

# DIY FUNDRAISING INFORMATION & FAQs



OCRA Heroes turn their passion into purpose by hosting events and campaigns that are meaningful to them. Becoming an OCRA Hero and hosting a DIY Fundraiser is a great way to raise critical funds to fuel our mission while increasing awareness of ovarian cancer in your local community.

## Why host a DIY Fundraiser?

- **It's easy.** You choose the type of fundraiser: a community event, a special occasion, an athletic event, Facebook fundraiser or online campaign. Follow the steps to hosting an event or creating an online fundraising page and you can get started today!
- **It's customizable.** Your fundraiser reflects what you and your community care about at a time that works best for you. OCRA simply provides the website and the tools to help you succeed.
- **It's valuable.** Your support allows OCRA to continue to be the leading organization in the world fighting ovarian cancer in the lab and on Capitol Hill while supporting patients and their families.
- **It's rewarding.** In 2022, OCRA Heroes raised over \$1.5M through online fundraising campaigns and in-person events. This is proof that many small initiatives can have a BIG impact in the fight against ovarian cancer.

In this toolkit you'll find a step-by-step guide to hosting an event, creating an online fundraiser, ideas and inspiration and frequently asked questions.

If you already have an event planned or an idea in mind, or if you have any questions after reviewing the toolkit, please reach out to Diana Maynard at [dmaynard@ocrahope.org](mailto:dmaynard@ocrahope.org) or 212.268.0819.

# 6 SIMPLE STEPS FOR HOSTING A SUCCESSFUL FUNDRAISING EVENT

## STEP 1

**Brainstorm ideas.** What does your community like to do and who can help you plan the event?

## STEP 2

**Develop a budget and find a venue.** Remember that all event expenses are deducted from what you raise. Is there a location that could donate the space for your event?

## STEP 3

**Schedule the event and create a timeline.** Work backwards from the event date and make sure to include who is responsible for each task.

## STEP 4

**Fundraise!** This can include creating an online fundraising page, selling tickets, securing in-kind donations or asking for donations and sponsorships

## STEP 5

**Host an amazing event!** Be sure to share your "why" with attendees and the impact they are making through their support.

## STEP 6

**Thank your donors!** Post a thank you on social media, send personal emails or handwritten notecards to everyone who supported your event.

# DIY FUNDRAISING EVENTS AND IDEAS



With DIY Fundraisers, the possibilities are endless - but we've put together a few ideas to get your creativity flowing...

- 1) Golf Tournament** – Enjoy a beautiful day on the greens with your friends and family. Ticket purchases and raffle prizes can raise funds.
- 2) 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) Endurance Event** – Use your love for endurance as a platform to raise funds.
- 4) Bar Night** – Partner with a local bar to host a party. Work with the manager to set a rate for your friends to attend with a portion coming back to OCRA.
- 5) Birthday Party** – ask your friends to donate to OCRA in lieu of birthday gifts.
- 6) Workplace Giving** – Get your colleagues involved and host an event or dress down day - this is a great way to build team comradery.
- 7) Gala or Farm-to-Table Dinner** - 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 to dress up for a good cause!
- 8) Movie Night** - in a theater, at the drive in, or in your own backyard - gather for a family-friendly movie night. Sell tickets and concessions for donations to OCRA.

**You can raise vital funds for OCRA without hosting an event. Create a fundraising page through our website or social media where you can share your story and encourage your friends and family to donate.**

## **MORE GREAT IDEAS:**

Poker Night • Game Night • Spa Party • Auction/Raffle • Ice Cream Social • Bowling • Store or Restaurant Give-Back Night • Wine and Cheese Party • Paint and Sip • Beer, Wine or Spirit Tasting • Motorcycle Ride • Sports Tournament • Mountain Climb • Fishing Tournament • Company Grants or Matching Gifts • School Fundraiser • Tag Sale • Trivia Night • Bingo • T-Shirt or Apparel Sale • Lemonade Stand • Dance Marathon • Bake Sale • Art Show or Auction • Karaoke Night • Battle of the Bands •

# FREQUENTLY ASKED QUESTIONS: PART 1



## **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 an estimate). By gauging your audience, you will hopefully get an idea of how much you can 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 materials (digital and/or physical), 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 letters to all those who contributed.

# FREQUENTLY ASKED QUESTIONS: PART 2



## **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 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 effort to 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 reach out 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.

## **I'm ready to start fundraising - what do I do next?**

If you've reviewed all of the ideas listed and would like to create an online fundraising campaign, [click here](#) to get started. Once your page is up and running you'll receive an email from a member of our team offering support.

If you are planning an in-person event, we want to hear from you! Submit the details of your fundraiser on our web form and a member of our team will review them and get back to you within 48 business hours.