



# MAKE A DIFFERENCE FUNDRAISING



Celebrate a  
**BIRTHDAY**

Have a  
**BAKE SALE**



Run Your  
**FAVORITE RACE**

Organize a  
**CAR WASH**



## Fundraise **YOUR WAY!**

**Get Started Today!**  
[alfmad.org](http://alfmad.org)

# How Will You Make a Difference?

The Make a Difference website allows you to fundraise your way in support of the American Liver Foundation. The sky is the limit on how you can raise funds and awareness. By hosting a bake sale, running in a race or planning a bowling tournament, you can make a difference in the lives of those affected by liver disease.

This guide is provided as a resource to help you manage your Make a Difference activity. American Liver Foundation staff members are always available to answer your questions and provide tips!

There are so many ways you can Make a Difference for the American Liver Foundation. We have provided a list of suggested activities, but don't feel limited to these suggestions. Find an activity that best fits your interests and those of your community, friends and family members.

- Bake sale/holiday cookie bake-off
- Benefit dinner
- Bowling tournament
- Car wash
- Casino night
- Chili cook-off
- Chores/yard work for donation
- Concert/karaoke night
- Concession stand
- Dodgeball tournament
- Dress Down Day at work
- Endurance event: run/cycle/triathlon/mud run
- Game/trivia night
- Garage/yard/tag sale
- Golf outing and silent auction
- Guest bartend
- Lemonade stand
- Life Event: Wedding, Graduation, Birthday, Bar Mitzvah, Bat Mitzvah, etc.
- Motorcycle ride
- Pancake breakfast
- Paint night
- Transplant Re-Birthday
- Softball tournament
- Spin/yoga/Zumba class
- Tailgate party
- Talent show
- Theme party: Oscars, Super Bowl, costume ball, etc.

***Nearly 100 liver diseases affect men, women and children of every age and ethnicity from every social and economic background.***



# Tips for Participating in an Endurance Event

(5K, Half Marathon, Triathlon, Mud Run, Etc.)



## Make a Difference Tips

Now that you know how you want to Make a Difference, you might wonder where to start. Your next steps depend on the type of activity you are planning on doing. Here are simple steps you can take to make sure your fundraising activity is a success!

Running, swimming or cycling is a great way to raise funds and awareness for the American Liver Foundation. Once you choose the race of your choice, here are some helpful tips to get you started.

### Goals & Objectives

- What is your fundraising goal?
- How will you reach that goal?
- How will you raise awareness of liver disease and the American Liver Foundation?

### Spread the Word & Raise Funds

**Log in to your My HQ**, where you can:

- Update your personal or activity fundraising page
- Customize your personal or activity page shortcut URL

- See an overview of your personal fundraising progress in the progress bar at the top of the page
- Send donation requests and thank you emails to friends, family members and coworkers

**Share on social media** that you are participating in a local race and raising funds for the American Liver Foundation. Be sure to include a link to your personal fundraising page so it is easy for supporters to make a donation.

**Host an event.** Here are some ideas to get you started.

- Ask a local restaurant to donate 10% of profits on a designated night to your cause in exchange for encouraging supporters to eat there.
- Guest bartend in a local hotspot and ask the bar to donate a percentage of profits from that night.
- Ask your employer if you can host a Dress Down Day. Everyone who donates a certain amount to your fundraising effort can wear jeans to work on a designated day.

**Make it fun.** Create interesting activities that incentivize your supporters to give.

- Anyone who makes a \$60+ donation will have their name added to the singlet you wear at the race.
- If you surpass your goal, you will complete the event wearing a wig or tutu.

### Race Day

- Customize your race day apparel with the wording "I'm running for..." so you can share why you registered for the race.
- Encourage your friends and family members to host a cheer station along the route. They can hold signs of encouragement and remind you why you are running, riding or swimming!
- Don't forget to say thank you. The week after the race, email your donors and thank them for their gift. In your My HQ, you can access a pre-written thank you email which is customizable and easy to send to your contacts.

# How to Organize an Activity



## Goals & Objectives

- What is your fundraising goal?
- How many people do you want to attend?
- Will this event motivate your friends, family members and colleagues to get involved?
- How will you ensure the event increases awareness of liver disease and the American Liver Foundation?
- Create a timeline that outlines everything you need to do and when it should be completed by.

## When & Where

Choosing an event date might be one of the most important decisions you make for your activity.

- Be sure you select a date that allows you to plan with enough lead time.
- If you are hosting your activity at a business, confirm the date works for them as well.
- Think about your friends and family members before selecting a date. Will it conflict with holidays, soccer season, birthdays, graduation, etc.?
- Reach out to your local ALF division to ensure the event does not coincide with a local and/or national event such as Liver Life Walk.
- Select a date that could potentially work on an annual basis. Once your event is a success, your attendees will want to participate year after year!

Will the activity be hosted in your home or at a local business or venue?

- Ask your friends or family members if they have any suggestions or connections for the perfect venue for your activity.
- When working with the activity location managers, negotiate with them to have the space donated or offered at a discounted rate since you are raising funds for a charity.
- Great locations that typically offer free or inexpensive space are Lions Clubs, American Legions, town halls and schools.
- If you will charge an admission fee for your activity, discuss easy options for controlling the entrances and exits with the venue.
- Don't be afraid to ask about any restrictions on occupancy limits, bringing in outside food/drink, sound, decorations and any additional fees you may not have discussed yet.

## Budget

- Estimate the cost of decorations, refreshments, rentals (tables/chairs/lighting), printing, mailing, food/drink, location, giveaways and supplies.
  - **Tip:** Try to get as many items donated as possible. Your neighbors might have supplies you need. You can also ask local businesses you frequent to donate items.
- Ways to raise funds at an activity
  - **Ticket Sales:** If the event is ticketed, determine the overall cost per person and the ticket price to ensure attendance and a profit.
  - **Silent Auction:** Have items donated by local businesses to be bid on at the event.
  - **Percentage of Proceeds:** If the venue you are using is charging attendees for food and beverages, ask that they donate a percentage of their proceeds back to your event.
- Consider upfront costs and deposits for the location, caterer, entertainment or other service provider.

# How to Organize an Activity



## Get Help!

- Recruit friends, family members or colleagues who are as passionate as you are to help organize your event. Most people are willing to help; they just need to be asked!
- In addition to the benefit of having more people to help plan, by recruiting others to help, you will gain access to more networks and potential donors.

## Spread the Word

- Determine your guest list and ask your friends and family members to add their contacts to it as well.
- Once the date is set, announce it via word of mouth, email or mail.
  - The My HQ is a great tool to track and monitor the progress of your emails.
- Use the customizable Make a Difference flyer to promote your event.
- The Make a Difference Fundraising logo is available for use. Just ask an ALF staff member to send it to you. If mailing invites, we suggest you send them 6-8 weeks prior to the event.
- Use social media! It's free, easy and allows you to spread the word to people you don't speak with on a regular basis. Be sure to include a link to your activity page in all online communications.

## Event Day

- Before your event, it's important to meet with friends or family members who have offered to help so everyone knows what to expect.
  - Identify a go-to person who can troubleshoot and make decisions if you are not available.
- Greet all your guests and thank everyone for attending.
- At the end of the night, be sure to thank the venue, vendors and your volunteers!

## After the Event

- Great job! You hosted a successful event and brought much-needed awareness to the American Liver Foundation. While we can't thank you enough for your support, don't forget to thank everyone who supported you.
  - Thank attendees, donors, volunteers and sponsors with an email or handwritten note. In your My HQ, you can access a pre-written thank you email which is customizable and easy to send to your contacts.
- Organize your files and attendee list so planning next year's event is even easier.
- Submit proceeds to the American Liver Foundation.

**4.4 million people in the U.S.  
live with Hepatitis B or C.**

# Make a Difference Fundraising Guidelines

## Promotion

- The American Liver Foundation (ALF) adheres to high moral conduct and requires that these same standards be reflected in all Make a Difference events.
- All publicity for a Make a Difference fundraising event must state ALF as the beneficiary of the event, not the sponsor (i.e., "proceeds from XYZ Golf Tournament will benefit the American Liver Foundation"). Third-party events may not be represented as events sponsored by ALF.
- All projects must adhere to ordinances, regulations and laws set forth by city, state and federal government.
- ALF reserves the right to decline association with any personal fundraising event when it believes that such association or third-party activity may have a negative effect on the reputation of the organization.
- ALF operates under the Better Business Bureau guidelines for charitable giving. In compliance with these guidelines, ALF requires full disclosure on all packaging, advertising and promotional materials when funds are raised through a consumer purchase or promotion (e.g., \$5 from the sale of each item). All fundraisers must comply with this requirement (if applicable).
- The amount or percentage of proceeds to be provided to ALF as the beneficiary should be stated (i.e., "The Jones Family is hosting X activity, with 75% of net proceeds benefitting the American Liver Foundation").
- Promotional materials and/or advertisements cannot be purchased with ALF funds and are the responsibility of the organizer.

## Liability

- ALF shall not be responsible, under any circumstances, for the promotion, set-up, pre-event, post-event or operational issues associated with a Personal Fundraising event. The organizer assumes all risk for expenses and liabilities and agrees to indemnify, defend and hold harmless ALF from any and all claims, obligations or liabilities associated with the Personal Fundraising event.
- Local municipalities and property owners often require third-party organizers to provide evidence of insurance, particularly when the activity involves a specific number of participants or attendees. Third-party organizers of Personal Fundraising events shall not rely on ALF for event insurance. We recommend organizers comply with insurance requirements, as you assume all risk associated with the activity.

## Revenue/Expenses

- ALF should receive net proceeds within 45 days of the conclusion of the activity and/or promotion.
- ALF should receive a list of targeted corporate sponsors for the activity, before they are approached, to minimize overlap with other campaigns.
- ALF reserves the right to inspect all financial records and expenses related to the activity.
- The expenses incurred for conducting the event are the responsibility of the hosting volunteers and sponsor of the event. ALF will not be liable for any costs or expenses.
- ALF will not reimburse the event organizer for the purchase of goods or services. No goods or services may be charged to ALF for any reason.
  - Suggested ways to reduce event expenses
    - Secure donated goods and services
    - Negotiate reduced costs
- Federal tax laws disallow third-party events from using ALF's Sales Tax Exemption Number or Federal Employer Identification Number when purchasing goods or services from suppliers or vendors.
- If donations are made to the individual fundraiser in the form of cash or a check made out to the fundraiser, the donations will not be tax-deductible.
- In order for donations to be tax-deductible
  - Donations must be made online through the Engaged Donor fundraising platform hosted by ALF or
  - Checks should be made payable to "American Liver Foundation"
  - Acknowledgement letters can be requested from your local division