

USOD

FUNDRAISING PLAYBOOK

HOW TO RAISE AWARENESS AND FUNDING
FOR THE UP SIDE OF DOWNS





INTRODUCTION

Thank you for your interest in fundraising for the Up Side of Downs of Northeast Ohio! We are grateful that you would like to use your talents to raise awareness and funds for us. This playbook has been designed to help get you started.

ABOUT USOD

Mission: To provide support, education and advocacy for people with Down syndrome, their families and communities.

Vision: The Up Side of Downs of Northeast Ohio is the primary resource for families and communities regarding Down syndrome, where all people with Down syndrome are accepted, included and empowered. USOD envisions a community where people with Down syndrome have limitless opportunities and the ability to pursue their dreams.

History: In the early 1980s, a handful of parents whose children had Down syndrome began to meet informally over coffee for socialization and support. Over thirty years later, their vision and hard work has taken The Up Side of Downs from a grassroots parent movement to a staffed nonprofit organization providing assistance to more than 900 families in 16 counties throughout Northeast Ohio.

READY TO GET STARTED?

- ◆ Decide what level you can personally commit to
- ◆ Create a plan
- ◆ Set a goal
- ◆ Get support from the local community

In the next few pages we have put together lists of fundraising ideas for you to consider. The ideas are divided into three categories: First Down, Field Goal & Touchdown. Each category requires a different level of commitment. We know that you may have your own ideas, too. That's great! We've just put a few together to get you going.



FIRST DOWN LEVEL FUNDRAISERS

First Down Level Fundraisers require the least amount of commitment. Each can be a very successful way to raise funds and awareness.

- ◆ Bake sale at school, work, place of worship or neighborhood
- ◆ Car wash at school, work, place of worship or neighborhood
- ◆ Dress Down for Downs at a school, work, place of worship or neighborhood
- ◆ Pie-making contest at school, work, place of worship or neighborhood
- ◆ Cookie bake-off contest at school, work, place of worship or neighborhood
- ◆ Chili cook-off at school, work, place of worship or neighborhood
- ◆ BBQ Grill-off contest at school, work, place of worship or neighborhood
- ◆ Find a business willing to donate 1% of monthly income. Great for family business, local business or work.
- ◆ Tips for Downs Day at local hair salon, barber shop, restaurant, neighborhood bar, ice cream shop or coffee shop. Ask for all tips or even a percentage of the tips—maybe 21% of the tips, for example.
- ◆ Dollar for Downs Day—ask your local school, work, place of worship or neighborhood to collect and donate dollar bills for World Down Syndrome Day on March 21 (3:21)
- ◆ Designate your credit card points to The Up Side of Downs—Citi Cards
- ◆ For your next birthday party for you, your kids, family or friends—ask people to donate to The Up Side of Downs in lieu of gifts.
- ◆ Have a lemonade stand in your neighborhood.



FIELD GOAL LEVEL FUNDRAISERS

Field Goal Level Fundraisers may require a higher level of commitment than First Down Level Fundraisers but are still easy to do.

- ◆ Host/Organize a Clam Bake at school, work, place of worship, or neighborhood
- ◆ Host/Organize a Pig Roast at school, work, place of worship or neighborhood
- ◆ Host/Organize a Motorcycle Ride at school, work, place of worship or neighborhood
- ◆ Put a note or ad in your weekly church bulletin
- ◆ If you have a friend/family member/acquaintance who sells Pampered Chef, Tastefully Simple, Silpada, or any other home sales line, see if they will donate a portion from a party that you or someone else hosts.
- ◆ Contact your local Romeo's Pizza, Mitchell's Ice Cream, Amazone, Bob Evan's, or other restaurant to see if they will donate a percentage of proceeds from a day.
- ◆ Find a business, store or company to select USOD as the beneficiary of their Facebook "Like" campaign and have them donate \$1 for every like they receive on Facebook.
- ◆ See if your local gym or health club will host a Zumba, Spinning, Kickboxing or other fitness class to raise money for USOD.
- ◆ Touch Down for Downs—connect with your local high school or college football program to make a donation for every touchdown made.
- ◆ Take Down for Downs—connect with the wrestling team at your local high school or college to make a donation for every pin.
- ◆ Home Run for Downs—connect with the softball, t-ball or baseball teams at your local high school or college to make a donation for every home run scored.
- ◆ Get Down for Downs—connect with your local middle or high school to see if they will host one of their school dances as a fundraiser for USOD.
- ◆ Sorority/Fraternity Get Down for Downs—connect with your college fraternity/sorority to see if they will host one of their dances or parties as a fundraiser for USOD.



TOUCHDOWN LEVEL FUNDRAISERS

Touchdown Level Fundraisers can easily be accomplished with a great committee of friends and family!

- ◆ Host/Organize a Euchre Tournament at school, work, place of worship or neighborhood
- ◆ Host/Organize a Racquetball Tournament at school, work, place of worship or neighborhood
- ◆ Host/Organize a Softball Tournament at school, work, place of worship or neighborhood
- ◆ Host/Organize a Tennis Tournament at school, work, place of worship or neighborhood
- ◆ Host/Organize a Soccer Tournament at school, work, place of worship or neighborhood
- ◆ Host/Organize a Poker Tournament at school, work, place of worship or neighborhood
- ◆ Host/Organize a Shotgun Shoot Tournament at school, work, place of worship or neighborhood
- ◆ Host/Organize a Golf Tournament at school, work, place of worship or neighborhood
- ◆ Host/Organize a Bowling Tournament at school, work, place of worship or neighborhood





FREQUENTLY ASKED QUESTIONS

1. HOW CAN USOD ASSIST ME WITH MY FUNDRAISER?

- ◆ USOD can provide pamphlets about the organization and Down syndrome, USOD signage and display banner.
- ◆ USOD will provide a press release template that you can adapt to your own event.
- ◆ As schedule allows, USOD staff and board will try to support the event by attending and participating.
- ◆ USOD will acknowledge direct contributions in accordance with our policies.
- ◆ USOD will promote third party events through e-blasts.

2. WHERE WILL THE MONEY GO?

Funds raised by friends and family will support a variety of programs, including

- New Parent Groups
- Booties for Buddies
- New Parent Packages
- Educational Seminars
- Conferences
- Holiday Party
- Family Grants
- And Much More

3. CAN I DIRECT WHERE OUR MONEY GOES?

You can request that your donation be designated for education, support, or advocacy programs.

4. WHEN SHOULD WE SEND OUR PROCEEDS TO USOD?

Proceeds from your fundraiser should be sent to USOD within 45 days of the event. If you would like to photograph a check presentation, please schedule an appointment with our Executive Director. Otherwise, mail your donation to:

USOD

Attn: Office Manager

4807 Rockside Road, Suite 200

Independence, Ohio 44131

5. WHO SHOULD I CONTACT IF I HAVE ADDITIONAL QUESTIONS?

Please contact Toni Mullee, Executive Director, by telephone at 216-447-8763, or email at toni@usod.org with any questions.