

Planning Your Own CASA Fundraiser

Thank you for your interest in hosting an event to benefit CASA of Travis County. We welcome fundraising initiatives that help us speak up for more children in our community who have been abused or neglected. These initiatives include but are not limited to independently organized events, programs, or online fundraisers hosted by a business, group or individual to raise financial support for CASA's mission. We are so grateful for your help in building awareness and support for such a significant cause.

In this toolkit, you will find important information to help you along the way. Look inside for ideas, tips and answers to many of the questions you may have about planning your own fundraiser. Don't forget to fill out the event form – the sooner you get that back to us, the sooner you can start planning.

Please remember that while we are happy to help where we can, this is **your** event. In the past, we've had everything from chili cookoffs and tailgates to ice cream Olympics (yes, really)! We've even had a generous donor host CASA benefit concerts with local musicians in her backyard. Fundraising events provide great opportunities to build relationships in addition to raising support. We encourage you to take a tip from kids by putting your imagination to work and having fun with your event!

Wondering where to start? Follow these simple steps to get your idea moving, and you'll be surprised how quickly things can happen!

1. **Gather your people** – Invite others to help you plan and organize the event. Include your coworkers, fellow volunteers, friends and family.
2. **Choose your adventure** – What kind of event or promotion will you choose? If your organization already has their own event(s), CASA can be included as a beneficiary. Businesses may also be interested in offering CASA a percentage of sales for a certain product or amount of time. Or you can flex your creative muscles and plan a brand-new opportunity!
3. **Spread the word** – Get your audience excited about your event by announcing it on social media, through tailored emails, and on your website.

If you have other questions or need more information, please don't hesitate to reach out. We are excited to see your ideas come to life!

Sara Blake
Community Engagement Coordinator
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Policies & Guidelines

The information below provides you with CASA's policies and guidelines to ensure your event is carried out successfully. Each event application will be reviewed by CASA leadership to confirm that it aligns with our organization's mission and goals.

Marketing and Promotion

- CASA of Travis County must review and approve all promotional materials prior to distribution.
- Any contact with press or other media must be coordinated with CASA.
- Promotion of your event or project to CASA's audiences via print, email or social media will be considered on a case-by-case basis and will be agreed upon in advance of event approval.
- You may only use the CASA of Travis County logo with our written approval. Our official logo may not be altered in any way. JPEG, EPS and other graphic formats are available.
- To avoid misunderstanding, publicity for your event may not imply that the event is sponsored or co-sponsored by CASA of Travis County or that we are involved as anything but the beneficiary. For example, you may not call an event "The CASA of Travis County Walk-a-Thon." Your event should be promoted as "The Walk-a-Thon to benefit CASA of Travis County."
- CASA of Travis County is happy to provide our existing print marketing material. Please let us know your needs in this area as soon as possible, so we can provide sufficient quantities.

Liability and Procedure

- You must obtain any permits, licenses and liability insurance necessary to cover the event. CASA of Travis County will not assume any legal or financial liability associated with your event.
- Approval for the event is specific to dates and times listed on your event application. If you would like to repeat the event, you must submit a new application.
- If any type of promotion, professional or company is engaged to coordinate the benefit, we must be notified. Compensation to promoters shall not be based on commission or percentage of monies raised.

Charitable Giving

- We ask that you provide us with a list of targeted sponsors/donors for your event before they are approached. Please remember that many individuals and businesses already support us and may not wish to make additional donations.
- All tax-receipting issues must be agreed upon and documented before our approval is given. **We can issue tax receipts only for checks made out to "CASA of Travis County."** If event donors send their contributions directly to us, you must inform us of the value of any goods or services the donor received in return for the contribution.

Event Proposal Form (Please submit at least 30 days prior to proposed event.)

1. Name of Person/Group sponsoring fundraiser: _____

2. Address: _____

3. Contact person: _____

Phone: Day ____/____/____ Evening ____/____/____ Email: _____

4. Name of event: _____

5. Date of event: ____/____/____

6. Location of event: _____

7. Estimated number of attendees/participants: _____

8. Please give a brief description of the event and attach any preliminary event material to this form:

9. How will the revenue be generated?

10. What percentage of your estimated net proceeds will be contributed to CASA of Travis County? ___%
If less than 100%, what other organization(s) will share in the net proceeds? _____

11. How much do you estimate will be raised for CASA at your event? \$ _____

12. Plan for publicity: (All marketing materials must be reviewed and approved by CASA.)

13. Does your event have sponsors? (corporate, media, etc.):

14. When do you expect event proceeds to be sent CASA? _____

15. Does the event require a permit? Yes ___ No ___ Does the event require insurance? Yes ___ No ___
If you answered yes to either/both, please send a copy of the document(s) prior to the event.

Agreement: I agree to all the terms and conditions contained in CASA of Travis County's Policies and Guidelines for independent event organizers attached to this application. No amendment, modification or waiver of any of the terms and conditions contained in this document shall be valid unless in writing. At no time will CASA, or any representative of CASA, be responsible for the cost, planning or staffing of my event, nor will they be liable for personal injuries or damages to property which may occur during my event.

Event Organizer's Signature: _____ **Date:** ____/____/____

Return completed application to sara.blake@casatexas.org or fax to 512.459.4550 or mail to:
Sara Blake, CASA of Travis County, 7600 Chevy Chase Dr, Ste 200, Austin, TX 78752