



## HOSTING A THIRD PARTY FUNDRAISING EVENT

### 1. Register Your Event with the Epilepsy Foundation of Georgia (EFGA)

All fundraising events that benefit EFGA must be approved prior to use of name or logo. Please complete the event questionnaire located with the Third Party Event Guidelines and return to EFGA offices for approval. Please do not move forward with your plans until you have submitted the event questionnaire and been notified of our decision.

### 2. Plan The Event

Create a planning committee, reach out to friends and family to help you plan and organize the event. Your committee should help you in planning the event and completing tasks associate with the event.

Determine the goal of your event. How much do you want to raise? How many people do you think will come and how will you get them to attend? Be practical with your goals. Set a date, time and location for the event. A great event takes time to plan, so start early! Creating a timeline items that should be done can be quite helpful for yourself and the planning committee.

Identify all cost related to the event and determine what items could be donated. The total expenses should not be more than thirty (30) percent of your total funds raised. Solicit for sponsorships, take into account what sponsors would make sense for your event. Start with businesses that you frequent or would have an interest in your event. Focus on local businesses instead of larger corporation who can be more difficult to involve. Think about contacts you may have through family and friends in your community.

PROMOTE the event! Send emails, ask your friends and family to also send emails, pass out flyers, use word of mouth, and have your planning committee assist with this aspect as well. Also, EFGA will be happy to assist with the promotion of your event.

Be sure to know the facts about EFGA and epilepsy/seizure disorders. Sponsors, the press and your event attendees will all want to know about the cause. Remember an

important part about hosting an event is not just to raise money, but to also increase awareness for the cause.

### **3. Execute the Event**

Recruit an appropriate number of volunteers to help execute the event smoothly. You should also estimate the number of attendees you think you may have, this will help determine the number of volunteers.

Create a schedule and layout for the day of the event including timing and location of registration, check in, etc. Determine who will lead the event and the schedule of any presentations or programs if they are involved.

Consider your needs and expenses for executing the event. Many items can be donated by local business, and be considered a sponsor, to help with the execution of the event. Depending on the type of event you are having, here are some items you could need:

- Food and Beverage
- Floral and Decoration
- Raffle and/or Silent Auction Items
- Party Favors
- Tables, Chairs, and Linens
- Audio Visual Equipment
- Photography
- Venue Space
- Permits & Insurance
- Printing

### **4. Follow Up**

All proceeds from your event should be sent to the Epilepsy Foundation of Georgia within thirty (30) days of your event. Checks should be made payable to “Epilepsy Foundation of Georgia”. Please know that accountancy of all proceeds can be requested should EFGA feel necessary.

Please send all proceeds to:  
Epilepsy Foundation of Georgia  
6065 Roswell Road, Suite 715  
Atlanta, GA 30328

Please be sure to include a summary of the event, along with photos, so that we may use and post on our website. Be sure to follow-up with all donors, vendors and sponsors with thank-you notes for their contributions.