



---

## Maine Cancer Foundation Community Fundraising Event Resource Guide

---

### TABLE OF CONTENTS

1. Welcome and Introduction
2. Overview of Maine Cancer Foundation
3. Where Does the Money Go?
4. Fundraising Ideas
5. How Maine Cancer Foundation Can Help With Your Event
6. Frequently Asked Questions
7. Resource List
  - I. Guidelines for Use of Maine Cancer Foundation
  - II. Budget Template
  - III. Sample Press Release
    - o Tips for sending press releases
  - IV. How to: Create Facebook Event
  - V. Carry Letter
  - VI. Thank You Letter
  - VII. Third Party Fundraiser Policies and Procedures

---

## ***1. Welcome and Introduction***

---

Welcome to Maine Cancer Foundation's Community Fundraising Resource Guide. We're pleased you're interested in supporting our organization. The work we do is not possible without you.

In the last five years these unique community events have raised over \$500,000 to support cancer programs throughout Maine. The money you raise is vital to our work to reduce cancer incidence and mortality rates and goes straight to work to support our friends and neighbors today.

Enjoy this fun guide for policies, tips, and inspiration to host your biggest and best fundraiser for Maine Cancer Foundation (MCF).

### **What is a Community Fundraising event?**

A Community Fundraising Event is a fundraiser organized by members of the community not affiliated with MCF where proceeds benefit us.

### **Who can host a Community Fundraising event?**

Individuals or groups passionate about supporting cancer care and resources for Mainer!

### **What's in this guide?**

This resource guide has everything – from our policies and procedures and frequently asked questions, to practical event planning resources, and inspiration for future events – to ensure your biggest and best fundraiser for MCF!

---

## 2. Overview of Maine Cancer Foundation

---

### **WHO WE ARE**

Maine Cancer Foundation was started in 1976 by a group of concerned citizens eager to do more for Maine in the fight against cancer. We lead a state-wide effort to foster and grow the most promising and effective cancer-fighting efforts available to the people of Maine through a combination of grant-based financial support and coalition building.

We are proud of our record of accomplishment, and we invite you to join us in this grand vision: a future where cancer is no longer a threat to our loved ones.

### **OUR GOALS**

#### **Foster Prevention Practices:**

The best cancer is the one that never occurs. Prevention strategies have a proven impact on cancer incidence rates. The Foundation supports state-wide prevention efforts, focusing on smoking, healthy lifestyles and preventative care.

#### **Increase Cancer Screening:**

Early detection saves lives. Several cancers have well-developed treatments but all cancers have better patient outcomes when detected early. The Foundation supports programs that improve and increase early detection and screening efforts.

#### **Improve Patient Outcomes:**

Maine lives matter. The Foundation supports efforts to improve patient outcomes through patient impact programs, the adoption of new technologies and investment in scientific research for the next generation of treatments.

### **OUR MISSION**

Maine Cancer Foundation is dedicated to reducing cancer incidence and mortality rates in Maine. 100% of funds raised by the Foundation are used to benefit the people of Maine.

### **MAINE CANCER FOUNDATION'S CHALLENGE CANCER INITIATIVE**

Cancer rates in Maine are significantly higher than the national average and the worst in New England. Not only is cancer the leading cause of death in Maine, 1 in 4 individuals will receive a cancer diagnosis in their lifetime. There has been some progress: cancer rates have declined nearly 13% from an all-time high in 2000, but Maine continues to lag behind improvements seen in other states.

### **TOGETHER, WE CAN CHANGE THIS**

Challenge Cancer 2020 seeks to cut cancer in Maine 20% by 2020. We are launching this statewide campaign to improve cancer prevention, screening and survival rates. We will work to prevent thousands of needless cancer cases in Maine, and improve the odds of survival for many more. Challenge Cancer 2020 is an ambitious vision for Maine, but one worth striving for. Together we can remove the threat of cancer to our loved ones.

---

### ***3. Where Does the Money Go?***

---

The donations we receive from your event go straight to work in Maine, funding cancer programs, organizations, and resources throughout the state.

Since 2015, we have invested over \$5.2 million throughout the state through our Challenge Cancer 2020 initiative. Some of our current projects cover the following topic areas:

- Cancer screening
- Environmental health
- Patient navigation
- Research infrastructure and outcomes
- Sun safety
- Tobacco cessation and prevention
- Transportation

To learn more, visit our current grants on our website: <http://mainecancer.org/access> or give us a call and say that you want to learn more about our current grant funding. We are open Monday-Friday 8am-5pm. (207) 773-2533.

---

## 4. Fundraising Ideas

---

The most important thing to keep in mind when planning an event is how much time, energy, and money you are willing to dedicate. Start brainstorming, and remember – the sky's the limit! Below are some fun ideas to get the creative juices flowing.

- MCF canister coin collection (come grab a donation bucket from us and start collecting donations!)
- Restaurant partnership nights
- Bake/craft sale
- Garage/yard sale
- Church or school fundraiser
- Pub crawls
- Partnerships with fitness classes – dance, yoga, spin
- Larger events:
  - Golf tournaments
  - Galas
  - Theme parties
  - “Thons” – dance-a-thon, bowl-a-thon, etc
  - Sports tournaments
  - Auctions: live or silent

If you want to talk out an idea, or brainstorm with staff, give us a call!

---

## 5. *How Maine Cancer Foundation Can Help With Your Event*

---

With the support of Maine Cancer Foundation, it is easier than ever to organize your own event to challenge cancer in Maine! Approved fundraising events will receive resources and support from Maine Cancer Foundation staff and volunteers

For first-time events, our staff requests at least 30 days notice before the event date so please make sure to plan enough lead time.

All first-time event organizers will fill out a quick initial form on Maine Cancer Foundation's website, located here <https://mainecancer.org/start-fundraising-event>.

After we receive the form a staff person will call you within 48 hours to hold one 30 minute intake to learn more about your upcoming event and ways we can support you.

Once the event is approved, we can provide:

- Maine Cancer Foundation logos for use on marketing materials
- Template carry letters for use prior to event with information about MCF
  - These may be used to solicit sponsorships and/or in-kind donations from local businesses
- Community Fundraiser Event kit (to be picked up at Maine Cancer Foundation office for use at the event)
  - Maine Cancer Foundation literature (brochures and other handouts) and branded items for distribution at your event
  - Branded tablecloth and stand up flag for use at your event (to be returned to Maine Cancer Foundation 48 hours after the event unless otherwise discussed)

All approved events will also receive:

- Promotion of your event on Maine Cancer Foundation's website calendar
- Promotion of your event to our 25,000 newsletter subscribers in our "Upcoming Events" section

At the discretion of staff, if you project your event will raise \$5,000 or more, we may additionally provide:

- Promotion of your event on our social media channels – Facebook & Instagram
- Maine Cancer Foundation ambassador to speak at your event
- Thank you letters or cards mailed to event donors after event
  - We require a list of donors names and addresses

Established fundraisers may receive additional support from Maine Cancer Foundation on a case-by-case basis.

MCF will work with organizers after the event to evaluate how it went, and will provide periodic updates on our programming so participants or donors are aware of how we utilize the funds that are raised. We will also work with you on a subsequent event should you hope to make it an annual affair.

---

## ***6. Frequently Asked Questions***

---

**Q: Can you provide tax receipts for our event?**

A: Maine Cancer Foundation will issue receipts for charitable donations made directly to the Foundation. Donors must make checks payable to Maine Cancer Foundation or donate using the Foundation's website. The event organizer must provide 'goods and services' information to the Foundation. Any donations made directly to the event organizer will not be eligible for a receipt from Maine Cancer Foundation.

**Q: Can funds raised by the event be used for expenses?**

A: Event expenses will be covered by the event organizer and should strive to meet Maine Cancer Foundation's commitment to maintain expense/income ratios below 25%. Maine Cancer Foundation cannot issue tax receipts for in-kind contributions made directly to the event organizer. However, if the event organizer directs all contributions to Maine Cancer Foundation and provides a detailed income/expense report after the event, the Foundation can reimburse the organizer for qualified expenses. Receipts for expenses must be provided.

**Q: Can you provide in kind receipts to donors for items solicited and received by our event?**

A: Maine Cancer Foundation cannot provide in kind receipts to donors for items solicited and received by the event organizer. However, if the event organizer provides a complete list of the items and their fundraising value post event, MCF will issue an in-kind receipt directly to the donor.

---

## ***7. Resource List***

---

- I. Guidelines for third party use of Maine Cancer Foundation
- II. Budget Template: to think about and plan event expenditures
- III. Press Release Tips and Template: to get the word out to media about your event
- IV. How to Create a Facebook Event
- V. Sample Carry Letter: to solicit sponsors and/or in-kind donations from local businesses
- VI. Sample Thank You Letter: to send to participants after your event
- VII. Maine Cancer Foundation Third Party Fundraiser Policies and Procedures

---

## I. Guidelines for Third Party use of Maine Cancer Foundation

---

### Guidelines for Third-Party use of Maine Cancer Foundation Name or Logo

#### In Print:

Maine Cancer Foundation is never preceded by “The” or “the”. After the first full expression of the name, Maine Cancer Foundation may be abbreviated to “MCF” in all capitals. Example:

Correct: “... proceeds from this offer support **Maine Cancer Foundation.**”

Incorrect: “... proceeds from this offer support **the Maine Cancer Foundation.**”

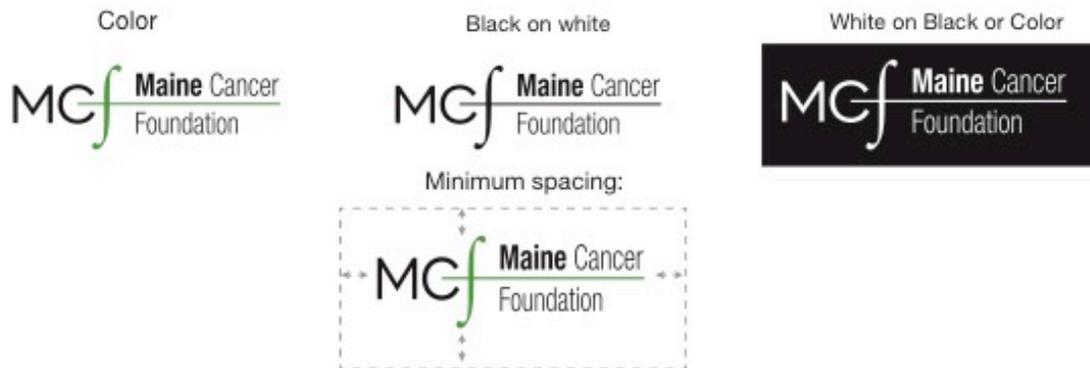
Incorrect: “... proceeds from this offer support **The Maine Cancer Foundation.**”

#### Affiliation:

A third party may not incorporate the name, “Maine Cancer Foundation” as in “Maine Cancer Foundation Swimathon,” but may use a second line identifying the relationship with the Foundation, such as “Smith School Swimathon, benefiting Maine Cancer Foundation.”

#### Logo Use:

When using Maine Cancer Foundation’s logo in Third-party promotions, it must be visually clear that MCF is a beneficiary, not a partner or sponsor of the promotion.



---

## *II. Budget Template*

---

**Please see budget template to download on our website, located at:**  
[www.maineccancer.org/fundraise-your-community](http://www.maineccancer.org/fundraise-your-community)

---

### *III. Tips and Template for Press Releases*

---

#### **1. CREATE A MEDIA LIST**

- a. Research all news outlets, starting small and working outward (smaller news sites are more likely to promote the event)
- b. Try and locate a reporter's actual e-mail address, but if you cannot locate it, most outlets will have a stock address such as "newsdesk@mediaoutlet.com" or [events@mediaoutlet.com](mailto:events@mediaoutlet.com)

#### **2. MEDIA OUTREACH**

- a. Send brief and to-the-point e-mails to reporters or news outlets
  - Your subject line should read Media Alert: Name, Purpose, and Date of Event (e.g., Media Alert: Betty's Bake-Off To Benefit Maine Cancer Foundation on June 7 at SMCC).
  - Include your contact information in the body of the email, likely after the signature
  - If a reporter has recently done a piece on the work we do that your event supports (e.g., a story about cancer prevention, or timely screening), or has covered a similar type of event (e.g., badminton tournament or dance-a-thon), mention it in the body of the e-mail (i.e. "I read your recent article on XXX, and given your interest in XXX, I think you'd be interested in [event]).
  - Never send a media alert as a bulk email with many recipients visible in the To: line. If you can, send them one by one. Otherwise, be sure to blind copy (BCC) recipients so reporters don't know who else is being pitched to cover it.
- b. You want to cut and paste your release in to the body of the email (attachments often send emails to the Spam folder, especially coming from an unknown sender).

## PRESS RELEASE TEMPLATE

[Company/Event Logo]

Contact: Jane Smith

FOR IMMEDIATE RELEASE

Tel. xxx.xxx.xxxx

Email: [jane@yourcompany.com](mailto:jane@yourcompany.com)

Date: 10/01/2013

MAIN TITLE OF PRESS RELEASE GOES HERE IN ALL UPPER CASE

Subtitle Goes Here in Title Case

The body of press release begins here: get to the point immediately. What is the actual event?

Second paragraph: concrete details including date, time, where, why, any cost to attend or special restrictions.

Third – Last paragraphs: for the remainder of the release, attempt to tell a story about your business and why the event is so important. Always include a quote from the owner of your business.

**About ABC Corporation** [insert name of your company here]

[This is where you put a mini-biography of your business. How long you've been open, your place in the community, etc. Keep it to fewer than 4 lines. The last line should be: to learn more visit [www.yourwebsitehere.com](http://www.yourwebsitehere.com), or call us at XXX.XXX.XXXX.

###

[Three hash tags is the universal symbol for the end of the press release.]

---

## V. *How to Create a Facebook Event*

---

1. On the left hand side of your newsfeed screen, click Events
2. A button will appear at the top of the page to Create Event
  - Click Create Event
    - Choose either Public or Private event
      - Public events can be seen and searched for by anyone on Facebook. They can also be shared by invitees on their pages. Public events can also have co-hosts, who can update or change your event on Facebook
      - Private events will only be seen by the people invited, although you can allow the people you invite to invite others
3. Fill out the event form and post
4. Start inviting people – invite as many as possible
5. Continue to post in the event as the date gets closer, or share on your page to keep the event visible in the news feed of your Facebook friends as much as you can

### Helpful Tips:

- Use a desktop – it's more difficult to do over mobile
- Take a look at other events on Facebook that catch your eye! What do they have in common? (funny text, interesting photos, helpful calls to action, etc)
- Make it very clear how to buy tickets, or sign up if ticket purchases are not needed

---

VI. *Sample Carry Letter*

---



**[Date]**

**[Name of Event]**

Thank you for your consideration in supporting our fundraising event to benefit Maine Cancer Foundation, a Maine-based nonprofit dedicated to reducing cancer incidence and mortality in our state.

*As you may know, Maine suffers from one of the highest cancer rates in the nation.*

Right now, the organization is focused on a 5-year campaign to cut Maine's cancer rates 20% by the year 2020. Maine Cancer Foundation is working with a coalition of more than 75 local organizations engaged in cancer prevention, screening, patient services, and investigation into the causes and cures of this terrible disease.

**Here's How You Can Help us Challenge Cancer in Maine**

We will be hosting **[Name of Event]** on **[Date of Event]** and the proceeds we raise will benefit Maine Cancer Foundation.

We hope you can help us by **[details of the ask]** in order to make sure we raise as much as possible for cancer care and resources for our family, friends, and neighbors in Maine.

Please contact **[Name of Event Organizer]** with any questions at **[Phone Number, E-mail Address]**.

Sincerely,

**[Name of Event Organizer(s)]**

---

*VI. Sample Thank You Letter*

---



Dear **First Name**,

Thank you for attending the recent **[Name of Event]** hosted by Robin and Rob Whitten and making a **Donation Amount** contribution benefitting Maine Cancer Foundation.

Your support for the fight against cancer is already making a difference, helping Mainers through cancer prevention, screening, treatment, research and survivorship programs, all working to conquer a terrible disease that touches far too many.

To learn more about Maine Cancer Foundation, please visit [mainecancer.org](http://mainecancer.org).

Thank you again for your generous support.

Sincerely,

**[Name of Event Organizer(s)]**

---

## VII. *Third Party Fundraiser Policies and Procedures*

---



### I. EXPENSES AND REVENUES

Net proceeds from the event/promotion will be donated to the Foundation no more than 90 days after the completion date indicated on the agreement.

You should be aware that both the IRS and Maine Attorney General's office monitor organizations which solicit funds for charities to ensure that funds received are utilized appropriately for the benefit of the charity in question. Your organization should strive to have at least 75% of the funds raised in connection with an event be "net" proceeds donated to the Foundation. The IRS, Attorney General and other regulatory officials use this as a guide in monitoring groups for audits or other enforcement actions, although they are generally reasonable in recognizing that it can take a new event or group a period of time to achieve this objective.

**Event expenses** will be covered by the event organizer and should strive to meet Maine Cancer Foundation's commitment to maintain expense/income ratios below 25%. Maine Cancer Foundation cannot issue tax receipts for in-kind contributions made directly to the event organizer. However, if the event organizer directs all contributions to Maine Cancer Foundation and provides a detailed income/expense report after the event, the Foundation can reimburse the organizer for qualified expenses. Receipts for expenses must be provided.

### II. LEGAL COMPLIANCE

All fundraising activities **must comply** with Maine State & Federal Law. Check with the State if you are planning to have any drawing or contest to determine if you must apply for a raffle license.

### III. ISSUANCE OF TAX RECEIPTS

Maine Cancer Foundation will issue receipts for charitable donations made directly to the Foundation. Donors must make checks payable to Maine Cancer Foundation or donate using the Foundation's website. The event organizer must provide "goods and services" information to the Foundation. Any donations made directly to the event organizer will not be eligible for a receipt from MCF.

### IV. SOLICITATION OF CORPORATE DONATIONS

Solicitation of corporate donations must be made under the name of the event or promotion, not Maine Cancer Foundation. We reserve the right to ask that certain businesses not be contacted for donations if in conflict with our major event schedule.

Maine Cancer Foundation cannot provide in-kind receipts to donors for items solicited and received by the event organizer. However, if the event organizer provides a complete list of the

items and their fundraising value post event, MCF will issue an in-kind receipt directly to the donor.

#### **IV. PUBLICITY**

Advertisement and promotion of said event or promotion is the sole responsibility of the third-party organizer, unless otherwise agreed to by the Foundation.

The full name of the Foundation is “Maine Cancer Foundation” and the Foundation should be identified as the beneficiary by full name in all materials pertaining to the event.

Third party may not incorporate the name, “Maine Cancer Foundation” as in “Maine Cancer Foundation Swimathon,” but may use a second line identifying the relationship with the Foundation, such as “Smith School Swimathon, benefiting Maine Cancer Foundation.”

All third party events and promotions will be promoted by MCF in the following ways:

- Visibility on MCF’s online Event Calendar for up to six months prior to the event/promotion
- Promotion in MCF’s e-newsletter event calendar section for up to six months prior to event
- MCF Facebook post(s) for events with a demonstrated capacity to raise more than \$5,000
- Other relevant promotion opportunities at the discretion of the MCF staff.

Please note that MCF reserves the right to adjust these promotional opportunities if they conflict with MCF Signature Event promotion, or regular donor appeal campaigns. MCF will notify the contact person in advance of any changes.

To ensure timely promotion, Third Party Events should provide MCF with the following **at least 45 days in advance** of the event:

- Event logo with link to event information.
- 100 word event description for use on website and in e-newsletters.
- 50 word event description for use in media.
- Photo or video for use on media.

#### **V. AVAILABILITY OF FOUNDATION VOLUNTEERS**

Staff and volunteer availability to attend Third Party Events is limited. We will attend events as able. The more advance notice we have for events, the more able we are to attend.

#### **VI. USE OF FOUNDATION LISTS**

Maine Cancer Foundation does not provide its donor mailing or sponsor lists to other groups for fundraising. Event organizers should expect to develop their own lists of potential contributors or participants.

#### **VII. LIQUOR LICENSE**

Any public event at which beer, wine or other alcoholic beverages will be served must be held at a location or facility that has a liquor license.

#### **VIII. LIABILITY INSURANCE**

Live event should have in place general liability and property insurance limits of liability reasonable in relation to the size, location, and nature of the event.

Maine Cancer Foundation must be named as an additionally insured party on any policy at live events.

#### **IX. INDEMNITY**

Where appropriate, a Third-Party Event Organizer agrees to hold harmless Maine Cancer Foundation.

#### **X. POST – EVENT EVALUATION**

While not required, a post activity evaluation is very important in determining event feasibility and its future potential. It is recommended that information should be collected and reviewed within 6 weeks after the completion of the activity/event.

#### **XI. LEGAL REQUIREMENTS**

While the staff is pleased to provide you with general information, the ultimate responsibility for meeting these obligations rests with you or your group.

For further information, questions, or concerns, please contact us at [info@mainecancer.org](mailto:info@mainecancer.org) or call us 207.773.2533.

###

**Maine Cancer Foundation**  
**170 US Route 1, Suite 250**  
**Falmouth, ME 04105**  
**207.773.2533**  
[info@mainecancer.org](mailto:info@mainecancer.org)  
[www.mainecancer.org](http://www.mainecancer.org)