SUPPORT THE MISSION
Community Fundraising Guide
Is It Your Turn To Help?

No matter where you live in Wisconsin, there are many ways you can give back to others who have been affected by kidney disease, transplant or organ donation.

When you donate or organize a fundraiser to benefit the National Kidney Foundation of Wisconsin, you can be assured that every dollar will be used locally to advocate and support patients and their families.

What is Community Fundraising?

Verb: When an individual, group or organization chooses to raise funds for a particular charity

The National Kidney Foundation of Wisconsin benefits in many ways when you host or organize an event.

• Encourages your friends, neighbors or co-workers to talk about their own health and get to know others in the community who are affected
• Makes others aware of kidney disease, transplant or organ donation
• Raises money to support important services and programs that have a real impact

WANT AN IDEA?

<table>
<thead>
<tr>
<th>QUICK</th>
<th>EASY &amp; LOCAL</th>
<th>TIME &amp; EFFORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Something you can easily do or organize.</td>
<td>Gets other people involved, but requires more time to complete.</td>
<td>Needs planning, budgets, checklists and people to help.</td>
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<tr>
<td>• Online donations through Facebook, Instagram, or <a href="http://kidneywi.org">kidneywi.org</a></td>
<td>• Restaurant, spa or local business fundraiser night – % of proceeds</td>
<td>• Neighborhood or mall scavenger hunt</td>
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<td>• Anniversary or birthday contributions to the NKFW in lieu of gifts</td>
<td>• Home shopping party – Pampered Chef, Stella &amp; Dot, Tupperware</td>
<td>• Dodgeball, kickball or other sports competition</td>
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<tr>
<td>• Jeans or dress-down day at school or work</td>
<td>• Mall gift wrapping booth</td>
<td>• Mini-golf outing, table tennis match, billiards tournament</td>
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<tr>
<td>• Collection at a family gathering, Oscar watch or Super Bowl party</td>
<td>• Workplace cook-off</td>
<td>• Bowling, horseshoe or cornhole event</td>
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<tr>
<td>• Donations instead of gifts for holidays or other special occasions</td>
<td>• Yoga in the park</td>
<td>• Talent contest or comedy performance</td>
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The National Kidney Foundation of Wisconsin is a Better Business Bureau Wise Giving Alliance Accredited Charity.

[www.kidneywi.org](http://www.kidneywi.org)
GETTING READY for a Fundraising Event

The staff of the NKFW wants to help you accomplish your goal — raising money to help patients who rely on the National Kidney Foundation of Wisconsin for HELP and HOPE. Our advice, do something you enjoy – it puts the FUN in any FUNdraising you choose to do.

When organizing a community fundraising activity or event, remember to:

1. Complete the Community Fundraising Form on the last page.
2. Recruit a group of people who share your passion to help you.
3. Make a budget. This will help you to plan not only how you will get money, but what costs you will have to put on the event.
4. Make a list of tasks and include when the tasks need to be completed. You will be able to enjoy what you are doing more and keep stress to a minimum with a checklist.
5. Use social media to get the word out.
6. Tell your story. Whether you are a dialysis patient, transplant recipient, living donor or caregiver, everyone is interested to hear from positive, passionate people who are trying to ‘do good’ for others. Never underestimate whose life you might impact when they hear your story.
7. Let everyone know that donations will benefit the National Kidney Foundation of Wisconsin.
8. THANK anyone who donates, attends or gives you support.

Always Here For You

Our goal is to help you make your event a success. After you complete the Community Fundraising Form, the National Kidney Foundation of Wisconsin staff will:

- Offer suggestions
- Review how to use the NKFW name and logo
- Promote your activity or event on social media
- Provide educational materials
- Attend, if requested
Community Fundraising Form

Activity or Event: ________________________________________________________________

Contact Person: ________________________________________________________________

Your connection to the National Kidney Foundation of Wisconsin (please circle):

Dialysis patient      Transplant recipient      Living donor      Family member      Other ___________

Street Address: ________________________________________________________________

City, State, Zip: ________________________________________________________________

Daytime phone/Cell phone: ______________________________________________________

Email: __________________________________________________________________________

**Activity/Event Details**

Date/Time: ________________________________________________________________

Location: ________________________________________________________________

Description: ________________________________________________________________

__________________________________________________________________________

**Thank you!**

Return form to:
National Kidney Foundation of Wisconsin
10909 W. Greenfield Avenue, Suite 201
West Allis, WI 53214-2379

@ events@kidneywi.org

414-897-8669

www.kidneywi.org