

April 2009

YELLOW RIBBON FUND Event Fundraising Guidelines

The mission of the Yellow Ribbon Fund reaches out to many people and inspires them to express their gratitude for those who have sacrificed so much. We have more than 550 volunteers and thousands of donors who support our efforts every year. To them, we owe a great deal of thanks.

But no matter how much people support us, many want to do even more. Several of our supporters have hosted a fundraising party in their own home. These events can raise thousands of dollars and make for a great day or evening.

The Event

There are many ways to hold a home fundraising event. Most importantly, you have to be comfortable with the plans. We can provide guidelines and advice, but you will want to put your signature on the event.

Set a goal of how many people you want to invite and how much money you want to raise. There are no minimums, but we encourage you to do the best you can.

1. As a host of the event, we ask that you pick up the costs for food, beverages and other needs. Some vendors will provide a discount (or even a free donation) when you tell them it is benefiting wounded veterans. One option is to make a donation to the Yellow Ribbon Fund for the event and we will pay the vendors for you. We will then send you a letter noting your tax deductible contribution.
2. Many people prefer to host a cocktail party, but you can make it into anything you want. You can set the donation level based on the amount of money you want to raise. Some events have been held for \$50 per person; others have gone as high at \$125 per person. Be sure to set the level at whatever you and your neighbors feel is a comfortable amount.
3. The Yellow Ribbon Fund will try to arrange for injured service members and/or family members to attend your event. To hear stories of their challenges and how the Yellow Ribbon Fund helped will be very moving and inspirational. We will also have staff and/or board members attend the event to share our story with your guests.
4. Some people have arranged for entertainment at the event and others have held live or silent auctions to increase the fundraising. Inviting a celebrity or well-known person with whom you have a relationship is another way to attract greater attendance.
5. We will arrange to have invitations printed and mailed. We will work with you to assure that there is enough lead time to get everything done.

6. We cannot thank you enough for the support you are offering. We will assist you in any way to make the event a success. If you have any questions or further ideas, do not hesitate to contact Marie Wood, Vice President, Director of Communications at 240-223-1180 or marie@yellowribbonfund.org