



Recipe for Success

In support of your efforts to promote research and education for the diagnosis, treatment and cure for Angelman Syndrome, FAST has designed this manual to serve as a springboard to success.

It's meant to help you plan for all areas of organizing feAST but it should never restrict your creativity.

If you are interested in planning an event and being a site coordinator, please contact FAST as early as possible to coordinate support, appropriate permissions (FAST logo, etc.), advertise via FAST and obtain other important info.

The following is a useful resource to help guide you through the planning stages.

Round up your team of volunteers and get a plan!

- Book and confirm the location of the dinner venue – possible options are your local Lions Club, house of worship, gymnasium at your child's school, etc.
- Agree on a time-frame for ticket sales and advertising materials
- Set a goal of the # of tickets to be sold and an estimate of the event profit
- Plan out the foods and supplies you'll need
- Brainstorm ideas for extra sales (donated baked goods, raffle tickets, etc.)
- Create an agenda for the event (set-up time, dinner, activities, clean-up)

- Designate positions and duties for all of the volunteers helping with the dinner

One feASt closer to a Cure

Planning:

We know we aren't giving you ample time for planning, but we are confident we can kick off some fantastic events for 2016! Once you pick a location, visit your local supermarkets, Costco, restaurants, bakeries, etc. to request donations of foods you will need. Hand deliver a request letter to the manager so you can discuss items needed that may be donated or sold at a reduced price if needed. Department stores may help you with paper goods and plastic ware. Disclaimer: as soon as you start planning for your event, check with the location you will be hosting your event at or contact your local health department. When serving food you may be required to have a temporary food service permit.

Tickets:

The average feASt price for adult tickets is \$10 - \$20. Kids tickets are typically about \$5 (3 and under free) and seniors somewhere in between. Your feASt can be as simple or as elaborate as you want it to be. Keep in mind that the proceeds from dinner sales are only part of the fundraising equation. You know your guests and community, so set your ticket sales accordingly.

- Sell tickets in advance. Keep track of how many adult, seniors and children's tickets you sell so you get an idea of headcounts to know how much food to buy.
- Have someone print Adult, Child, and Senior tickets on their computer instead of having them professionally printed. Use inexpensive business card stock. Alternatively, see a local printer to have printing supplies sponsored.

Getting the Word Out

- Create your guest list by exhausting all of your networks in addition to volunteer networks.
- There are many ways to let people know about your event – from flyers to social media to local media – utilize all means to promote your event.
- Create and send out Save the Date postcards or e-mails to those people that you absolutely want to be at your event – consider local politicians, celebrities, media personalities, etc.
- If you have a local newspaper take a picture of your loved one with Angelman Syndrome dressed in an apron and "serving up a plate of spaghetti" or with a chef's hat on and have them write up an article in advance of the dinner so townspeople know about the fundraiser.

Put the Power of Social Media to Work for You

FACEBOOK

- Use the *feASt* badge as your profile picture.
- Make all of your status updates about your event; remember to always include a link to your event page.
- Tag people in your posts when they rsvp for your event or make a donation.
- Ask your friends and family to post about your event and include a link to your event page.

TWITTER

- Tweet often about your event and its progress; include a link to your event page.
- Retweet important information from other participants.
- Use #CureAngelman #feASt to talk to other events.
- Tweet pictures of the venue, sponsors or other things or people that relate to your event.

YOUTUBE

- Tell your story about why you created an event with an up close and personal video.
- Create a slideshow using pictures of the venue, friends and family who are coming, etc.
- After the event, post a video of footage taken at the event.
- Make a “thank you” video for anyone that helped you reach your goals.
- Remember to link to your video from Facebook, Twitter.

PHOTO SHARING

- Post pictures from the event.
- Create a selfie booth so others will take photos of the event for you
- Have a Photo Scavenger Hunt so others will take photos of the event for you
- Ask a student to volunteer as event photographer and give them a list of photos you want
- Get creative! Create gifts for your top fundraisers or generous sponsors – they might hang photos or certificates in their business.

FOURSQUARE

- Check in to the venue during site visits.
- Check in to the event. Let people know how excited you are!

EMAILS

- Keep in touch with friends and family and update them on your progress in preparation for the event.
- Inform them of your fundraising goals, your progress and your confidence in your success.
- Include milestones and photos to engage them and create excitement all around.

Supplies/Food

When planning your spaghetti fundraiser, keep in mind that one pound of spaghetti feeds about 4 to 6 people. It will feed more or less people depending on their appetites and also depending on what other items you are serving at the meal (salad, bread, dessert, etc.).

Making spaghetti with meat sauce: Plan a half-pound of hamburger for every pound of spaghetti for a hearty meat sauce. You should also have a standard size jar of spaghetti sauce for every pound of spaghetti that you have.

Cooking Supplies – many Lions Clubs, houses of worship, etc. will already have cooking supplies – check on what you will need.

- Large Pots
 - 1 for sauce (keep separated from meatballs for vegetarians)
 - 1 for meatballs and some sauce
 - 2-3 for spaghetti
- Strainer (for spaghetti)
- Big spoons to stir pots
- Pot holders
- Gloves
- Knife for cutting bread

Serving Supplies

- Tongs for salad
- Spoon for sauce
- Spoon for meatballs
- Slotted spoon for meatballs
- Fork/Tongs for spaghetti
- Sterno
- Buffet Trays
- Buffet Stands

Utensils

- Plastic-ware (Forks, Knives, Spoons)
- Paper Cups
- Plates (use heavy duty ones)

- Foam Cups (for coffee/tea)

Clean Up

- Dish soap
- Sponges
- Towels for drying

Supplies for dining area:

Knife, 2 forks, spoon wrapped in napkin

Extra napkins

Table clothes

Centerpiece for each table

3 pounds grated Parmesan or Romano cheese for topping (1 or 2 shake containers per table)

For serving:

Dinner plates

Salad bowls or plates

Dessert plates

Example: Dinner for 50-60 people- Plated

Spaghetti with meat sauce:

10-12 pounds spaghetti

10-12 quarts spaghetti sauce (3 #10 cans)

8-10 pounds hamburger or 1-2 oz. meatballs (4 1oz. or 2 2oz. per plate)

100 rolls

Individual butter or margarine pats

Tossed salad with dressing:

6-7 pounds salad mix (bagged salad will save time)

50-60 individual dressing packets or 1 gallon dressing served in 2oz. portion cups on side of salad plate
2/3 full

Dessert:

5 cake mixes yield 60 cupcakes, 4-5 tubs frosting

or 1 sheet cake

or 60 brownies

or 120 cookies

Time to Cook:

To prepare food the day of or day before, bring water to a boil in large stockpot. Add generous amount of salt. Add 3-4 lbs. spaghetti gradually to not allow water to stop boiling. Cook until just barely al dente. Drain and add immediately to pans or shallow plastic food storage containers. Add ice to stop cooking process. Once cool, drain and place in food storage bags with some olive oil to prevent sticking. Refrigerate. Repeat until all needed spaghetti is done.

Gently brown ground beef in large skillet in batches. Drain fat and store in pan. Cover and refrigerate.

Bake cupcakes, cake, brownies, or cookies and frost.

The day of the event, at least 2 hours in advance, start preparing your meal. Spaghetti can be heated by placing covered pans in oven or by keeping a boiling pot of salted water on the stove and dipping spaghetti as needed using a large metal strainer. Heat sauce on stove or in oven in covered pan(s) on low in the oven.

Salad can be individually plated with dressing and stored in cooler on large trays. Rolls and butter pats are done at serving time to keep maximum freshness. Deserts can be pre-plated and stored in cooler.

Tongs work best to plate up spaghetti. Top with about a cup of sauce. Use ladle for portion control.

Additional fundraising opportunities

With a little planning, imagination and execution, your celebration can be fun and financially successful.

Donation Stations

Place decorative boxes throughout the room. Always have one next to the cashier. Encourage any amount even spare change.

Silent auctions

At any fundraising event, silent auction items are a great way to raise money. Ask local business to donate goods or services and then place those items on tables where people wait in line.

Include a full description of each item in large, easy-to-read type. Tape down your bid sheets and pens so that it's easy for an adult to bid while using only one hand.

Raffle tickets

Conducting a raffle is another great way to fundraise at you dinner. Take the best item or service that was donated and sell raffle tickets both before and during the event. Again, the best place to sell the tickets is right near the cash register where people already have money in hand.

Placemats

For a very minimal additional cost you can make placemats that are placed at each seat. Ads are sold for \$15 a square inch. They are printed on 8.5"x14" paper (legal size) on a personal printer. After one or two ads are sold the placemat becomes profitable. The space not used for ads on the placemat can be used for thank-yous and additional information about Angelman Syndrome, IAD, and FAST. Another option is to not sell ads and only put information about Angelman Syndrome, IAD, and FAST on the placemat. Example is included.

In certain cases, you could offer a cash bar or include a wine tasting as part of the event.

The key is to include as many fundraising activities as possible and extend your reach even to people who can't make it to the event through raffle ticket sales, silent auction items, etc.

Sponsorship

Corporate sponsors are a great way to offset costs and to increase your revenue. In-kind donations of goods or services are another way to defray some of your costs. Be sure to work closely with FAST for documentation so that you can offer tax-deductible donation options for your sponsors. Many

businesses will want to donate items (gift certificates, food, movie tickets, other items). Check with sport teams, museums, art galleries, artists, and local celebrities – some offer prizes with advance notice. You can use these for a silent auction, door prizes or for a raffle if your state allows (be sure to check in advance).

Event Fundraising Page

Set up a free personal fundraising web page and start accepting donations online right away. This can increase your revenue for FAST by allowing you and your participants to collect donations as well as receive instant tax deduction documentation. Consider recognizing the participants that raised the most money. Some ideas to help your participants collect pledges are included as an appendix. Additional considerations are below:

- Collecting funds:
 - Work closely with FAST on this. If participants write checks it's generally best for them to be written directly to FAST. This is also true for larger sponsor donations and will make the tax deduction easier for the sponsor.
 - Credit cards: it is very convenient to have a method of accepting funds via credit card on event day. The square can be bought cheaply and plugged into an iPad then linked to FAST's account directly. If you are going to use the Square, be sure you have the ability to access the internet from your iPhone-device and that you work closely with FAST on linking to their square account.
 - Cash: some participants will pay in cash, keep close tabs on it and have a plan for how to get it to FAST (never a good idea to mail cash, please convert into a money order).

Volunteers

An important part of organizing a successful event is to recruit and retain good volunteers. Friends and family are a good place to start. Don't forget to recruit volunteers from groups such as high schools, church groups, College social groups such as a sorority, senior citizen centers or volunteer fire departments. Before recruiting volunteers, have a plan in place for the positions in which you will need help. People like to volunteer for specific activities and most will say yes when asked to participate from a friend. Send several reminders with specific info and show times. A sample volunteer letter is included as an appendix. Consider following up after the event with thank you letters to individuals/groups.

Committees

A crucial step in organizing a successful event is to establish committees to help you in all areas of

planning and execution. In the planning stages of your event, choose the committees that fit the particular needs of your event. Your event may need all, some, or different ones.

Spaghetti Dinner Dining Chair (Event Coordinator) - Oversees the Decorating and Set-up Committee, Dessert Committee, Salad Line Committee, Serving Line Committee, Drinks Committee, Bussing Committee, Kitchen Clean-up Committee and Ticket Collection Committee. Is responsible for the overall event.

Based on the planning areas we've addressed, here are some sample committees to use:

- **Planning Committee**
 - Recruit and finalize sponsorships
 - Procure required insurance and permits
 - Book venue
 - Manage budget
 - Plan other activities (auctions, raffles, entertainment)
 - Ensure all sponsor advertisement is in place
- **Marketing Committee**
 - Develop print materials, search for media opportunities in radio, print, TV, online to include event coverage.
 - Write press release with details of event and participants to send to all local media outlets
 - Photography
- **Ticket Sales Committee (adults recommended)**
 - Set up check-in ticket area
 - Train volunteers on payment collection processes
 - Account for all funds collected
- **Volunteer Committee**
 - Recruit and keep track of volunteers
 - Match volunteers to specific tasks based on needs and their desires
 - Train volunteers
 - Check-in volunteers on event day
 - Provide documentation of volunteer participation for those that require it
 - Work with local groups such as scouts, schools and service organizations to recruit volunteers. Many schools now have community service requirements for graduation so contact school counselors
 - Establish communications system either by radio or cell phone for all volunteers

- **Dining Volunteers**

Decorating and Set-up – Chair reports to the Spaghetti Dinner Dining Chair and oversees the volunteers who set up and decorate the venue for dining, and take down and pack up decorations when dining has ended.

Desserts – Chair reports to the Spaghetti Dinner Dining Chair and is responsible for making arrangements to pick up donated desserts the day before the event. Chair oversees the volunteers who work the drop off station, cut and plate desserts in preparation for dining and keep a supply of desserts available during the dining period.

Salad Line – Chair reports to the Spaghetti Dinner Dining Chair and oversees volunteers who keep a supply of salad and dressings available during dining period.

Drinks – Chair reports to the Spaghetti Dinner Dining Chair and is responsible for acquiring drink mixes, through donation or purchase, and oversees volunteers who prepare drink mixes before the dinner and keep a supply of poured drinks available for guests.

Serving Line – Chair reports to the Spaghetti Dinner Dining Chair and oversees volunteers who will be serving food. Chair keeps a steady supply of food items available at serving stations during the main dining period.

Bussing – Chair reports to the Spaghetti Dinner Dining Chair and oversees volunteers who assist children and elderly patrons with trays, return dirty trays to the kitchen, remove trash from trays and tables and wipe down tables.

Kitchen Clean-up – Chair reports to the Spaghetti Dinner Dining Chair and oversees volunteers who run the dish washing machine and keep the kitchen areas clean.



Pledge Sheet

Name:

Address:

City, State, Zip:

Daytime Phone:

In Honor/Memory Of:

Sponsor List

TOTAL AMOUNT COLLECTED \$ _____

Please include sponsor's name, address, and email (if applicable) so we can acknowledge each contribution.

Amount	Check #/Cash	Name	Address	Email
0. \$25	Chk # or Cash	John Doe	111 Redefine Hope Drive, Pgh, PA 15239	John@doe.net
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____
6. _____	_____	_____	_____	_____
7. _____	_____	_____	_____	_____
8. _____	_____	_____	_____	_____
9. _____	_____	_____	_____	_____
10. _____	_____	_____	_____	_____
11. _____	_____	_____	_____	_____
12. _____	_____	_____	_____	_____
13. _____	_____	_____	_____	_____
14. _____	_____	_____	_____	_____
15. _____	_____	_____	_____	_____
16. _____	_____	_____	_____	_____
17. _____	_____	_____	_____	_____
18. _____	_____	_____	_____	_____
19. _____	_____	_____	_____	_____
20. _____	_____	_____	_____	_____
21. _____	_____	_____	_____	_____
22. _____	_____	_____	_____	_____
\$ _____	Total Amount Collected			

Support feASt...help us be “One Step Closer to a Cure”

YOUR PARTICIPATION HAS A VERY LARGE IMPACT!!

How to raise \$200 for your personal fundraising efforts:

- Put in your own \$20
- Ask your spouse/roommate for \$20
- Ask four co-workers for \$5
- Ask a friend for \$20
- Ask a relative for \$20
- Ask a neighbor for \$20
- Ask two people from church for \$20
- Ask another neighbor for \$20
- Ask another friend for \$20
- Ask 2 members of your club for \$20

Fundraising Tips:

- Make a list of people who might help you reach your goal. Ask your friends, family, co-workers, classmates, neighbors, hair stylist, fellow club members, doctors, etc. Most people will donate if asked.
- Encourage your child's classroom or other extra-curricular groups (scouts, sports, arts) to participate. Children will love to know they are helping a friend/cousin/sibling who is living with AS. It will empower them to know they can help in some way.
- Remember, EVERY dollar counts. There is no such thing as “too small of a pledge”. If someone can only give \$1, that is \$1 closer to a cure!!!
- Get together a team. It's always more fun to participate as a team. Get your family and friends together. Have a competition to see who can raise the most money for a cure.
- Don't forget to ask your employer about their matching giving program. It is the easiest way to DOUBLE your pledges!!

Sample Volunteer Letter

Volunteers,

Thank you so much for your interest in volunteering for FeAST to benefit FAST. This event will be held on (date, location, time)

Would you please help at:

Please plan to arrive at:

If you have any questions, please call _____ at _____ or _____ at _____.

Below you will find our event schedule. Make sure you sign in the day of the event so we know you are there and can get you to your assigned area as quickly as possible.

feAST Schedule (Sample)

3:00-6:00 PM	Set up, Cook prep
6:00 PM	Event starts. Silent Auction/Raffles or other activities
6:15 PM	Welcome & Speeches
7:30 PM	Fundraising Closes
8:30 PM	Clean up/Check-Out

IF YOU ARE UNABLE TO VOLUNTEER, PLEASE CALL EITHER _____ OR _____ BY _____ SO WE CAN FILL YOUR POSITION.

Thanks for being a vital part of the event.

Sincerely,

SAMPLE SOLICITATION LETTER/EMAIL

[DATE]

Dear [NAME],

[INSERT YOUR PERSONAL STORY of why you are organizing an event to support the Foundation for Angelman Syndrome Therapeutics (FAST) and how Angleman Syndrome (AS) has personally impacted you or your friends and family: "Last year, my son was diagnosed with AS....",

On [DATE OF EVENT], I'll be celebrating International Angelman Syndrome Day by hosting/attending a community event aimed at raising awareness of this rare disorder around the globe. Research suggests that a cure for Angelman Syndrome is within reach. We have real ways to accomplish this goal from a scientific standpoint. The only thing standing between individuals with Angelman Syndrome and a cure is money.

This event will [DETAILS OF YOUR EVENT INCLUDING WHAT IT IS AND WHERE IT WILL TAKE PLACE].

My goal is to raise [YOUR DOLLAR GOAL]. Your donation of \$500, \$250, \$100, \$50 or another amount will not only help me achieve my goal, you'll help FAST make important advances toward its mission of finding a cure for Angelman Syndrome.

Please complete the information below and return the form to me with your donation. My FeAST event is quickly approaching, so please return your form as soon as possible.

Thank you for your support of Feast. Together we will make a difference!

Yes! I'm happy to support your efforts. You can count on us for:

\$500 \$250 \$100 \$50 Other \$

Please make checks payable to FAST. Please return this form, along with your check, to:

[NAME AND ADDRESS]



As a volunteer for the Foundation for Angelman Syndrome Therapeutics (FAST), I am excited to be holding a fundraising event in honor of International Angelman Day. Through *FeASt*, awareness of Angelman Syndrome (AS) will be increased and funds for FAST will be raised. *FeASt* will be held on (date) from (time) at (location).

Angelman Syndrome is a neuro-genetic disorder characterized by developmental delays and multiple neurological issues such as problems with balance and motor coordination and epilepsy. Most individuals with AS do not develop functional speech. Individuals with AS often have a happy demeanor, characterized by frequent laughing, smiling and excitability. The seizure disorder in individuals with AS can be difficult to treat and life-threatening. Without a cure people living with AS require life-long care and intensive therapies to develop functional skills and improve their quality of life. Evidence strongly suggests that therapeutic intervention can ameliorate many, if not all, of the symptoms associated with AS. In just the last couple of years, Angelman Syndrome has been cured in a mouse model in a number of different ways. A cure for Angelman Syndrome is not only possible, but also imminent.

FAST is committed to raising at least \$20 million to continue support of the FIRE Initiative (FAST Integrative Research Environment), the most aggressive, collaborative research initiative to date in identifying treatments and a cure for AS. The FIRE Initiative spans four universities, funding more than 24 scientists working on drug discovery, gene therapies, new animal models and technologies as well as further elucidating the genetic mechanisms that cause AS. In just 2 years, the FIRE team has identified 3 potential drug treatments, 2 potential gene therapies and is developing 2 novel animal models. With sufficient funding, we can move these advances from the lab to our children who so desperately need them.

FAST has funded over \$3 million in groundbreaking research and has recently announced the first-ever sponsored clinical trial of a potential treatment for AS scheduled to begin later this year.

We are seeking sponsorships for the event and in-kind donations will be utilized to raise additional money during the event. 100% of the funds raised will be donated to FAST. Please join us and be a part of the miracle.

Thank you,

Name

The Foundation for Angelman Syndrome Therapeutics ("FAST") has provided limited permission to volunteers the use of the FAST Mark in conjunction with the event, *FeASt*, to be held on (date) in (location). FAST is the beneficiary of the event and is not co-venturing. We are grateful for any and all support.

SPONSORSHIP LEVELS & ACKNOWLEDGEMENT

	Mamma Mia Sponsorship \$3,500	Primo Sponsorship \$1,000	Secondo Sponsorship \$500	Terzo Sponsorship \$250	Quarto Sponsorship \$100	Grazie Sponsorship In-Kind
Event Exposure						
Logo on event poster and ticket as Title Sponsor	✓					
Opportunity to address the audience during dinner	✓					
Dinner table signage	✓					
Logo at the bottom of event Poster	✓	✓				
Opportunity to display signage at event	✓	✓				
Complimentary tickets	6 ⁺	4 ⁺	2 ⁺			
Display area to promote Business	✓	✓	✓			
Special mention during dinner	✓	✓	✓	✓		
Dinner placemat advertisement	large	medium	medium	small		
Slideshow display	logo	logo	logo	logo	name	
Facebook page: Spaghetti Dinner page*	logo (linked)	logo (linked)	name (linked)	name (linked)	name (linked)	
Use of feASt logo on your site*	✓	✓	✓	✓	✓	✓

* Please submit both a vector format file of your logo and a high-resolution .jpeg of your logo to (email address here)

** Must be received by:

† Additional tickets may be purchase

SPONSORSHIP & DONATION FORM (please print clearly)

Company Name: _____

Address: _____
STREET ADDRESS APT/UNIT #

_____ CITY POSTAL CODE

Phone #: _____ **Email:** _____

Level

Sponsorship Level: _____ **Amount:** _____

Gift In-Kind

I would like to donate the following item(s):

Item Description: _____ **Value:** _____

Item Description: _____ **Value:** _____

Please mail to the address listed below or call to arrange pick-up.

Payment

Cash* Check* *Made payable to FAST (Foundation for Angelman Syndrome Therapeutics)

Visa MasterCard American Express

Name as it appears on card: _____

Card number: _____ **Exp date:** _____

Signature: _____

**PLEASE FORWARD COMPLETED FORM BY E-MAIL, FAX OR MAIL TO:
ATTN:**

Sample Press Release

Basic Press Release Template

Below is a basic template you can use to help draft a press release for a FeAST event. Fields highlighted in yellow indicate where details about the event are to be inserted.

(FeAST) (Description of event)

(Additional description - briefly explain primary event focus)

(DATE) — (CITY), — as a volunteer for the Foundation for Angelman Syndrome Therapeutics (FAST) we are pleased to invite members of the community to (description of event), which will take place on (day of week), (date) at (time).

(Insert a brief explanation of the event, including activities [such as a meal or entertainment] and the event's purpose [such as to celebrate International Angelman Syndrome Day and raise funds for research].)

The event will be held at (venue name), located at (venue address, including city but not state). (There is a charge/Tickets are \$[XX] per person). (Advance reservations are required/Please RSVP by [date] to [name]). For more information about this event, contact (name) at (phone) or (email).

To learn more about FAST, please visit CureAngelman.org or connect with us on (link to your social media platforms).

About the Foundation for Angelman Syndrome Therapeutics

The Foundation for Angelman Syndrome Therapeutics (or FAST) is an organization of families and professionals dedicated to finding a cure for Angelman Syndrome and related disorders through the funding of an aggressive research agenda, education, and advocacy. The Foundation is committed to assisting individuals living with Angelman Syndrome to realize their full potential and quality of life. FAST is run by an all-volunteer board who dedicate their time and expertise towards finding a cure for Angelman Syndrome.

Media Contact

(Name)

(Phone)