



Moose Charities

Event Planner



First Steps in Planning Your Event

- Choose which cause – Mooseheart or Moosehaven (both if applicable).
- Select and confirm type of event, date and location (please refer to General Laws.)
- Recruit Help/Volunteers.
- Rally volunteers — match volunteer tasks with their talents and skills.
 - A team makes it all more fun!
- Solicit prizes and local business sponsors for the event.
 - Hint: a solicitation letter, copy of promotional materials and a copy of Moose Charities 501(c)3 tax letter will be necessary
- Choose refreshments and supplies.
- Promote to potential participants — flyers, e-mails, phone calls, personal invites.
- Promote! Promote! Promote!



Suggested Event Planning Timeline

12 weeks	Set date and location.
10 weeks	Create promotional materials & publish in all manners available.
8 weeks	Recruit volunteers and sign them up.
6 weeks	Solicit prizes & local business sponsors.
4 weeks	Begin publicity push.
2 weeks	Confirm refreshments and supplies.
1 week	Complete and follow up with a final checklist.

Complete Event Survey and send to Moose Charities along with checks and list of gifts in kind. Send a copy to your Moose Charities Association/Regional Chairman.

****Checks and Gifts In Kind made directly to Moose Charities are 100% tax deductible.**

Please note: With the exception of the report, all other hints and suggestions provided in the document are provided to you as a form of support. Good luck in your efforts and thank you very much! — Moose Charities



Moose Charities Event Report

Lodge/Chapter Name & No.: _____

Fundraising Event: _____ Date: _____

Location: _____

Committee: _____

Event Chairman: _____

E-mail: _____

Phone: _____

Benefits: Mooseheart Moosehaven

Goal: \$ _____

Gross Proceeds: \$ _____

Expenses: \$ _____

Net Proceeds: \$ _____

Participation: _____

Feedback: _____

1. Enclose Checks
2. List of Gifts in Kind ie: (prizes or items solicited)
 - ABC Restaurant, 125 1st Ave., City, State, Zip — \$25 gift certificate
 - Food Store, 567 2nd Ave., City, State, Zip — 5 cases of soda
3. Please attach a copy of event promotional materials.
4. Send to: Moose Charities, 155 S. International Dr., Mooseheart, IL 60539-1100

Additional information call Moose Charities (630)966-2200.



Tips for Fundraising

Helping Moose Charities support Mooseheart & Moosehaven

Enthusiasm

This is your greatest resource. Every event and project needs enthusiasm when raising funds or efforts become a chore. The more enthusiasm, the easier and more enjoyable all tasks will become. When choosing a fund-raising activity, remember that volunteers will perform better if they are enjoying what they are doing, or feel what they are doing is making a difference. Be sure to make it fun.

• • • **E N T H U S I A S M !**

Donors

It is your responsibility as the Moose Charities Chairman to know what donors will consider to be a worthwhile return for their donation or effort. Think about who you are asking to donate, what they are donating, why they are donating and what is it they want in return. Keep in simple.

• • • **D O N A T I O N S**



Gifts in Kind

Consider asking for “in kind” donations. For example, everyone should consider asking the businesses they frequent and/or check every resource to get free tickets or a local sports store to donate sporting goods for your raffle or auction. *(see sample solicitation letter)*

• • • **S O L I C I T G I F T S**

Not Just About Money

Fund-raising events can offer more than just a way to raise money. Events bring people with shared beliefs or concerns together. The events can offer people a chance to develop new skills, a level of achievement, or friendships.

• • • **N E T W O R K**

Goals

Set an established goal of either a dollar amount or other measurable totals such as; guests. Always have this goal visible to your group.

• • • **G O A L S**



Publicity

Always promote your event through your newsletter, website, emails, and posters. Publicize as much as possible.

• • • **P U B L I C I T Y**

Delegate

Someone needs to be in charge of every detail. Designate a volunteer to be the organizer OR establish a committee who will make the decisions that best serve your goal. Try to involve everyone in your group with assigned tasks, it creates ownership and pride in the event and will be reflected in the money you raise.

• • • **O R G A N I Z E**

Fundraising Events, Games, Teamwork = Create your own then ask your friends & family to join you to help Moose Charities.

Dine out for Moose Charities

Contact restaurants in your area and explain that your group wishes to raise money to benefit Moose Charities. Explain to them what Moose Charities is and does, and ask the restaurant to participate by donating a portion of its sales on a specified evening; during specified hours established by the manager. Agree to publicize to your chapter/lodge members to eat at the specified restaurants or restaurant. Send your proceeds to Moose Charities.

Silent Auction for Service

Ask every member to offer a service to be auctioned; 2 hrs. yard clean up, 2 hrs. babysitting, Christmas decorating, handyman service etc. set up at any event, collect funds and match up the service to the payee.

A-Thons for Moose Charities

Get sponsors within your group to pledge money to an individual to swim, walk, skate, bike, dance, or read. You can have several swim-a-thons, walk-a-thons, skate-a-thons, bike-a-thons, dance-a-thons, or read-a-thons going on all month. Contact local businesses and vendors to sponsor your event (*See sample solicitation letter*).

Game Night

Play bunco, farkle, bridge, darts, bags, spades, dominoes, or other games. Each time a group meets, a set dollar amount per person is donated to Moose Charities. Collect the donations and send to Moose Charities earmarked for either Mooseheart or Moosehaven.

Moose Charities Madness

Every year, thousands of people bet on the Super Bowl, March Madness, the World Series and other national sporting events. Why not turn it into a fundraiser for Moose Charities? Take sign-ups and bets. Instead of the winner winning the pot after the games are played, send your pool of money to Moose Charities with recognition to the winners.

Group Garage Sales

Establish groups of families in your group to pool their saleable items and hold a mass garage sale. Publicize the event and use the opportunity to “pass on the gift” of knowledge about Mooseheart and Moosehaven. Invite your local paper or TV crews to cover the neighborhood-wide event. Make sure all your customers know the proceeds are benefiting Mooseheart or Moosehaven.

Sharing Table

Each week during the garden season, or baking season, members of your group bring to a Sharing Table any extras they wish to share. Following your meetings, people “TAKE WHAT YOU WANT; GIVE WHAT YOU WILL.” for the kids of Mooseheart or the seniors of Moosehaven. Display the table conspicuously and decorate creatively. There are no set prices. Remind people often to participate.

Handcrafts

Hold a special craft show by asking people in your group to donate handcrafts. Encourage high quality items to be donated or have children bring one of their crafts to sell. Serve refreshments for the shoppers, or have an auction for the donated items. The children will love to see their crafts auctioned. Send your proceeds to benefit Mooseheart.

Employee Casual Day for a Cause

Redefine “dress code” by encouraging your employer to allow employees to wear jeans on a designated day by donating to your cause “Moose Charities”.

Merry Christmas for Mooseheart

Place a Christmas tree in a convenient location. Ask each member to bring one Christmas card for the tree as that person’s greeting to the entire chapter or lodge, along with a donation to Moose Charities equal to the amount each would spend for cards and postage.

-OR-

Decorate a Christmas tree with handmade ornaments. Ask members to bring donations for Moose Charities and take a free ornament in exchange.

Shop for a Cause

Many stores, including Macy’s and Boscov’s, have a program in place that makes it easy to raise funds while offering the member savings opportunities on specific shopping days. d

Recycle for Mooseheart— Recycle for the Earth

Hold recycling drives in your lodge and encourage all members of your community to get involved. See www.moosecharities.org for details.

