



# Fundraiser Guidelines

# “Keys to a Successful Fundraiser”

- What it takes to ensure a successful experience when organizing your own AgelCares Fundraiser!!



# Guidelines

1.

Create A Campaign  
Idea/concept?

6 to 8 weeks planning period

\*Walk a thon

\*Walk on Water

\*Bowling Marathon

\*Climb a Mountain

\*Whatever



2.

## Form committees

- \*Logistics/Venue/Route

- \*Graphics/Marketing/PR

- \*Sponsorship/Volunteers

- \*Award Dinner



3.

## Week One

- \*Set Date/Time/Route

- \*Secure venue/permits/insurance

- \*Get supply donations (water)



4.

## Week Two

- \* Sponsor sheets prepared
- \* Instructions to volunteers
- \* Sponsor sheets distributed
- \* PR/Marketing campaign in community
- \* Online social media campaign
- \* Promotions at each Agel meeting
- \* Order SWAG from AgelCares



5.

## Weeks Three and Four

- \* Follow up with everyone participating to make sure they are not waiting to last minute to gather donations
- \* Drive the campaign
- \* Challenge participants
- \* Set goals/prizes



6.

## Week Five

- \*Take Inventory of \$ raised
- \*Estimate number of walkers
- \*Walk course and estimate volunteers needed for number of walkers
- \*Estimate water needs



7.

## Week Six

- \*Final follow up with team members
- \*Signs made
- \*First aid kit
- \*Supplies purchased (water, recyclable cans, trash cans, check in table, etc.)



8.

## Day of Walk

- \*Volunteers arrive one hour early
- \*Signs installed
- \*Refreshments arranged
- \*Sponsorship Check In Table/Supplies
- \*Sponsorship sheets collected
- \*Trash/clean up detail



9.

## After Walk/Fundraiser

- \*Awards dinner/party/presentation
- \*Thank you notes sent to each donor, sponsor, and volunteer
- \*Short video of fundraiser on Agelcares.org, youtube, facebook,
- \*Mail donations to:

Agel Cares

3400 N. Ashton Blvd. Suite 500

Lehi, Utah 84043



## Extra information



- AgelCares website: [agelcares.org](http://agelcares.org)
- Cost of SWAG (Souvenirs, Wearables and Gifts)
  - AgelCares t-shirts: \$7 each
  - Silicone bracelets: \$1 each
  - AgelCares hats: \$10 each; or signed by Agel VP's \$20 each

(SWAG items are available based on inventory. Upon receipt of payment the items will be shipped to you. Contact Tiffinie Sorensen if you have an order or any further questions. )