



Community Outreach & Fundraising Toolkit



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Congratulations on taking the first step in helping to bring Strength, Style & Dignity to people who have experienced hair loss due to illness or treatment. And, a big thank you for reaching out to Good Wishes and expressing your interest in becoming an Ambassador!

Ambassadors are essential to the success of our program and help us in several ways:

- * Connecting Good Wishes with hospitals and clinics in your local area.
- * Linking individuals with Good Wishes to become our next recipients.
- * Fundraising to help Good Wishes deliver “Hugs for the Head”.
- * Connecting Good Wishes with businesses and sponsorship opportunities.

Do you have great ideas on how to promote Good Wishes but are not sure how to take it from concept to successful completion?

Good Wishes community outreach and fundraising toolkit provides a step-by-step guide on organizing an event that can make a valuable contribution to the vital work Good Wishes is doing. Thanks to people like you who share our vision of being there to help others heal, we are able to provide thousands of custom It's a Wrap© or Good Wishes Scarf to women, men, and children. Thank you!

In this packet you will find everything you need to get started as an ambassador including event ideas, organizing tips, and other related information to help you maximize your community outreach and fundraising success.

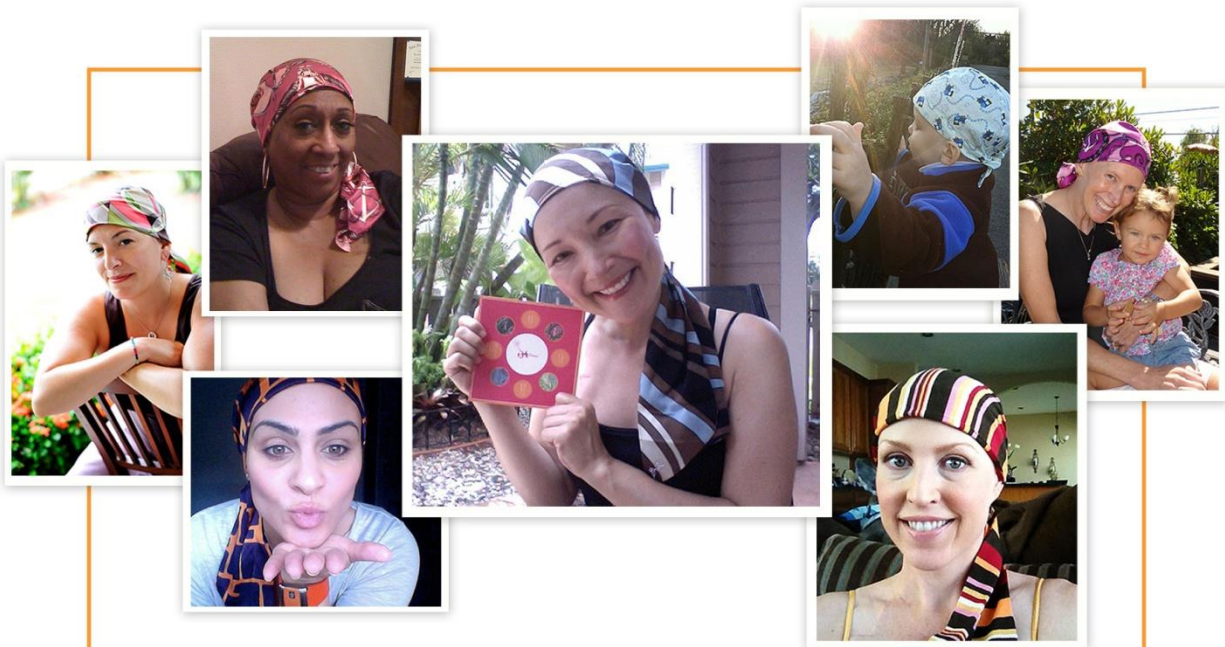
Join us. And
pursue the
work you
believe in.

Mission & Values

Good Wishes mission is to provide free of charge, one beautiful It's a Wrap® or Good Wishes Scarf to anyone experiencing the thinning or loss of hair as a result of illness or treatment. Our goal is to in some small way ease their journey, provide a small bit of comfort and share the power of positive thinking and good wishes with these individuals on their path to healing and recovery.

Good Wishes believes:

The effect of hair loss is so much more than cosmetic. Our identities are intimately tied to our hair and the loss of it during an already difficult and emotional time can leave a person feeling vulnerable and hopeless. Good Wishes is about promoting healing through the power of positive thought.



A Hug for Your Head

Over 35,000 Good Wishes Recipients Worldwide!

History of Good Wishes

As the owner of a hair accessories company for over 20 years, Laurie Erickson was unsure what to say when in 2006 when a loyal customer asked a simple question. Hillary, who had recently undergone chemotherapy, asked what she had for someone who had lost their hair. There really wasn't anything she could offer that the company currently sold. However, Laurie had worked with the finest cotton and silk fabrics in beautiful designs and patterns for years and it struck her that she should design and send a scarf to Hillary as a way to share some comfort with a little style. She felt it was the least she could do for this woman who was looking for a little something to make her feel pretty and feminine during a difficult time. At a staff meeting later that week, everyone took a moment for Hillary and sent the very first scarf along with their good wishes in the form of signatures on a card for a quick recovery. It was at that time that the Good Wishes program was born.

Good Wishes has grown to be something more than anyone could have imagined. Since it's meager beginning, Good Wishes has been able to extend our reach through the help of volunteers, hospitals, treatment centers and organizations across the world offering help to those in need.



Our head wraps are primarily shipped in the continental U.S., but we also ship worldwide!



Each wrap comes with a hand signed card!

Good Wishes Overview

Good Wishes helps people experiencing the thinning or loss of hair as a result of illness or treatment by providing one free It's a Wrap® or Good Wishes square scarf. Our goal is to in some small way ease their journey, provide a small bit of comfort and share the power of positive thinking and good wishes with these individuals on their path to healing and recovery.

We do this through referrals from partnering agencies, future recipients, or their friends and loved ones, by our online request form, phone or e-mail.



Janet H.

I was diagnosed in June 2011 and did a year of chemotherapy from July 2011 to July 2012. I also had surgery and radiation therapy. The same year I had shingles, Pneumonia and MRSA.

I will always be grateful to the Good Wishes Program for not only the beautiful scarf but your support. I will never forget the day I opened my package and found the beautiful scarf and the special card you all signed for me. I cried, I thought it was so very special that you all took the time to signed and send it to me. It moved me and inspired me. I wanted to pay it forward so after my hair grew I gave it away to another cancer patient.

Good Wishes is about promoting healing through the power of positive thought.

Good Wishes works towards bringing Strength, Style & Dignity through our volunteer opportunities, our annual Strength, Style & Dignity benefit and auction, and partnerships with healthcare providers nationwide.



Responsibilities & Guidelines

- Any event that uses our name in promotion needs to be approved by the Director of Good Wishes. Please provide at least four weeks in advance notice. If you live in Washington State and wish to request a representative at your event please allow three weeks' notice. We will promote your event as much as possible through electronic and social media.
- Good Wishes is not able to provide any financial support for materials, equipment, venue, publications, or staff. We are happy to mail you Good Wishes materials for your event such as posters, donation cards, contact cards and thank you cards.
- Good Wishes may only be referred to as a beneficiary of an event, and may not be referred to as the organizer, sponsor or promoter. (For example, organizers may not name their event "Good Wishes Cocktail Party." Instead, it should be promoted as "Cocktail Party to benefit Good Wishes.")
- All uses of the Good Wishes logo and name must be approved by Good Wishes.
- Events must comply with all federal, state and local laws governing charitable fundraising, gift reporting, special events and activities, including raffles and auctions.
- Under no circumstances may an individual keep any portion of the proceeds as profit or compensation for organizing the event.
- The event organizer is responsible for obtaining any necessary permits and clearances required by the government. The event organizer must also obtain appropriate insurance coverage, if necessary. Please note that some permits may require up to 60 days prior to event for filing.
- Please send all net proceeds to Good Wishes within 10 days following the completion of your event. For gift acknowledgement, please include mailing addresses for each donor. Good Wishes cannot issue a check to another organization, so any and all donations sent to Good Wishes must be for Good Wishes.
- All events produced to benefit Good Wishes must be managed in accordance with the laws of the State of Washington. According to the IRS only donations to a nonprofit 501(c)(3) organization are eligible for income tax deductions. Good Wishes is a tax exempt nonprofit (Tax ID #27-0715931). Donations made directly to your event will not be eligible for an income tax deduction unless you hold 501(c)(3) exempt status.



Building Partnerships

Good Wishes has been able to extend our reach through the help of volunteers, hospitals, treatment centers and organizations across the world offering help to those in need.

We have heard of so many places ambassadors have connected within their local community to build “bridges” for Good Wishes. Below are some ideas of places that could serve as partners for Good Wishes:

- Cancer center clinics
- Hospitals and clinics
- American Cancer Society (local affiliates)
- Children’s hospitals
- Churches
- Support groups
- St. Jude (local affiliates)
- Ronald McDonald House (local affiliates)
- Online Blogs (please no freebie sites)
- Cancer events (i.e., Relay for Life, Susan B. Komen, etc.)
- Oncology Centers
- Hair Salons



Making Referrals

Congratulations! You have been able to partner with a local hospital, treatment center or organization and they are interested in referring their patients to Good Wishes.

- Bridges can make the referral themselves.
- They can pass our contact information onto their client.

Submitting a referral to Good Wishes is simple. All current fabrics are displayed on our website. We will do our best to accommodate all orders.

To make a referral please visit our website at:

http://www.goodwishesscarves.org/good_wishes_scarves.php

Email Good Wishes at:

info@goodwishesscarves.org

Call Good Wishes at:

(888) 778-5998

When possible, we ask people, or their friends and loved ones, to choose their top three fabric choices that suit their taste and style. We will send **one** wrap in a fabric of their choosing directly to these individuals along with the support and Good Wishes from staff and caring people in the community! If someone does not have access to the internet, we are more than happy to talk with them about their pattern and color preferences to select something beautiful for them.

Shipping generally takes 4-6 weeks depending upon stock and demand.

We will rush ship head wraps to the following individuals:

- | | |
|--------------------------|----------------------|
| • All Stage 4 Cancer | • Children/Elderly |
| • Terminal patients | • Small Cell Disease |
| • Bone Cancers | • Lymphoma |
| • Blood & Marrow Cancers | • Multiple Myeloma |
| • Brain Tumors | |

Rush shipments will ship within one week. We are glad to take international requests at this time.

International requests ***will need to pay shipping costs only***. International customers will receive an invoice for postage and handling via PayPal before their request is processed.



Event Ideas

Good Wishes is a 501(c)(3) non-profit that relies on the generous financial contributions and gifts of supporters to keep our cause thriving. We have heard of so many **creative ways people use to get their community involved and raise funds** to help bring Strength, Style & Dignity to future recipients. Below are some ideas to help you get started. Remember to have fun with it!

- Cocktails for the Cause
- Potluck/BBQ
- “It’s A Wrap” Luncheon (with wrap sandwiches!)
- Wine Tasting
- Birthday/Anniversary Party
- Fund It Forward Event
- Bake Sale
- Casual/Jeans Day at Work
- Athletic Event
- Scarf Swap
- Holiday Party
- Trivia Night
- Car Wash
- Chili Cook-Off
- Art Performance
- Garage Sale
- **Hair Salon Tip-A-Thon** (Salons conduct an ongoing Tip-A-Thon or give back a portion of the sale of services and product for a particular start and stop date).
- **Restaurant Night** (Work with a local restaurant to dedicate one night per week where they donate a percentage of their sales to your fundraising efforts).
- **Spaghetti Dinner** (Hold a dance and a spaghetti dinner to raise money for Relay. Include Karaoke too!).
- **All You Can Eat Hotcakes** (Make it a pancake breakfast on Sunday morning and invite local children’s choir to entertain your guests).
- **Little Black Dress Night or Fabulous Shoe Night!**
- **Zumba-Thon** (2 hour Zumba party. A gym team can host this type of event...or it can be done in a family home).
- **Radio Station** (Work with a local radio station and have them have an hour or more in which listeners pay for requests. Proceeds would benefit Good Wishes).

Planning Checklist

Planning an event is easy if you are organized. Use these step-by-step checklists to ensure you don't forget anything that could help make your event a success!

You can also download our Event Party Planner here:

http://www.goodwishesscarves.org/get_involved.html

Before an Event

- ☐ Brainstorm fundraising ideas – refer to our Event ideas to get started (page 10)
- ☐ Check into any possible safety or legal issues such as permits (depending on event type)
- ☐ Find a suitable location
- ☐ Schedule your event
- ☐ Recruit Volunteers
- ☐ Plan your budget
- ☐ Plan your event (download our Event Party Planner at:
http://www.goodwishesscarves.org/get_involved.html)
- ☐ Let us know about your event by returning the Community Event Agreement (page 12)
- ☐ Request printed materials for your use (please allow two weeks for postal delivery)
- ☐ Set a fundraising goal
- ☐ Promote your event

During your event

- ☐ Display and distribute Good Wishes print materials (available on page or request to be mailed).
- ☐ Assign someone to be responsible for soliciting funds to support Good Wishes. Hand out donation cards and pens. Make sure there is time in the program for people to make their donations.

After your event

- ☐ Compile all of the funds raised and send to Good Wishes within 10 days.
- ☐ Thank your donor, use our Thank you Letter Template (page 14).
- ☐ Keep notes of contacts and share your experiences with Good Wishes.



Community Event Agreement

Good Wishes greatly appreciates the partnership of individuals and community groups who would like to help fund our cause! A Community Event is any event produced outside of Good Wishes that raises funds and awareness for our cause. It is important that we know the details of your proposed event ahead of time and are aware of any requests you may have in order to help us with your event. All events hosted on behalf of Good Wishes must be congruent with our mission, values, and branding guidelines (page 6). Please complete the following form and submit it to info@goodwishesscarves.org no later than 14 days before your event.

Name/Group Name_____

Contact Name_____ Phone_____

Email Address_____

Address_____ Apt #_____

City, State, Zip_____

Event Name_____ Event Date_____

Description of your event_____

What are your event goals?_____

By what date can Good Wishes expect to receive donations raised at the event?_____

Donations will be received via (please check one) Check ☐ PayPal ☐ Credit Card ☐

Donations should be received within 10 days of event, unless other arrangements have been made.

How do you plan on promoting your event? Would you like Good Wishes to help promote your event?

Would you like Good Wishes to have a speaker at your event (Washington State only) or literature?

Would you like to include the Good Wishes logo on your event materials? Yes ☐ No ☐

Do you agree to the branding and event guidelines outlined on page 6? Yes ☐ No ☐

Agreed to by:

Good Wishes Ambassador Date Good Wishes Director Date

If you have any questions, please contact Good Wishes Administrative Lead (contact info on page 15).



Event Wrap – Up

Send in Your Donation

The proceeds from your fundraiser will help bring Strength, Style & Dignity for those going through tough times and have a lasting impact on the women, men, and children we serve each year. Thank you for your support! After your fundraiser, all you need to do is mail a check to the address below or via PayPal at the link below. A tax receipt will be sent to the host within 30 business days. Thank you for supporting Good Wishes!

Good Wishes
Attn: Good Wishes Administrative Lead
PO BOX 1968
North Bend, WA 98045

PayPal: Please send donation via PayPal to info@goodwishesscarves.org

Share Photos

We love a good photo opp to post in our newsletter or social media accounts! We would love to see pictures from your event! Please submit the best 3-5 high resolution photos capturing your event or key people to Patti Nelson, Good Wishes Administrative Lead, at info@goodwishesscarves.org. We suggest using the free WeTransfer service to email your photos all at once!

Matching Gifts

Many companies offer matching gift programs to support the charitable interests of their employees. Encourage your event guests to check if their employers will match their gifts.



Thank You Letter Template

To acknowledge participation and the generous gifts of others it is important to thank those who helped make your event a success. It can also make it easier to get supporters back!

Below is a sample you can use to thank your supporters for their valued contribution to your event. Feel free to add additional touches specific to your event or special relationships. If you would like to send notes on Good Wishes cards please email us with the amount of cards needed and we will ship them to you within 24 hours (Monday-Friday).



Dear Friends,

Thank you for making Event Name, held on Event Date, such a success!

Your support help raise (specify amount) to help continue Good Wishes bringing Strength, Style & Dignity to others by providing custom It's a Wrap© or Good Wishes Scarf to women, men, and children worldwide.

By donating to Good Wishes, you join a growing network of supporters who are working to help promote healing through positive thought.

Thank you for your generous gift!

Sincerely,

Your Name





Contact Info

Do you have questions about outreach or fundraising for Good Wishes or just want to talk to us in person? Contact Patti Nelson, Good Wishes Administrative Lead, who can help you through the process. We look forward to hearing from you!

Patti Nelson
Good Wishes
Email: Info@goodwishesscarves.org
Phone: 888-778-5998

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 Follow us on Twitter

 Join us on Instagram