



EVENT TOOLKIT

Thank you for your interest in hosting a Nuts, Bolts & Thingamajigs® fundraising event. This step-by-step instruction guide can walk you through the fundraising process. Feel free to use as much information and as many of the ideas listed below.

NBT CAN HELP WITH:

- Logo creation and usage
- Provide signs and promotional items
- Create marketing promotions and email blasts to FMA membership
- Prepare postcards and flyers
- Event coordination assistance
- Website blogs on nbtfoundation.org and fmanet.org
- Branding your exclusive event

PRELIMINARY QUESTIONS FOR HOST

When planning an event, consider:

What kind of event to hold?

When would you consider holding this event?

What is your budget?

Where would you hold this event?

What is the anticipated number of participants?

What would you charge to participate?

How often would this event take place? Annually? One time?

HOW TO SET UP AN NBT FUNDRAISING EVENT

1. **Set your fundraising goal.** It's helpful to have an idea of how much money you want to raise. You may find that participants are more enthusiastic when they have a concrete goal to work toward.
2. **Determine your audience.** Think about the type of people you can get to attend your fundraiser. Refer to NBT's mission to "to engage, nurture, and excite individuals of all ages in the pursuit of careers in manufacturing" for inspiration. Are you targeting your friends and family? Co-workers? Local businesses or manufacturing colleagues? General public?
3. **Decide what the event is going to be.** Ideas are limited only by your creativity. You could choose to hold something traditional, such as a golf outing or silent auction, or you could try something unique, such as a race, "garage sale", sand volleyball tournament, etc. Be creative! Make sure the event is an "experience". This means that you make your fundraiser fun to participate in. Ideas could be having a band, small giveaways, etc.

4. Set a budget. Sometimes, you might have to spend money to make money. However, in order to keep track of your expenditures and income, you need to establish a budget for your fundraising event. Include the cost of things like the venue, prizes or giveaway items, food and drink, tickets, and entertainment.

5. Establish sponsorship levels. Determine the various opportunities or functions, the value of each sponsorship, and the benefits accompanying each level. Make a list of prospective sponsors you will promote to and if needed, ask NBT for sample sponsorship plans. You may also be able to get services, items, venue space, or other in-kind materials donated by local businesses. Explain to them that you are hosting a fundraising event for NBT (explain NBT's mission and programs) and that they can earn community goodwill (and exposure for their business) by donating to your event.

6. Outline a geographical area for sponsorships, participants, and volunteers. Find out if NBT has a list of people in the geo area who would be open to being contacted. Ask for help in spreading the word from local newspapers, TV or radio stations, the Chamber of Commerce, or Economic Development groups in your community.

OTHER IDEAS:

Consider opening a separate bank account. This is helpful for fundraising events to keep track of expenditures and income.

MAKING ARRANGEMENTS

1. Find a place to hold the event. Possible places for large indoor events include: businesses, schools, wineries, restaurants, halls of fraternal organizations, parks, and forest preserves. Find out where other similar events have been held and ask about the availability of those places. If you explain the mission of NBT, you might get the space donated. Find out from the Chamber of Commerce if there are city ordinances requiring permits for your event.

2. Tour the facilities to determine if there is adequate space and to find out what supplies are available to use. Consider number of participants, complete length of time for event (including set up and tear down), ease of access for driving to and parking at, weather concerns, etc.

3. Determine a date and time. Consider things such as when other fundraisers are being held. Choose an end time that takes into consideration time for cleanup.

4. Decide what types of payment you will accept. Cash and checks are easy forms of payment. Credit cards probably get people to spend more but are more complicated. You may consider something like Square, which works with mobile phones. Be aware of fees for usage. Also, credit card companies take a percentage of each sale as payment. You can also set up a PayPal account to help you take donations. Be sure that when you set up, the entrance table has a clear large sign letting donors know to whom the checks are payable.

5. Check with proper authorities to see if you need to complete any paperwork. For example, if you are holding a raffle, you may need to speak with the gaming authority. If you're selling food, you may need to check with the health department.

6. Determine if your event will be free admission or require tickets. If the event requires paid admission, determine prices (single, couple, family) and make or buy tickets (you can find them at any office or party supplies store). Tickets are inexpensive, so overestimate rather than underestimate the number you need.

It's a good idea to provide multiple opportunities for donors to contribute.

- You could charge a "cover" fee for a benefit concert, and then have a raffle afterward. Depending on the type of event, you might get some friends and family to donate money in return for being allowed to take part.
- Hold a silent auction at the event – ask for donations of gift items, sporting equipment, concert or event tickets, restaurant gift cards, etc. Auction off items that were made by children – i.e. a project that was made at a nearby NBT summer manufacturing camp or even framed artwork from the local school.
- Include games and contests that require a donation to play – these work particularly well at golf fundraiser events. On-course games such as 'Beat the Pro' or a hole-in-one contest are popular and fun for participants. Create your own challenge or ask NBT for more ideas.

7. Get cash for change and a lock box to hold cash and checks as people pay. Consider putting a collection container at your entrance table with a sign on it that gives people an opportunity to donate more. It works surprisingly well. Make the receptacle easy to put money in and more difficult to remove. It's a good idea to assign one or two people to manage and monitor the money.

8. Purchase necessary supplies. Make a detailed list of everything you need. For a silent auction, for example, you will need tables, clipboards, paper, pens, and donated goods and services. If you are having catering or entertainment, you may need food, glasses, plates, lighting, etc.

SPREADING THE WORD

1. Get the word out. Find out if a local advertising business would be willing to help. A local newspaper can be helpful. Contact both the advertising department for advertising and the editorial department or a columnist for news coverage of your event. Contact local radio and television stations to see if they will give your event news coverage or offer Public Service Announcements. Use your contact list to have people spread the word via email, Twitter, Facebook etc.

2. Post flyers around the area. Send them via email to anyone on your contact list willing to post flyers.

3. Pre-sell tickets, if you are charging admission. This gives people who can't make it to the event a chance to donate to the cause. It also can give you an idea of how popular the event might be. (This is helpful when buying supplies.) Volunteers can try to get permission to set up tables at local businesses to sell tickets and accept donations. This is good advertising, too.

- You can offer an "early bird" discount if you are charging for the tickets to encourage people to buy early.
- You can also offer a group discount. This will encourage people to tell their friends and book in larger groups.

- Consider a VIP Early Access event. For example, if you are hosting a silent auction, you can charge extra for VIP tickets that let holders get in to the auction early and scope out the goods. Or, if you're hosting a benefit concert, you could have a pre-concert meet & greet for VIPs.

THE DAY OF THE EVENT - SET UP/TEAR DOWN

1. **Start well in advance.** There are always last-minute glitches that cause delays. Make sure you start preparation well in advance of your event's start time. A big volunteer team can help things run smoothly.
2. **Keep it fun.** A pleasant ambiance will do a lot for your fundraising event, depending on the type of event. A fancy benefit dinner might have candles and floral arrangements on the tables, whereas a cookout would be less formal. Make sure your event space reflects the mood you want to set for your event.
3. **Take photos and video.** Assign at least one person to take photos as their main responsibility. A good camera and/or video is very helpful. Prepare a list of photo opportunities that you would like them to capture. Pay attention to background images and people. Capture smiling faces, smaller group shots, different experiences, all locations, natural facial expressions. But don't be afraid to set the stage or pose people for the best result.
4. **Make things clear.** Make sure that attendees know exactly where to go and what the function of each space is. For example, if you are running a silent auction, make large signs specifying where bids can be taken, where people go to pay, etc. Use your tables to create large aisles to direct people where you want them to go.
5. **Start the event on time.** Try to make it as fun as possible. This means being positive and energetic. Interact with the people attending your event. Let them know how thankful you are for their generosity.
6. **Clean up as much as possible after the event.** Be sure to keep your receipts and careful records. Provide NBT with the list of donors, sponsors, and participants after the event for sending thank-you notes.
7. **Take or send the money you have collected to NBT** Designate one person for this. Checks can be sent to Nuts, Bolts & Thingamajigs, 2135 Point Blvd., Elgin, IL 60123.
8. **Prepare a Final Report** including itemized expenses and income. Bullet point what went right and what could be improved upon for setting up your next event.

Thank you for your interest in hosting an NBT Fundraising Event. Please direct your questions to Diane Engel at 815-381-1338 or email the foundation at foundation@fmanet.org.