. We realize that every organization is different and the above methods may not work for everyone. They are only suggestions of things that have worked for us and may be helpful for you.