



Personal Fundraiser Guidelines

Personal fundraisers are events that you create, plan, host, and manage yourself. Although your fundraising chairs and Fundraising TNT members are available to answer questions and provide support, participants are responsible for these fundraisers from beginning to end, and they may NOT be promoted through BvB Dallas.

A Personal Fundraiser Form must be filled out and submitted to your respective team's fundraising co-chair AND the neutral fundraising chairs, Izabela Grot and Lauren Miller. These forms are available on Crowdrise, Dropbox, or ask your team's fundraising co-chair.

All personal fundraisers must be approved before you can begin to promote your event. The fundraising chairs can provide reasonable expectations for the variety and success of fundraisers based on previous experience.

We recommend that you do not solely rely on personal fundraisers to meet your fundraising goal, but instead consider it a part of your complete fundraising plan.

Examples of Personal Fundraisers:

- Jeans day at work
- Host a dinner party/ happy hour/ crawfish boil
- Tournaments: golf, kickball, basketball, bowling, etc
- Car washes

Personal Fundraiser Do's and Don'ts

	Do	Don't
Approval Timing	Get your personal fundraiser approved and request personal fundraisers <u>early</u>	Wait until the last few weeks to submit or schedule your fundraiser.
When to Host	Find a day when one of fewer personal fundraisers are scheduled. There will be a Google Calendar showing all the personal fundraisers for you to check.	Pick a day when either two or more events are occurring or when a BvB Dallas sponsored event (kickoff, pool party, etc) is occurring.
Who to Invite	Invite all your friends, coworkers, acquaintances, etc. Consider who/what can bring the most funding to your event. Consider inviting individuals <u>outside</u> of BvB Dallas.	Only invite people from BvB Dallas.
What to Say in Promotional Materials	Say this is a fundraiser/event hosted by (NAME) benefitting BvB Dallas or Alzheimer's research and care.	Say that BvB Dallas is hosting the event or the event is BvB Dallas sponsored.
Costs	Be prepared to cover any personal fundraiser costs or get sponsors to cover the cost.	Expect BvB Dallas to provide monetary support or ask for reimbursement.
Turning in Money	Track your money and turn in your funds, either cash or check, to your fundraising co-chair.	Ask the fundraising chairs to log your funds for you.
Social Media, Logos and Branding	Use your own logo and follow the BvB Dallas social media guidelines. Tag and thank sponsors you may have secured.	Use any BvB Dallas logos or tag BvB Dallas or our sponsors to your event. Logo likeness should not be replicated.

Rules

- Fill out a Personal Fundraiser form (on Crowdrise) and submit via email to Lauren Miller and Izabela Grot and your team's fundraising co-chair at fundraising@bvbdallas.org. The event must be approved by them before any invites or promotional materials are sent.
- Please review calendar prior to picking a date for event. If there is already a similar event to what you are proposing on the same day, your event will most likely need to be rescheduled.
- All personal fundraiser will be added to a Google calendar that everyone in the organization has access to.
- DO NOT invite only BvBers to your event
- You may NOT use the BvB listserv, team pages, or Google groups to advertise or invite people to your event.
- You can use social media for invites or to promote your event, but you must adhere to the BvB Dallas Social Media Guidelines, which are found on Dropbox. o You may not say that this is an event sponsored or hosted by BvB Dallas.
- You may not sell merchandise as a personal fundraiser. Any merch BvB Dallas carries in the merch shop on-line as well as use of the logo/branding is off-limits for personal fundraisers.
- You should say this is an event hosted by you benefiting Alzheimer's research and awareness and/or BvB Dallas.
- Example: "You are invited to a Charity Dinner hosted by Rachel Anderson. Proceeds benefit BVB Dallas and Alzheimer's research."
- Please ask questions and reach out to us for brainstorming and/or ideas.

Your Fundraising Co-Chairs: [Fundraising@bvbdallas.org](mailto:fundraising@bvbdallas.org)

Aaron Sanders, Team Brunette

Jamie Mineri, Team Blonde

Izabela Grot & Lauren Miller, The Neutral Team

Dani McArthur, Board of Directors