

FUNDRAISING FOR THE ORANGE COUNTY *Rape Crisis Center*

A Center Supporter is someone dedicated to **spreading awareness** about sexual violence and **committed to fundraising** for the Orange County Rape Crisis Center. Nearly 35% of the Center's funding comes from supporters like you!

We need your help!

- To **provide crisis services** to survivors 24 hours a day, every day of the year.
- To **provide support groups and therapy** to survivors.
- To **educate the community** by raising awareness about sexual violence and teaching prevention skills.
- And more!

About the Orange County Rape Crisis Center

The Center is a non-profit agency that has served our community for almost 40 years. We work to stop sexual violence and its impact through support, education, and advocacy.

We serve about 600 clients per year, seeing each person about 5 times on average. This has been a large increase from recent years, when we were seeing about 400 clients per year. Additionally, we reach about 10,000 youth and adults with our education programs. These programs teach people how to respond to violence, and more importantly, how to prevent violence. We rely on support from volunteers and donors to make this work happen!

To learn more about the Center, our services, and how to get involved, please visit www.ocrcc.org or call 919-968-4647.

Interested in partnering with us? Take the next step!

Contact Development & Marketing Director Alyson Culin to learn how to get involved!
alyson@ocrcc.org | 919-968-4647

EVENT IDEAS

Do something good for yourself!

- Participate in a 5K, marathon, bike, or other **race**. Ask friends, family, and colleagues to sponsor you.

Host an event others will remember for years to come!

- Host a **giving party** – a house or holiday party where you ask for donations in exchange for food and entertainment.
- Host a **fundraiser** for the Center with your fraternity, sorority, or other organization.
- Host a **benefit concert** for the Center. Coordinate with local bands and venues to try and get the space and entertainment donated.
- Host a **battle of the bands** and donate proceeds to the Center.

Express yourself!

- Plan a **poetry reading** at a local venue and ask others to come out and share as well. Ask for open donations before and after your reading.
- Host an **art show** and sell artwork or handmade crafts. Donate proceeds to the Center.
- Start a **blog** and ask people to sponsor you.
- Host a **talent show** and donate ticket proceeds to the Center.

Branch out into the community!

- Have a **yard sale**. Get a bunch of friends together and pool your resources to have one giant sale, with proceeds benefiting the Center.
- Hold a **car wash**.
- Hold a **bake sale** at a local church, park, or school.

Connect with others!

- Solicit online contributions by sending out an **e-mail** to all your personal and professional contacts. Express your support for the Center, and explain why others should contribute to the cause.

Get Creative!

- Organize a **Brown Bag Day** at your office or school. Donate the money you would have spent on going out for lunch.
- Host a **Bingo** Fundraiser!
- Instead of **holiday and birthday gifts**, ask family and friends to donate to the Center in your honor.
- Use your imagination! Anything that sounds fun and creative is bound to draw a crowd. Cater to your audience and **have fun!**

EVENT PLANNING TIPS

Follow these easy steps for a well-organized and fun event.

Step 1: Form a Committee

Good news! You don't have to do it alone! Some of the most successful events include a group of people who represent a wide range of ideas and expertise. Reach out to friends, family, and community members that might be interested in supporting the Center.

Once you have formed a planning group, call a meeting. Create an event-planning checklist, assign roles, and delegate responsibilities. Meet up periodically as the day of the event approaches.

Step 2: Choose a Location

Keep it simple! Fancy and elaborate does not necessarily ensure success. The easiest place to have your event might be the most suitable place. Consider these often-overlooked event locales:

- Your home or a friend's home
- A local community center or church
- A coffee shop, bowling alley, or club
- Any place that is fun, convenient, and free!

Things to keep in mind when choosing a location: the nature of your event, the ages of your guests, the interests of your guests, and your budget.

Step 3: Pick a Date

Choose a date that works for you, your chosen location, and the majority of the people you are planning to invite. Be aware of holidays, long weekends, and other large events that might already be scheduled for that day.

Step 4: Invite your Guests

This is your opportunity to be truly creative! The invitation design is all your own, from an e-vite to a hand-crafted invitation. Be sure to include all the necessary information your guests will need, including:

- Date, Time, and Location
- Description of event, theme, and activities
- Cost (if applicable)
- Brief summary of the Orange County Rape Crisis Center and language indicating that your event is to benefit the Center
- RSVP deadline (if applicable)
- Contact information

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EVENT PLANNING TIPS

Ask members of your planning group to devise a list of invitees. Invite at least twice as many people as you want to attend. Many people will not be able to make it.

Not sure who to invite? Here are a few ideas of where to start:

- Friends
- Family
- School
- Work
- Neighbors
- Church
- Sports Teams
- Professional Contacts (your dentist, owner of your favorite restaurant, your financial advisor, etc.)

Step 5: Generating Donations and Dollars

In thinking about the best way to raise money at your event, be sure to consider the people that you are inviting as well as the type of event you are having. A couple of things to consider: Would most of your guests be able to make a contribution at the door? Are you providing food or an activity that has a cash value (bowling, etc)?

Provide several opportunities for people to give:

- A cover charge for the event
- Get food (or something else) donated. Charge guests full price and donate the proceeds.
- Raffle items or prizes
- Personally ask others to donate
- Pass a collection basket or donation form during the event
- Host a silent auction
- Use your imagination!

Step 6: Final Event Check List

Meet with your planning group to make sure that all tasks have been completed. Send an event reminder to all potential attendees.

Step 7: Post-Event Tasks

Congratulations! Your event was a tremendous success, but there are a few things that still need to be completed. Send thank you notes to your planning group, attendees, venue, and anyone else who helped out. Accurately organize donations for the Center as soon after your event as possible (preferably within one week). Please do not send cash. Instead, write a check or send a money order to: OCRCC, PO Box 4722, Chapel Hill, NC 27515. Also, send a complete list of all donors and their contact information so the Center can send thanks for their contribution.

FREQUENTLY ASKED QUESTIONS

I have never hosted or planned a fundraising event before. Can I still be effective?

Raising money does not have to be difficult, but we understand that it can be intimidating. Just keep it simple. Invite people who care about you and the fight against sexual violence—you will be amazed how easy it can be. Review our Event Planning Tips for more details on how to make your event a fundraising success.

Do I have to host an event, or can I just make a donation to the Center?

You *do not* have to host an event, although it is an excellent way to raise awareness about sexual violence, in addition to introducing others to the Center and the importance of supporting our organization. However, if you would prefer to make a donation directly to the Center, please visit www.ocrcc.org/donate.

Will the Center help me organize my event?

Organizers are generally responsible for planning and organizing their own event. However, please review our event ideas and planning tips for any assistance you may need. Feel free to contact us at 919-968-4647 if you have any further questions. We can also provide informational materials about Center.

Will the Center help me cover the expenses for my event?

Because we are a non-profit organization, we are unable to provide financial assistance for any event. This allows us to allocate as much money as possible to the services we provide.

I have decided to host an event. What is the first step?

Contact the Center! We have materials and resources that can assist you in hosting a successful fundraising event. Remember that you do not have to host an event single-handedly—ask friends and family to help brainstorm ideas and get started!

Can I use your name and logo?

If you would like to use our name and logo on any publication—print or electronic—stating that you are hosting an event on behalf of the Center, you must first contact the Center so we can review your event. Please contact Alyson Culin at alyson@ocrcc.org.

Will you advertise my event on your website?

If you are hosting an event that is open to the public, please contact Alyson Culin at alyson@ocrcc.org to see if a web presence is possible.

Can contributors write a check to me and then I will write a big check to the Center?

It is more appropriate for each individual donor to write his or her own check to the Orange County Rape Crisis Center. This allows each contributor to receive a tax deduction and removes any potential skepticism regarding the legitimacy of your fundraiser.

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FREQUENTLY ASKED QUESTIONS

Can people donate with cash or by a credit card?

Yes. Please fill out a donation form for people that pay with cash so we can thank them for their support. *Never, under any circumstance, send cash through the mail.* Instead, convert the cash into a money order or personal check. For credit card donations, the Center accepts MasterCard, Visa, American Express, and Discover at www.occcc.org/donate.

Are gifts to the Center tax deductible?

Yes. The Orange County Rape Crisis Center is a 501(c)3 organization and all donations are tax deductible to the fullest extent of the law.

Will the Center send thank you letters to my guests?

Yes. The Center will send thank you letters to everyone who makes a donation. Therefore, please remember to provide us with all the necessary contact information. It should be noted that thank you letters also serve as receipts for tax purposes.

Will my event be covered under the Center's insurance?

No. The Center cannot assume liability for any damages, injuries, or any other mishaps that may result from your event.

Who can I contact if I have any further questions?

Please contact Development & Marketing Director Alyson Culin at alyson@occcc.org or 919-968-4647.