

## 1-2-3 GUIDE!

Looking to help OCRA raise funds and awareness for ovarian cancer research? Becoming an OCRA Hero and doing a DIY event is a great way to get started! Not only will you be raising much-needed funds, you'll also be helping to increase public awareness of the disease and introducing people to OCRA's mission.

Below are some quick tips and pointers that have proven to be successful for both businesses and individuals holding an event.

We will gladly supply you with informational materials explaining our mission, goals and accomplishments. Please review our Policies and Procedures for OCRA Hero DIY fundraising and fill out a proposal form if you are interested in becoming a part of the team!

If you'd like to discuss possible event ideas, contact OCRA's Jake Carlin, Development and Events, at 212-268-0819 or [jcarlin@ocrahope.org](mailto:jcarlin@ocrahope.org).

### GETTING STARTED: FREQUENTLY ASKED QUESTIONS

#### **I want to host an event to benefit OCRA, but am not sure how to start.**

The first step in making a difference is the motivation, so you're already halfway there! Now that you are ready to make a difference, find inspiration for a type of event to host below. Once you have an idea, contact Jake Carlin at [jcarlin@ocrahope.org](mailto:jcarlin@ocrahope.org) or (646) 849-1904 to set up a fundraising page.

#### **What are the steps to hosting an event?**

- Brainstorm
- Form a committee (optional)
- Develop a budget
- Find a venue
- Schedule the event
- Create event timeline
- Fundraise!
- Host an amazing event
- Thank your donors

#### **How should I determine my fundraising goal?**

To set a proper goal for your event, do some research on your donors. While creating the event, reach out to your friends and family and see if you can get them to commit to a dollar amount (even if it is a rough estimate). By gauging your audience, you will hopefully get a better idea of how many funds you will raise. A good rule of thumb: It's better to surpass and then increase a goal, than not be able to reach your goal!

### **How do I secure a venue for my event?**

Look for venues where you (or your friends) have a connection. New venues or locations in your area are a great place to start because they will attract new people. OCRA can provide an official letter that confirms your event is a charity fundraiser.

### **How does OCRA support my efforts?**

OCRA will be with you every step of the way! We can provide you with OCRA branded material, list your event on our calendar, and send out a targeted email promoting your event. Along with that, if you ever have any questions or need guidance, we're here as your expert fundraisers.

### **Should I create a committee for my event?**

Although every event is different, we strongly recommend creating a committee to plan and host your event. The more people working together to host the event, the better! Assign specific roles, such as recruiting sponsors, managing logistics, or creating marketing materials. By having a dedicated and motivated committee it allows each of you to focus your efforts to one particular aspect of the event.

### **Are donations to my event tax-deductible?**

Monetary donations made to OCRA are tax deductible. The donation must be made directly to OCRA either offline, such as a check, or online through your fundraising page on [Ocrahope.org](http://Ocrahope.org). If you collect all the funds from your event and write one large check to OCRA, then we cannot provide tax letter to all those who contributed.

### **Can I designate my funds toward a specific aspect of OCRA's mission?**

If your DIY event raises more than \$20,000, then you are eligible for our Partners in Science program. The Partners in Science program was created to provide amazing individuals who go above and beyond in their fundraising to direct funds towards a specific research project, all of which have been selected by OCRA's illustrious Scientific Advisory Committee as the most promising research projects in the field. Our Partners in Science programs allows you to be a part of this vital funding and help fund cures.

### **Will OCRA pay for my expenses?**

If there must be expenses incurred for the event, responsibility lies with the hosting volunteers and/or organizers of the event. OCRA will not be liable for any costs or expenses. We suggest you outreach to local companies and donors to underwrite and sponsor aspects of your event, or get all goods and services donated. Ovarian Cancer Research Alliance preserves the public trust by taking all reasonable steps to ensure rigorous accountability in its efforts, transparency in its financial operations, and stewardship of donors' funds.

## DIY EVENT IDEAS

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### MOST POPULAR IDEAS:

- 1) **Golf Tournament** – Enjoy a beautiful day on the greens with your friends and family. Ticket purchases and raffle prizes can raise funds.
- 2) **Host a 5K/Walk** – Gather your community to participate in a 5k walk/run. Cost of entry into the event benefits OCRA. Get your community active and fundraising.
- 3) **Participate in a local or national endurance event (half marathon, marathon, bike tour)** – Use your love for endurance events as a platform to raise funds
- 4) **Bar night** – Partner with a local bar to host a party. Work with the bar manager to set a rate for your friends and family to enter the bar with a portion coming back to OCRA.
- 5) **Birthday party** – Host a birthday party and ask your friends to donate to OCRA in lieu of gifts.
- 6) **Clothes drive** – Sell your old clothes and clean out your closet while raising funds for OCRA.
- 7) **Battle of the bands** – Gather local bands and musical talent in your area to host a local concert. Tickets to the event can be used to fundraise.
- 8) **Workplace event** – Get your colleagues involved and host an event or initiative with your company. This is a great way to build team comradery.
- 9) **Host an alumni event** – Reunite with old friends and engage them in the mission of OCRA
- 10) **Host a Gala** - Find a venue and gather your friends for an annual night to get together and empower your fight. Enhance the night with auction items and raffles. Everyone loves a reason to dress up for a good cause!
- 11) **Host a fundraising page** – You can raise vital funds for OCRA without having to host an event. Create a fundraising page where you can tell your motivating story and encourage your friends and family to donate.

### MORE GREAT IDEAS:

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| Poker night                                     | Fishing tournament                 |
| Game night                                      | Company grants or matching program |
| Spa party                                       | School fundraiser                  |
| Auction/Raffle event                            | Garage sale                        |
| Ice cream social                                | Trivia night                       |
| Restaurant give-back                            | Happy hour                         |
| Wine and cheese party                           | Bingo                              |
| Bowling   | T-shirt sales for a cause          |
| Brewery tasting                                 | Lemonade stand                     |
| Partner with local clothing store for give-back | Paint night                        |
| Motorcycle ride                                 | Dance marathon                     |
| Sports tournament                               | Art auction                        |
| Climb a mountain                                | Karaoke night                      |