



Events with a Purpose

An Event with a Purpose is when a company, organization, or an individual holds a promotion, event, or sale to benefit the Children's Aid & Family Services. We are grateful for the dollars raised through events – they help the organization provide support and services to vulnerable children and families of New Jersey.

Children's Aid & Family Services encourages events with a purpose! As an event organizer, we ask that interested individuals follow the policies and best practices we have created to make the fundraiser the best it can be. Events should complement the mission and image of Children's Aid & Family Services, which is why we require all event organizers to submit their idea through a proposal, which will be reviewed by the organization. Our process is simple, and ensures that you get the necessary resources to run a successful event.

Steps to a Successful Event with a Purpose Fundraiser:

1. Read the guidelines

To effectively lead a fundraiser, one must follow the steps and guidelines below.

2. Choose an event

Challenge Events – participation in sports events for a cause, e.g.

- Cycling races
- Marathons

Personal Campaigns – gives individuals the power to creatively fundraise in their own ways

- Life Events: Weddings, birthdays, coming of age, graduations, anniversaries
- Memorials & Tributes: Giving in memory or in honor of a loved one
- Active Lifestyles Training for athletic events, personal accomplishments, climbing mountains
- DIY/Create Your Own Dinner with friends, shaving off a beard, lemonade stands, yard sales

Community Events – ticketed and registration based events, e.g.

- Walk-a-thon
- Wine tasting

Office/Company Events – allows groups and corporations to hold internal events for a cause, e.g.

- Wear Denim Day
- Brown bag lunch day

Other

- We are open to new ideas! Please share your ideas in your proposal.

3. Set a date & establish details

Establish details and be able to answer the following questions:

- Who would you like to be involved?
- Will you need volunteers?
- When do you want the event?



- Where do you want to hold it?
- Theme?

After that, develop a timeline for the event and work accordingly to it.

4. Submit your plan

When you are ready, email your ideas or plan to volunteer@cafsnj.org. If you have any questions please call the call the Development Department at 201-261-2800.

5. Promote event

Now, it is time to let the world know about your event! Publicize and market your event!

- Distribute flyers around your community
- Write up a press release to send to local news stations and newspapers
- Use social media! (Facebook, Twitter, Instagram, Tumblr, etc.)
- Emails and e-invites could also do the trick
- WE offer marketing assistance, upon request:
 - Internal posting to Children's Aid & Family Services' employees regarding event
 - Posting on website, social media platforms
 - Setting up a fundraising/donations page for event on website

6. Have fun!

Enjoy the event and make special memories!

7. Submit funds

After the event, make sure to collect all outstanding funds and pay any outstanding costs. Please contact the Volunteer and Resource Specialist to donate the net proceeds within 60 days of the event.

- All individual checks should be made payable to **Children's Aid & Family Services**. All individuals issuing the checks will receive a letter of gratitude for the agency, including all necessary 501(c)3 nonprofit status information for tax purposes.

If anyone pays in cash or provides "in-kind" support for the event, such as pro bono services or donated items, please keep a record of their contributions and let us know so we can ensure they receive a formal acknowledgement letter.

- Thank your supporters! Please issue your own thank you by letter, phone, or email to everyone who helped along the way: donors, volunteer, supporters, participants, etc.

For more information, please contact the Volunteer and Resource Specialist in the Development Department at 201-261-2800 or volunteer@cafsnj.org