



# COMMUNITY FUNDRAISING **TOOLKIT**

# CHART YOUR COURSE

## Overview

- What is Compass Crew?
- Who can join Compass Crew?
- How will this toolkit help me?
- Where will my donation go?

## How Can NWC Help?

### Anchors Away, Time to Plan!

#### Choosing a Fundraiser

- Disclosing your donation

#### Spread the Word

- Online event page
- Other useful templates

#### Alert the Media

- Press release template

#### Don't Forget to Be Social

#### Time to Drop Anchor

- Send in donation/proceeds
- Share your event photos
- Logo use
- Start thinking of your next fundraiser
- Attend other fundraisers

## FAQs



# OVERVIEW

## What is Compass Crew?

A community fundraising program that benefits our neighbors in crisis—the homeless, hungry, heroes and unaccompanied young adults in our community.

## Who can join Compass Crew?

The program is open to anyone in the community, ranging from schools, businesses, private foundations and neighbors, who are interested in hosting independent fundraisers to benefit Northwest Compass (NWC). From bake sales to holiday gatherings and more, any type of fundraising event can make a difference and the Compass Crew team is available to help along the way.

## How will this toolkit help me?

This toolkit was designed to help you easily navigate the planning and execution of your community fundraiser. From creating a timeline and a budget, to organizing and publicizing your event, it is a complete planning guide that will allow anyone to become a successful fundraiser for Northwest Compass. Feel free to use a few of our ideas and suggestions, or all of them—whatever works best for you!

## Where will my donation go?

There are several programs at Northwest Compass that your donation can support.

If you have a specific passion for a program, such as Food Connection, we will work with you to ensure your donation goes directly to that area. If you'd like details about the programs listed below, or would like to discuss different funding ideas, please e-mail [compasscrew@NorthwestCompass.org](mailto:compasscrew@NorthwestCompass.org).

- Housing
- Food Connection
- Legacy Corps
- HYPE: Helping Youth on the Path to Empowerment
- Coordinated Entry
- Empowerment Services and Street Outreach

# HOW CAN NWC HELP?

## Here's what we can offer to help make your fundraiser a success!

- Consultation on fundraisers and events
- Approve use of our logo, when appropriate (please note, NWC logo use will be evaluated on a case-by-case basis and use of our logo without permission is prohibited)
- Community Fundraiser Toolkit, including: Timelines, FAQs, Fundraising Tips, Templates and more
- Promotional support for public fundraisers through use of:
  - NWC Event Calendar
  - Compass Crew Facebook page
- NWC-branded giveaways (e.g. balloons, stickers, pens)
- Letter of authorization to validate the authenticity of the event and its organizers
- Tax ID number (for donation purposes only)
- Assistance selecting an NWC program for your donation to support
- Celebratory check presentations and tours (only when feasible and must be arranged in advance)

## Services we are not able to provide:

- Our sales tax exemption number
- Insurance or liability coverage
- Mailing list of donors and/or vendors
- NWC stationery
- Funding or reimbursement for your expenses
- Celebrities, professional athletes or public officials for your event
- Publicity (newspaper, radio, television, etc.)
- Guaranteed attendance of NWC Staff, Interns, Volunteers or Board Members

## Using the Northwest Compass name and logo

A copy of the Northwest Compass logo will be attached to your approval e-mail in JPEG format. Some rules for using the name and logo:

- Do not use logos or lockups found on the Internet. We will provide you with the most current and approved logo to use.
- Do not redraw, alter or distort the logo in any way. Logo is to be used exactly as it appears and should be clearly legible with appropriate clearspace around it.
- Please do not use Northwest Compass in the title of your event such as Northwest Compass Pancake Breakfast. Instead you can use “Women’s Network Pancake Breakfast to Benefit Northwest Compass” or “Eat Pancakes to Feed Our Hungry Neighbors,” etc.

# ANCHORS AWAY, TIME TO PLAN!

Without the support of a caring community, we would not be able to continue helping our neighbors turn crisis into opportunity. Deciding to host a community fundraiser to benefit Northwest Compass is a huge accomplishment in itself—thank you!

Here are a few steps to help you chart a successful course for your fundraiser:

## **Share the load**

Bringing together a crew of enthusiastic and dedicated people who share an interest in raising money for a worthy cause will increase the probability of a successful event.

## **The more the merrier**

Involve your crew in planning your fundraising event. Feel free to think outside the box and have some fun with your event. And remember, many hands make light work!

## **Bite off only what you can chew**

The type of fundraising event you choose should fit the size, interests, talents, goals and availability of your crew.

## **Know your audience**

Consider who is most likely to attend and support the type of event you have selected, and plan how best to target those people in your publicity and outreach efforts.

## **Chart your course**

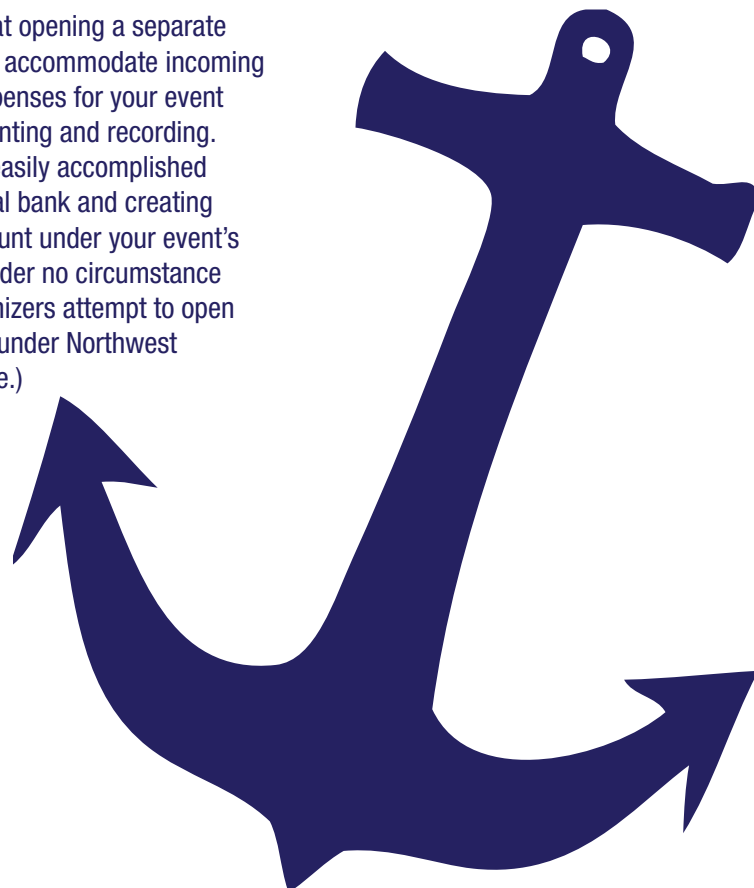
Try to identify expenses and possible sources of funds, including securing in-kind products and services. This will help keep your costs down, which is something everyone will appreciate. We encourage you to maintain fundraising costs at 20 percent of your budget.

## **Timing is everything**

Developing and sticking to a timeline is essential in the successful planning of your event. Select a time that is appropriate for the type of event you have planned, and convenient for those who will be attending (be sure to check local community calendars for conflicting events). Work backward from your event date to plan your publicity strategy.

## **Make dollars and cents**

You may find that opening a separate bank account to accommodate incoming revenue and expenses for your event simplifies accounting and recording. This should be easily accomplished by visiting a local bank and creating a business account under your event's name. **(Note:** Under no circumstance may event organizers attempt to open a bank account under Northwest Compass's name.)





# CHOOSING A FUNDRAISER

There are many ways to make a difference in the lives of our neighbors in need. Here are some ideas to get you started, but don't be afraid to think outside the box!

## Start with what you know, and like

Teaming up with businesses you frequent or organizations you're already familiar with will simplify planning; while focusing on things you already like will make the event more fun. Whether it's going to work, dining out, taking the kids to school, cooking, crafting, or keeping fit, simply adding a fundraising component to it is a great way to give back to a worthy cause:

Office Jeans Day

School Fundraiser

Church Fundraiser

Dine Out for a Cause

Sell messages in School Papers or Company Newsletters

Movie Night

Bake Sale

Cook Off

Pie Smash

Lemonade Stand

Potluck, Spaghetti Night, Pancake Breakfast

Car Wash

Craft Sales

Picture with Santa, Easter Bunny, etc. (great appeal for kids, families or pets!)

Game Night, Trivia

## Cast a wider net

If you have the time to take on some extra planning, here are some fun ideas to engage family, friends, neighbors and coworkers in the mission:

Bike-A-Thon, Walk-A-Thon, Dance-A-Thon, Read-A-Thon, Fun Run

Garage Sale, Flea Market, Auction

Scavenger Hunt

Super Bowl Party, Holiday Gatherings

Toy or Food Drive with Monetary Donation

Black-tie Event, Luncheon

Talent Competition, Variety Show, Musical Concert, Fashion Show, Car Show

Sports Tournament

Restaurant or Retail Promotion

Additional information and fundraising ideas available on our website. Visit [www.NorthwestCompass.org](http://www.NorthwestCompass.org) \GetInvolved\Mobilize.

## Disclosing your donation

Northwest Compass is held accountable to the highest ethical standards of fundraising and is governed by policies established by our leadership and Board of Directors.

We also adhere to the principles of various watchdog agencies, including the Better Business Bureau (BBB) Wise Giving Alliance.

The BBB Wise Giving Alliance requires specific disclosure language for indicating how your fundraiser is benefitting Northwest Compass.

When you state or imply that a non-profit organization will benefit from a transaction (i.e., cause marketing), you must clearly disclose how Northwest Compass will benefit from the sale of products or services. Such promotions should disclose, at the point of solicitation:

- The actual or anticipated portion of the purchase price that will benefit NWC (e.g., \$X will be contributed to Northwest Compass for every XYZ Company product sold.)
- The duration of the campaign (e.g., during the month of June.)
- Any maximum, or guaranteed minimum, contribution amount (e.g., up to \$1000.)

Please be sure to include this language in all event publicity, including adding to Templates, prior to submitting for our approval. If you need assistance determining the appropriate language to use, please contact our office.

# SPREAD THE WORD

Create an online fundraising page to help spread the word about your event and keep your audience updated about event details and fundraising progress.

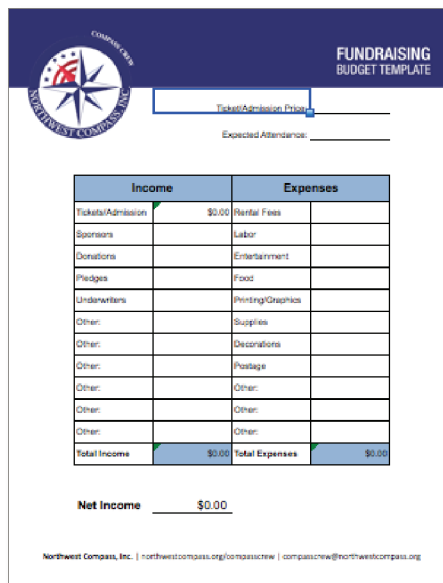
## Online event pages (NorthwestCompass.org/ CompassCrewOnline)

Sign up for Compass Crew Online to gain access to many free online fundraising tools and tips. Compass Crew Online can take your fundraising to a new level, making it even easier to reach out to friends, family and colleagues.

Free online fundraising tools include:

- A personal event fundraising page
- E-mail templates to communicate about your fundraising efforts with family, friends and colleagues and to send thank you notes
- Helpful event checklists
- Goalsetting and donations tracking

## Other useful templates



**FUNDRAISING BUDGET TEMPLATE**

Ticket/Admission Price: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

Income		Expenses	
Tickets/Admission	\$0.00	Rental Fees	
Sponsors		Labor	
Donations		Entertainment	
Pledges		Food	
Underwriters		Printing/Graphics	
Other:		Supplies	
Other:		Decorations	
Other:		Postage	
Other:		Other:	
Other:		Other:	
Other:		Other:	
<b>Total Income</b>	<b>\$0.00</b>	<b>Total Expenses</b>	<b>\$0.00</b>

**Net Income** \$0.00

Northwest Compass, Inc. | northwestcompass.org/compasscrew | compasscrew@northwestcompass.org

Excel Budget Planning Sheet



[Event Name]

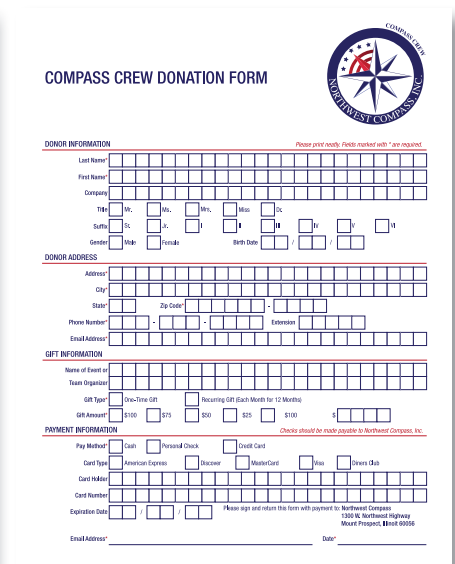
[Date & Time of Event]  
[Location of Event]

[Signature of Donation Statement]

Northwest Compass, Inc. and its affiliated fund-raising events are committed to helping homeless and hungry people in our community. Your donation will help us continue our mission of creating a path to a positive future for our neighbors in need.

Thank You!

Customizable Event Flyer



**COMPASS CREW DONATION FORM**

Please print clearly. Fields marked with \* are required.

**DONOR INFORMATION**

Last Name: \_\_\_\_\_  
 First Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Mr. ☐ Ms. ☐ Mx. ☐ Dr. ☐ Other ☐  
 Suffix: \_\_\_\_\_  
 Gender: ☐ Male ☐ Female ☐ Birth Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

**DONOR ADDRESS**

Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_  
 Email Address: \_\_\_\_\_

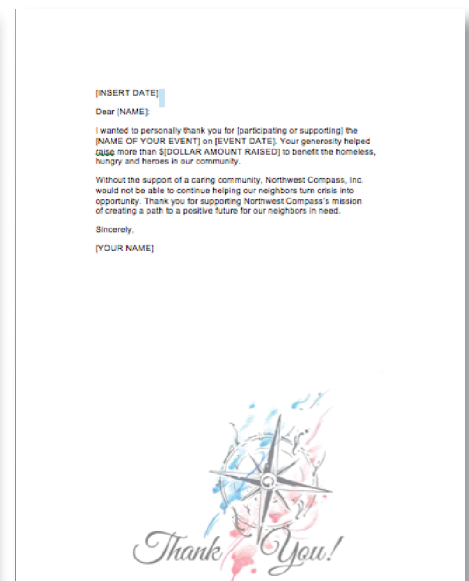
**GIFT INFORMATION**

Name of Event: \_\_\_\_\_  
 Team/Group: \_\_\_\_\_  
 Gift Type: ☐ One-Time Gift ☐ Repeating Gift (Each Month for 12 Months)  
 Gift Amount: \$100 ☐ \$25 ☐ \$50 ☐ \$75 ☐ \$100 ☐ \$\_\_\_\_\_

**PAYMENT INFORMATION**

Pay Method: ☐ Cash ☐ Personal Check ☐ Credit Card  
 Card Type: ☐ American Express ☐ Discover ☐ MasterCard ☐ Visa ☐ Other (Add) \_\_\_\_\_  
 Card Holder: \_\_\_\_\_  
 Card Number: \_\_\_\_\_  
 Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Please sign and return this form with payment to: Northwest Compass, 1200 W. Northwest Highway, Mount Prospect, IL 60056  
 Email Address: \_\_\_\_\_ Date: \_\_\_\_\_

Donation Form



[INSERT DATE]

Dear [NAME]:

I wanted to personally thank you for (participating or supporting) the [NAME OF YOUR EVENT] on [EVENT DATE]. Your generosity helped raise more than \$[DOLLAR AMOUNT RAISED] to benefit the homeless, hungry and homeless in our community.

Without the support of a caring community, Northwest Compass, Inc. would not be able to continue helping our neighbors turn crisis into opportunity. Thank you for supporting Northwest Compass's mission of creating a path to a positive future for our neighbors in need.

Sincerely,  
 [YOUR NAME]

Thank You!

Thank You Letter Template

**Note:** Before publishing, please send an electronic copy of all materials to [CompassCrew@NorthwestCompass.org](mailto:CompassCrew@NorthwestCompass.org) for approval.

# ALERT THE MEDIA

The following will help you maximize publicity of your event.

## Timing is everything

Developing and sticking to a timeline is essential in the successful planning of your event. Keep this timeline in mind as you put together a publicity plan:

**3-4 months before the event:** Identify your target audience based on demographics, interests and location, and develop a targeted media list.

**4-6 weeks before the event:** Distribute media materials (i.e. media alert, Facebook posts, etc.).

**2 weeks before the event:** Make follow-up calls and send e-mails to media who received the information.

**1 week before the event:** Email a press release (see Template at right) with the Who, What, When, Where and Why (5 W's) to the TV news and photo desks at local newspapers.

## Press release template

[Your Logo Here]

**PRESS RELEASE**  
Contact: [EVENT CONTACT NAME]  
Phone: [CONTACT PHONE NUMBER]

[NAME OF EVENT]

**Who:** [NUMBER OF EVENT ATTENDEES and NOTEWORTHY GUESTS]  
**What:** [NAME OF EVENT] benefiting the fundraising efforts of [ORGANIZATION NAME] and Northwest Compass, Inc.  
**When:** [EVENT DATE and TIME]  
**Where:** [EVENT LOCATION]  
**Why:** [INCLUDE FUNDRAISING GOALS HERE]

**About Northwest Compass, Inc.**  
Responding to an environment of dynamic and constantly changing socioeconomics continues to define and solidify Northwest Compass, Inc.'s essential role in assisting people in meeting the challenges of having a safe environment for themselves and their families, from which they can create a path to a positive future. Northwest Compass helps its neighbors turn crisis into opportunity, serving the homeless, hungry and heroes in the community. For more information, please visit [www.NorthwestCompass.org](http://www.NorthwestCompass.org)

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## NWC boilerplate

The following paragraph should be included at the end of every press release:

### About Northwest Compass, Inc.

Responding to an environment of dynamic and constantly changing socioeconomics continues to define and solidify Northwest Compass, Inc.'s essential role in assisting people in meeting the challenges of having a safe environment for themselves and their families, from which they can create a path to a positive future. Northwest Compass helps its neighbors turn crisis into opportunity, serving the homeless, hungry and heroes in the community. For more information, please visit [www.NorthwestCompass.org](http://www.NorthwestCompass.org)

###



# DON'T FORGET TO BE SOCIAL

Whether you're promoting your event or celebrating its success, social media can play an important role in your fundraising. Here are some tips to help you leverage the power of social media:

- Tell your friends and followers why you have created this event. Be specific about event details, your goal and the difference it will make for our neighbors in crisis.
- Include a link to your online fundraising event page.
- Post consistently! Share updates before, during and after your event to keep your audience and participants engaged.
- Don't forget to tag us in your posts!

@northwestcompass

@nwccompasscrew



## A picture is worth a thousand words

No doubt about it, posts with pictures get more interaction. Here are a few tips on sharing event photos to your social media accounts that will help you get more views, comments, likes and shares:

- Take candid and close-up shots that capture the different aspects of your fundraiser
- Take photos of community leaders and corporate sponsors, if applicable
- Include 3-4 people for the best publicity shot
- Tag supporters in your photos as a way to thank them

Other consideration:

- Include a photo release in your event registration/sign-in to insure you have consent to use participant's photos in post-event publicity
- Make a shot list and review during your event to make sure you get photos of everything and everyone you want
- After your event email a handful of the best event photos to [CompassCrew@NorthwestCompass.org](mailto:CompassCrew@NorthwestCompass.org)

## Sample Post

On June 23, as part of Compass Crew, I will host an Office Jeans Day to raise money to benefit Northwest Compass and help our neighbors in crisis. My goal is to raise \$200. I hope you will support my efforts by making a gift today. Northwest Compass relies on the support of a caring community to help our neighbors turn crisis into opportunity. Any amount will help make a difference and is greatly appreciated!

Visit [NorthwestCompass.org/CompassCrewOnline!](http://NorthwestCompass.org/CompassCrewOnline!)

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# TIME TO DROP ANCHOR

The proceeds from your fundraiser will have a lasting impact on the homeless, hungry, heroes and unaccompanied young adults in our community—thank you for your support! After your fundraiser, all you need to do is:

## **Send in your donation/proceeds**

Within 30 days following the conclusion of your event, deliver your donation to:

### **Northwest Compass**

Attn: Compass Crew  
1300 W. Northwest Highway  
Mount Prospect, IL 60056

- Please do not mail cash
- Checks should be made payable to Northwest Compass, Inc.
- If mailing your donation, please include a short note explaining your fundraiser.
- Once we receive your donation, a receipt will be sent to you for tax purposes.

## **Logo use**

As stated in the guidelines, use of NWC logos is allowed for up to 30 days after your event. Remove logos from any materials after this time.

## **Thank you goes a long way**

Sending thank-yous (written letters/notes or e-mails) to everyone who participated in or supported your event not only shows your appreciation, but also reinforces their goodwill about supporting NWC.

## **Start thinking of your next fundraiser**

The best time to think of a new idea is right after an event or fundraiser. Think about what went well and what could be changed to make the next event an even bigger success.

## **Attend other fundraisers**

Visit our Facebook page to find other Compass Crew fundraisers and meet others who share your passion.



## **Can I use Northwest Compass's Tax Exemption number?**

Because NWC is not hosting your event, it is considered a third-party event. For this reason, you will not be able to use the agency's IRS 501(c)(3) charitable classification, federal tax ID number or tax-exempt certificate. However, you may use NWC's tax ID number for donation purposes only. Contact [CompassCrew@NorthwestCompass.org](mailto:CompassCrew@NorthwestCompass.org).

## **Can you help me get a permit for my event?**

The organization and execution of the event is the responsibility of its event organizer. The event organizer must obtain any necessary permits or licenses.

## **Who will provide insurance for my event?**

NWC cannot provide insurance for third-party events. The event organizer is responsible for obtaining insurance for the event.

## **What can I give people who made donations for tax purposes?**

Compass Crew third-party event organizers cannot use NWC's tax exemption status in conjunction with the event. However, NWC staff can provide an authorization letter confirming the organizer's intent to raise funds for Northwest Compass, Inc.

## **Will each of my donors get a receipt?**

NWC will not issue receipts for donors or sponsors who make payments directly to your third-party event. If your donor requests a receipt, please be sure the check is made out to Northwest Compass, Inc. and leave the check in its original form before sending to us.

## **How do I open a bank account for my event?**

If a separate bank account is being established by a third party for an event, it must be opened in the third party's name. NWC policies do not permit a third party to establish a bank account in the name of Northwest Compass, Inc. The event organizer is responsible for all event expenses.

## **Can someone from NWC or the board attend or help me plan our event?**

Because of the large number of events and the limited number of staff, staff members are generally unable to attend and plan Compass Crew events. We are happy to provide guidance for your event, but we do not have the staff to handle the organizational and administrative tasks associated with third-party events.

## **Can we have a check presentation and tour at NWC?**

Yes, we can arrange for a check presentation and tour to be held at our offices or in the Coordinated Entry Walk-in Center. Check presentations and tours must be arranged in advance. Please contact your Compass Crew liaison to schedule a time.

## **How long does it take to get my Community Fundraiser Proposal and Waiver approved?**

Proposals will be approved within 2-3 business days of receipt.



Without the support of a caring community, Northwest Compass would not be able to continue helping the homeless, hungry, heroes and unaccompanied young adults in our community turn crisis into opportunity.

For more ideas and information about creating your fundraising event to benefit Northwest Compass, Inc., please visit [www.NorthwestCompass.org/CompassCrew](http://www.NorthwestCompass.org/CompassCrew).