



10 Tips for Fundraising

1

CHOOSE THE TYPE OF EVENT YOU WOULD LIKE TO HOST

A successful community event can be anything from a golf tournament to a cocktail party, fun run or bake sale. Choose something fun that you will be excited about hosting.

2

DETERMINE A FUNDRAISING GOAL

It's important to set a goal so you have a measurable outcome for the success of your event. Set your goal based on the type of events how many attendees, and personal commitment. If you need help on how to determine your goal, give us a call and we can provide some advice.

3

SET A DATE

Setting a date early in your planning process is key. As you consider dates, be aware of all local and national events, as well as holidays.

4

REGISTER YOUR EVENT

Once you have determined the type of event and date, it's time to register! Go to www.specialops.org to register your event. We will review and promptly contact you with next steps.

5

MAKE A PLAN

Now that you've got the big details nailed down and registered your event, it's time to start planning. Create a timeline and budget to stay on track and minimize unexpected expenses.

6

RECRUIT VOLUNTEERS

Recruit friends and family members. You cannot do it all yourself.

Reach out to school, work, church and other affiliate organization contacts. Set a goal on how many volunteers you will need, and what each role involves. Make sure you recruit enough volunteers so that the event will run smoothly.



7

SPREAD THE WORD ABOUT YOUR EVENT

Make sure to let your friends and family know about your event. Ask local businesses to donate items or sponsor the event. Social media is a great way to get the word out. The Special Operations Warrior Foundation will share your event on our website calendar. Also, there are many free online community calendars where you can post your event. Email, flyers and posters are a great way to let people know.

8

COLLECT FUNDS

There are a couple different ways to collect funds for your event. You can set up a fundraising page and direct donors online or you can collect cash or check donations at your event. All donations made online or by check are tax deductible and will receive a formal tax letter from the Special Operations Warrior Foundation after the event. Please note: ALL donation checks should be made out to Special Operations Warrior Foundation or SOWF and mailed to the address below.

9

ENJOY THE EVENT

Breath.... your event will be great! Prior to your event starting, make sure all your volunteers understand their duties. Be available for questions and trouble shoot any issues that may arise. Take plenty of photos so you can post them on social media and send to the Foundation. Enjoy the event and take pride in all of your hard work.

10

THANK ALL YOUR CONTRIBUTORS

After the event, be sure to send an email or mail a thank you card to your donors, sponsors, and participants. And please let us know how the event went so we can learn from your success.

MAILING ADDRESS

Special Operations Warrior Foundation
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(813) 805-9400

