

TEAM KCNQ2



KCNQ2

CURE

Your complete guide to creating a successful fundraiser

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# Welcome to Team KCNQ2!

Thank you for hosting an event to benefit the KCNQ2-related disorders (KRD) community! Your support is crucial to achieving our vision: a world without KRDs.

Your dedication will make a difference in the fight to find a cure. Funds from Team KCNQ2 events support research, advocacy, awareness, education, and essential programming for the KCNQ2 community.



This guide was created to provide the guidance and resources you need to plan your Team KCNQ2 event. On behalf of the KCA and the KCNQ2 community, we would like to express our gratitude for your efforts. We look forward to working with you as you begin your Team KCNQ2 adventure and are here to support you!

We'd love to hear from you. For additional questions or resources, please contact Marissa LaDue, Program Manager, at [Marissa.LaDue@kcnq2cure.org](mailto:Marissa.LaDue@kcnq2cure.org).

We are in it together and fundraising together to help achieve the goal of a world without KCNQ2-related disorders. Thank you for leading the way!

# 5 simple steps for a successful fundraiser

Hosting a fundraising event as a Team KCNQ2 Event Leader is simple! Follow the steps below, and you'll have a great event. If you have any questions, please call us so we can walk you through this guide (page 6).

1

## CHOOSE YOUR FUNDRAISING EVENT

Combine something fun and meaningful to you and your family that will also engage your community. You can do anything from a simple lemonade stand to a full-blown 5K. Think out of the box! Need ideas?

2

## REACH OUT TO US

Let us know what you're planning so we can support you! Fill out this [form](#) so we can connect you with our resources and support your efforts.

3

## REVIEW YOUR CAMPAIGN PLANNER

This guide will help you determine each step of your event planning and outline how to create a successful event.

4

## CUSTOMIZE YOUR ONLINE FUNDRAISING PAGE

Create a personal fundraising page to share your story, including your connection to KCNQ2-related disorders and why you chose to get involved. Add a photo or video to bring your campaign to life!

5

## RESOURCES

Utilize our listed resources and templates to help support you when asking for donations, sponsorships, and working out logistics.

6

## ENJOY

Have fun! Please remember how much we appreciate your support and know that you're making a difference for the patients and families affected by KCNQ2-related disorders.

We are here to help. Contact Marissa LaDue, Program Manager at [Marissa.LaDue@kcnq2cure.org](mailto:Marissa.LaDue@kcnq2cure.org) if you have questions or need support with any of these steps!



# Step 1: Choose your fundraising event

The options are endless when it comes to hosting a Team KCNQ2 Event – if you can think of it, you can use it to help the KCNQ2 community. From 5Ks to golf tournaments to bake sales and everything in between, a Team KCNQ2 campaign is a great way to share your passion and raise funds at the same time. Below are some event ideas to get you started:



## FACEBOOK FUNDRAISER

Log in to your Facebook account and create a Facebook Fundraiser with KCNQ2 Cure. Whether you are doing a general fundraiser or for a special occasion, this is a great and easy way to get involved. Harness the power of your social media network and use this simple, powerful tool to spread the word and manage your fundraising efforts. [Click here](#) to create a Facebook fundraiser.



## ONLINE FUNDRAISER

Start an online fundraising page and ask your friends and family to donate. You can ask for donations in place of gifts for birthdays, weddings, lung transplant anniversaries, Rare Disease Month, KCNQ2 Awareness Month, and more.



## GOLF OUTINGS

Golf tournaments are another popular event choice that can take many forms. Full tournaments take more planning and can include meals, drinks, sponsors, giveaways, and a raffle or silent auction. A scramble or a hole-in-one contest is a great place to start!



## 5K WALK/RUN

Gather your friends, family, neighbors, colleagues, and community for a walk or run event! You can make this a large-scale event and involve your community, or keep it more personal and do a small picnic.

### And so much more...



Marathons/half marathons, 5Ks, triathlons



Pickleball or corn hole tournaments



Bowling party



Bake sale, garage sale, art sale



BBQ or a backyard party



Open mic, karaoke party

# Fundraising Ideas

## Low Effort, High Return (Simple and Proven)

- Facebook Fundraiser
- Online Fundraising Page
- Birthday Fundraiser
- Change Jar Challenge
- Round-Up at Checkout (Local Store Partnership)
- T-shirt Fundraiser (Bonfire)
- Social Media Micro-Challenges (e.g., \$5 Friday)
- 5 Easy Steps to Raise \$1000

## Moderate Effort (Community-Friendly and Scalable)

- Restaurant or Bar Give-Back Night
- Pickleball or Corn Hole Tournament
- Paint and Sip Night
- Bake Sale
- Lemonade Stand
- Garage Sale for a Cure
- Family Game Night
- BBQ or Backyard Party
- Ice Cream Social
- Trivia Night
- Bingo Night
- Raffle Basket Drawing
- Virtual 5K or Movement Challenge
- Talent Show
- Karaoke or Open Mic Party
- Bowling Party
- Neighborhood Cookie Swap

## Higher Effort, High Impact (Team-Based and Event-Driven)

- Walk-a-Thon
- 5K Run or Family Fun Walk
- Dance-a-Thon
- Bike-a-Thon
- Art Show or Auction
- Mini-Golf Tournament
- Community Fitness Challenge (Steps, Pushups, etc.)
- Celebration Gala or Benefit Dinner

## Step 2: Register and reach out to us

To register your event or to inquire about resources, [complete this form](#). This will provide us with more information about what you're planning and help us offer you the tools and resources you need to succeed.

Note: It's been shown that when others join your event and you create a team, the teams outperform fundraisers, raising more money than standalone individual fundraising. We highly recommend creating a team; if you are, make sure to include that in the description of your registration form.

We are here to support you every step of the way! Let us know what you're planning so we can connect you with our resources and support your efforts. Please contact Marissa LaDue, Program Manager, at [Marissa.LaDue@kcnq2cure.org](mailto:Marissa.LaDue@kcnq2cure.org)



# Step 2: Complete your campaign planner

Event Name/Description:

Date(s):

**6-8 MONTHS OUT** Date to be completed by:

- ☐ Secure your event location and date.
- ☐ Set fundraising goal. This will help you determine a strategy to reach your goal and develop a plan to cover costs associated with the event.
- ☐ Complete set up of online personal fundraising page and event page.
- ☐ Prepare materials to meet your event needs.
  - ☐ Begin crafting promotional materials, including save-the-dates and flyers. **Pro Tip:** Check out [Canva.com](https://www.canva.com); this is a free graphic design website to create flyers, invitations, and save the dates.
  - ☐ Create a prospect list of individual donors, corporate sponsors, and in-kind donors.
  - ☐ Prepare solicitation letters and custom sponsorship packages as needed.
- ☐ Ask your friends, family, and co-workers to join you in the fight against KCNQ2-related disorders by joining your committee, participating and raising money, or donating to your efforts.
- ☐ Start promoting the event via email, social media, flyers, and word of mouth with a "SAVE THE DATE" message.
- ☐ Send solicitation letters to your prospect list: individual donors, corporate sponsors, and in-kind donors.

**3-5 MONTHS OUT** Date to be completed by:

- ☐ Follow up with your friends and family who still need to register, and sponsors you have solicited. **Pro Tip:** Don't be discouraged if you haven't heard from supporters. It takes, on average, FIVE asks before someone will make a contribution.
- ☐ Send an electronic save-the-date as a second point of contact. Continue to post on social media.
- ☐ Create a list of in-kind needs and solicit these donations.

**1-2 MONTHS OUT** Date to be completed by:

- ☐ Continue to solicit donations from individual donors, corporate sponsors, and in-kind donors.
- ☐ Recruit volunteers to meet your day-of-event needs.
- ☐ Contact local newspapers, television, radio stations, etc., to encourage media coverage for your event.
- ☐ Request vendor and entertainment pricing.
- ☐ Select event vendors and entertainment.



# Step 2: Complete your campaign planner

## 1-2 MONTHS OUT (con't)

- ☐ Determine the day-of-event set-up and layout.
- ☐ Request any necessary educational materials from the KCNQ2 team.
- ☐ Prepare speaking points, PowerPoint presentations, and or programs.
- ☐ Print event signage.
- ☐ Order event swag and or giveaways.

## 2 WEEKS OUT Date to be completed by:

- ☐ Finalize the day-of event schedule.
- ☐ Send out confirmations to:
  - ☐ In-kind donors
  - ☐ Sponsors?
  - ☐ Venue
  - ☐ Volunteers
  - ☐ Vendors
  - ☐ Entertainment
- ☐ Update your website to include any information that may be useful to volunteers and attendees (parking, day of roles, what to wear, etc.). We encourage you to send this information via email as well.

## EVENT WEEK Date to be completed by:

- ☐ Follow up on any outstanding needs.
- ☐ Purchase associated event materials.
- ☐ Prepare silent auction packages and or raffle items.
- ☐ Pack any day-of-event necessities.
- ☐ ASK, ASK, ASK! Now is the time to make your final ask for donations. Ask friends and family who cannot attend the event to donate to support your efforts.

## POST-EVENT Date to be completed by:

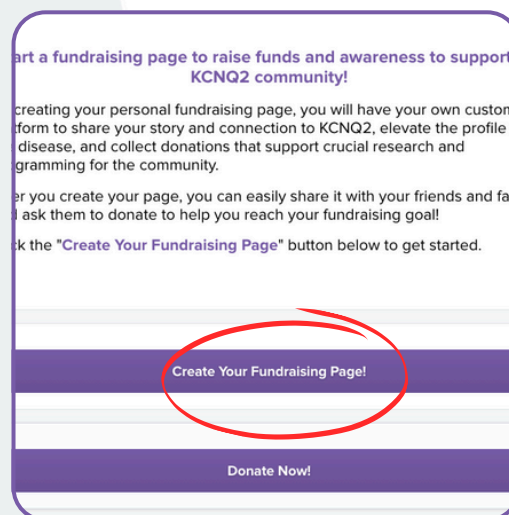
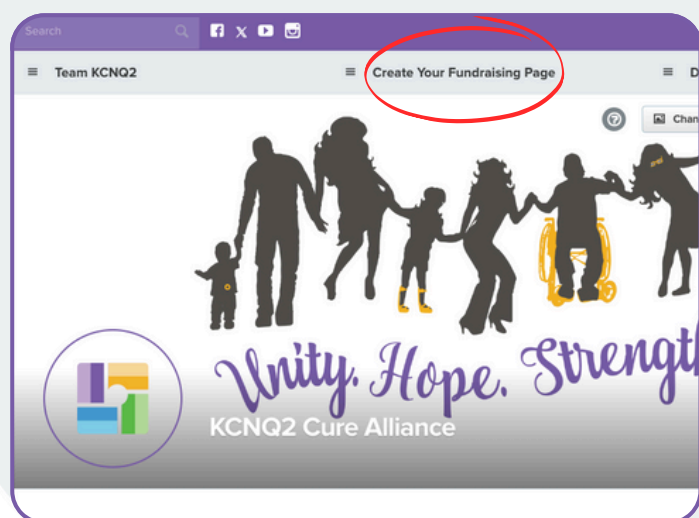
- ☐ Write thank you notes and distribute them to donors, volunteers, in-kind supporters, and sponsors.
- ☐ Share your success with all walk participants by sending out a post-event email.
- ☐ Contact the KCA and let us know all about your event! Please also include pictures so we can celebrate with you.  
Start planning for next year!

This sample timeline can be adjusted to suit your specific needs. Refer to the resources section in this guide for a list of specific tools to help you through this process. (pg.18-33)

# How to create and customize your fundraising page on Qgiv

**STEP 1:** Click this [link](#) to go to our Team KCNQ2 website to get started.

**STEP 2:** Click on one of the two “Create Your Fundraising Page” buttons on the Team KCNQ2 page.



**STEP 3:** To register, enter your fundraising goal, personal information, and how you are connected to KCNQ2. Before clicking next, you must also agree to and accept the Event Leader Agreement.

A screenshot of the registration form for KCNQ2 Cure Alliance. The form is titled 'Register for KCNQ2 Cure Alliance' and includes a progress bar showing 'Details' and 'Finish Up'. Below the progress bar, it states 'Registration Fee: Free'. The main section is titled 'Your Fundraising Goal' and asks 'How much will you try to raise?' with a text input field starting with '\$'. To the right of the input field is an illustration of a gift box and a dollar sign. At the bottom, it says 'Let's get your details.' and has input fields for 'First Name' and 'Last Name'.

**STEP 4:** You can add an optional gift to your page to kick-start your fundraising efforts. Then, finish your registration by clicking the “Complete Registration” button.

Register for **KCNQ2 Cure Alliance**

Details > Finish Up

**Add an Optional Gift**

Scotty, kick-start your fundraising by making a donation!  
It will go toward your fundraising goal.

\$ Optional

Back Complete Registration

Powered by **Qgiv** by Bloomerang

Transaction is secure and encrypted.

digicert EV SSL SECURE

**STEP 5:** To activate your account, it will ask you to create a password and click “Activate Account.” Note that your username will be your email address.

Transaction #29359911

**You're registered for KCNQ2 Cure Alliance!**

**Activate Your Account**

Just one more step,  
Create a password to access your fundraising dashboard and start fundraising.

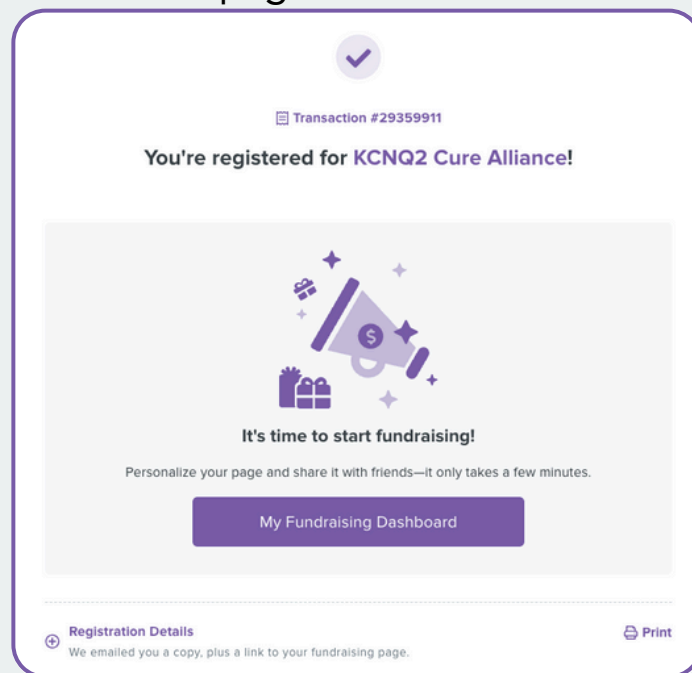
Email

Create Password

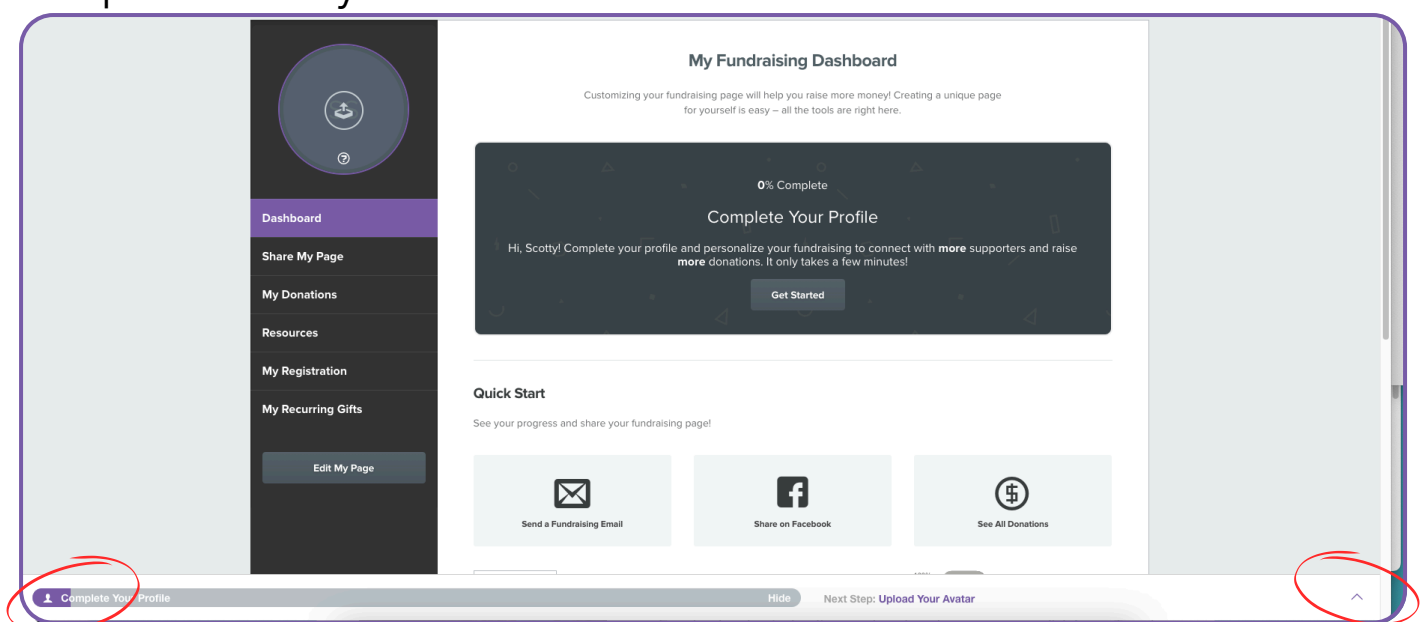
Confirm Password

Activate Account

**STEP 6:** You are now registered! Click the “My Fundraising Dashboard” button to access your page and personalize it. You will also receive an online registration confirmation email. The email includes three easy steps to kick off your fundraising campaign, fundraising tools/resource documents, a username, and a page link.

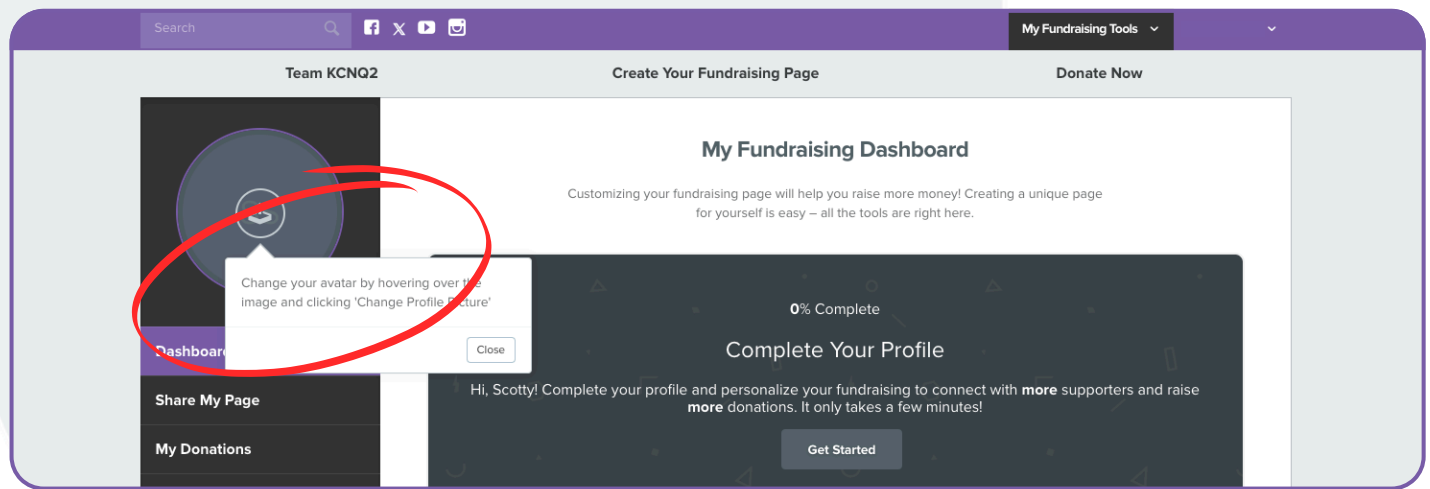


**STEP 7:** You are now on your page. A page creation checklist guide will appear at the bottom of your screen, which says “Complete Your Profile.” Follow these prompts to get your page fully set up and start raising funds for the KCNQ2 community. The page creation checklist guide will walk you through steps 8-12. Click the “Get Started” button in the black box. Note: On the right side, where it says each step (“Next Step: Upload Your Avatar”), there is an arrow, and if you click it, the page create checklist guide will expand, and you will be able to see each step it will have you do.



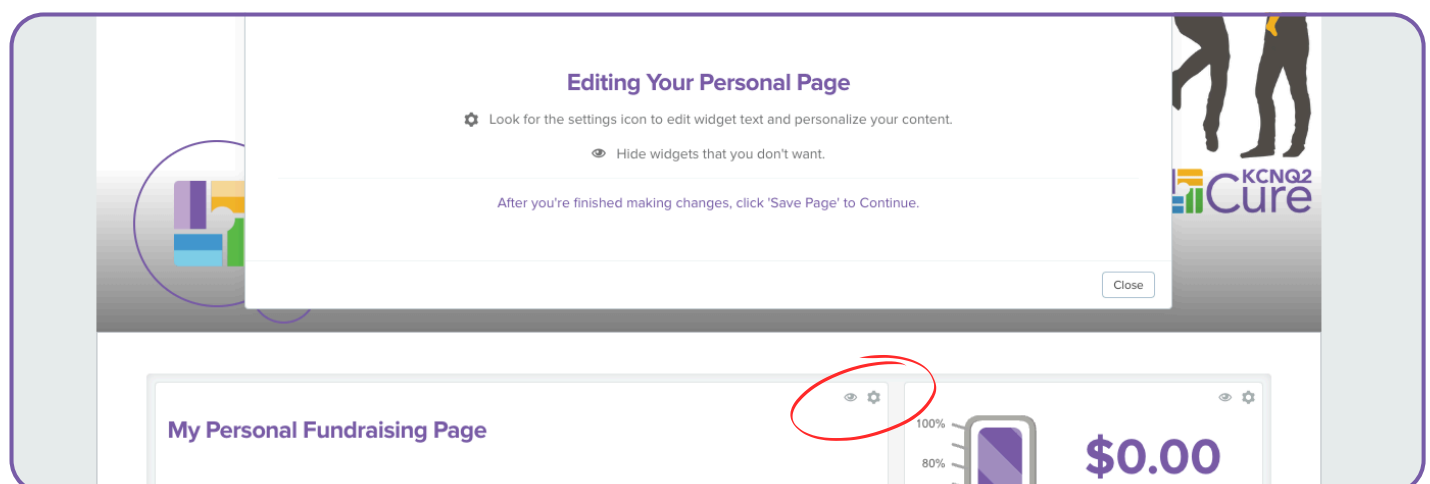


**STEP 8:** It will first tell you to “change your avatar (the icon on your fundraising page) by hovering over the image and clicking ‘Change Profile Picture.’” You can upload a photo of yourself or a loved one or keep the Team KCNQ2 logo! Be sure to click save when you’re done.

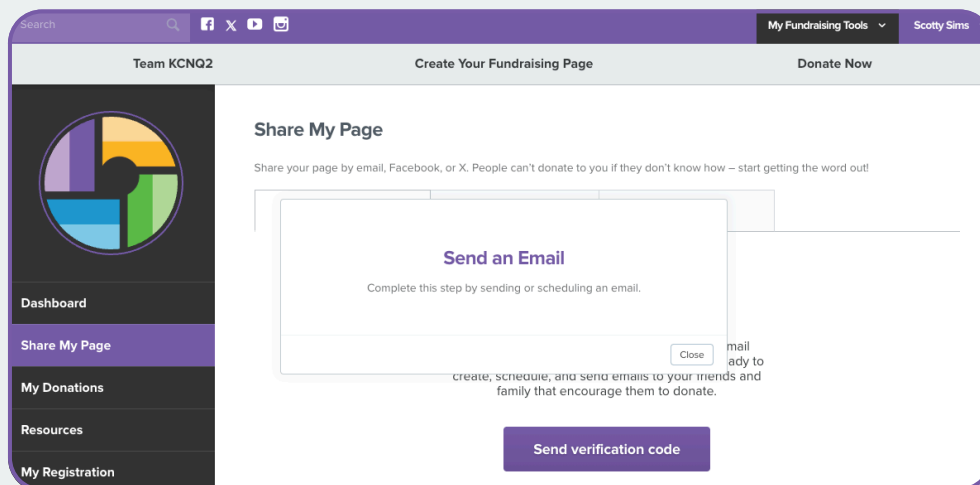


**STEP 9:** Click continue under complete your profile: update your personal page. Edit your page to change how it looks! **Note: look for the settings icons to edit widgets. Look for the eye icons to hide widgets that you don't want. If you change anything, press the update button at the bottom of each section you edit. After you're finished making changes, click the save page to continue.**

- You can add a title at the top of the page where it says, “Welcome to my fundraising page.”
- You have two “Donate Now” buttons to lead to the donate section.
- There is an image gallery to add slides of photos for your page.
- Then, a section to share your story and why you're personally involved with the KCA, which will help you get support from your friends and family.

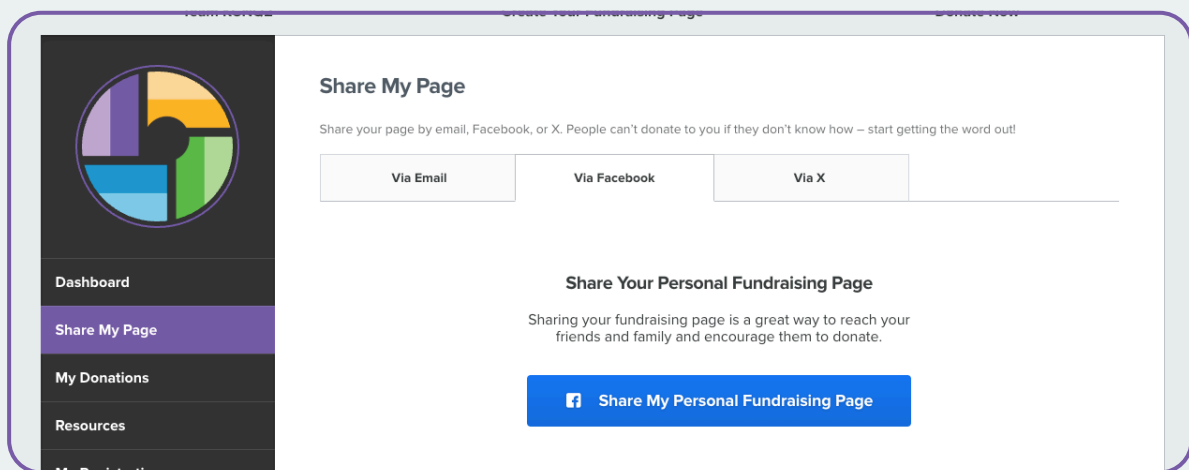


**STEP 10:** At the bottom of the page where your page creation checklist guide is, press the “send a fundraising email” to start your campaign. Use our template, or feel free to create your own, but email your friends and family to let them know you have started a fundraising page, why you are supporting the KCA, and how they can get involved. You can send the email immediately or schedule it for another time. Note: if you use the template, tags (ex. %EventName%) will be populated once the email is sent.



**STEP 11:** Then raise your first online donation by clicking the “Next Step: Raise Your First Online Donation.” After setting up your page and sending it out, you should see “Donations coming in!” For this step, after you receive your first donation, the page marks this item complete for you.

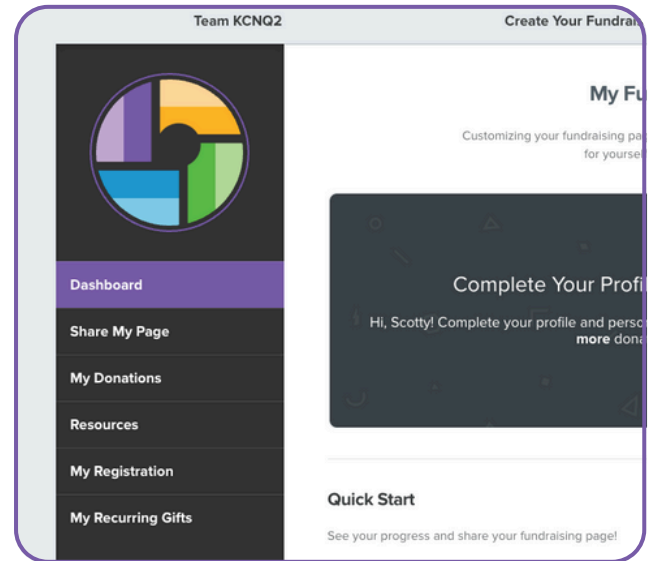
**STEP 12:** Click “Share on Facebook/Twitter” on your page creation checklist guide to connect your Facebook and Twitter accounts and post to let everyone know you’re supporting the KCNQ2 Cure! For both social media tabs, click the “Share My Personal Fundraising Page” to go to your account and make a post.



**STEP 13:** Your page is complete, and you're well on your way to reaching your fundraising goal and supporting the KCNQ2 community!

## ADDITIONAL INFORMATION

- Use Your Dashboard To
- See your progress
- Update your goal
- Share your page via email
- Share your page via social media
- View your page (how it will look to visitors)

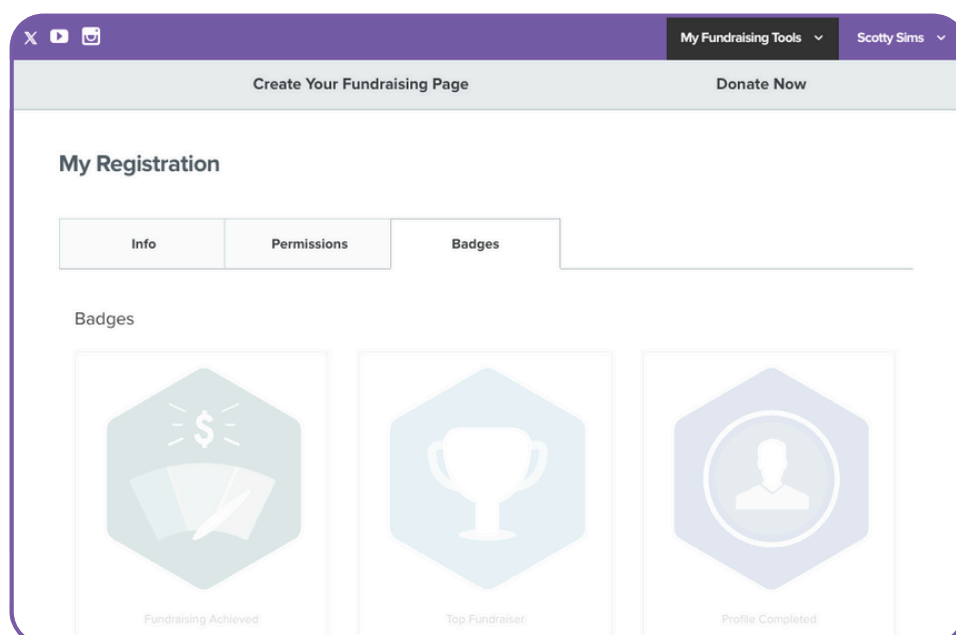


## Don't Forget To Say Thank You!

Visit the "My Donations" tab to see who's donating to your page, and send them a thank you email from the "Share Event" tab. We will send an automatic thank you from KCA, but we encourage you to send a more personalized thank you email to all of your donors, telling them why their support matters to you.

## Revel In Your Accomplishments

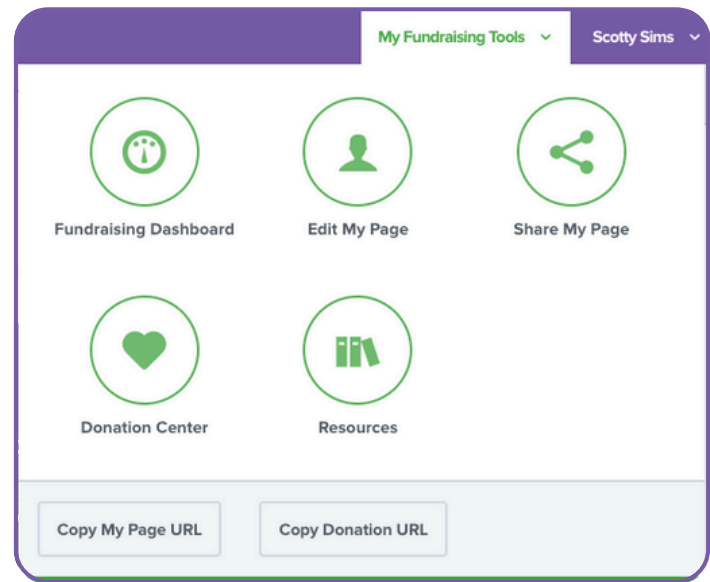
Check out your badges under the "My Registration" tab in the badge section. You can see which badges you may qualify for and those you've already achieved!



## USE MY FUNDRAISING TOOLS TO GO TO

- Fundraising Dashboard
- Edit My Page
- Share Event
- Donation Center
- Resources
- Copy My Page URL
- Copy My Donation URL

If you need any help setting up your page or have any questions, please don't hesitate to contact Marissa LaDue.



## CUSTOMIZE YOUR PAGE

Your personal fundraising page is where you will direct your friends and family to support your efforts and learn about your campaign. Use the following easy steps to make your page stand out and motivate people to donate. **Note:** If you are hosting an event where you want to allow people to register, please contact the KCNQ2 Cure staff at [events@kcnq2cure.org](mailto:events@kcnq2cure.org) so they can create a page for your event.

**STEP 1:** Share your story. Weave together a narrative that illustrates how KCNQ2 has affected you and your family while requesting support for a cause that is important to you.

**STEP 2:** Include a picture to connect your story with a face and bring your campaign to life!

**STEP 3:** Add a video to articulate your story further and motivate people to donate.

**STEP 4:** Link your social media accounts to your page to easily share with your online network.

**STEP 5:** Make a self-donation. This is a great way to get started and jump-start your fundraising!

**STEP 6:** Update your goal. Donors are more likely to give when they know they're helping you reach a goal, so be sure to share how much you're trying to raise. When you meet your goal, don't forget to increase it!



## TIPS FOR A SUCCESSFUL TEAM EVENT:

- **Be creative and have fun!** Your event should be unique to you and something you want to attend!
- **Inspire others to get involved by sharing your story.** Tell them why you are part of Team KCNQ2, why you want to take charge and lead the way to a world without KCNQ2-related disorders, and how they can help.
- **Establish goals and set a budget.** Determine how much you plan to raise and how you can reach that goal. Develop a plan to cover the costs associated with the event.
- **Spread the word about your efforts and invite your network** in as many different ways as possible: emails, texts, personal phone calls, social media, flyers/posters, and local newspaper/ television station.
- **Think about who you know.** Find friends with a skill or connection to help you save money on your event. Do you know someone who is a photographer or a caterer? They can help with your event pro bono (they get exposure and publicity) or at a reduced rate.
- **Ask local businesses** to sponsor your event or donate in-kind goods, services, or venues.
- **Ask your employer to match your donation.** Many employers offer matching programs. This is an easy way to get your company involved in your efforts and, in many cases, instantly double your donation and impact!
- **Host an auction or raffle** to raise additional funds and allow guests to leave with something tangible.
- **Send personal thank yous** to everyone involved with your event (donors, vendors, in-kind donors, etc.).
- **Get help from us!** Please register your event so we can provide you with appropriate support. Don't hesitate to contact Marissa LaDue, Program Manager at [Marissa.LaDue@kcnq2cure.org](mailto:Marissa.LaDue@kcnq2cure.org) with any questions or concerns.



# How to make an ask: Sponsors

## SECTION 3

Sponsorships are a great way to involve local businesses, offset costs, and bring in additional revenue through cash contributions and in-kind donations. In return for their donation, you can provide exposure for sponsors at your event by putting their logo on your t-shirt and signage or allowing them to provide promotional materials.

- 1. Create A List:** Start by creating a list of potential businesses with whom you have a connection or those that sponsor other community events. Consider your friends and family's places of work, businesses that partner with other charities, or companies that meet your needs, such as grocery stores for water or restaurants for food. The opportunities are endless!
- 2. Write Your Sponsorship Letter:** Update our Sample Sponsorship Letter and Sample Sponsorship Package with your event information.
- 3. Reach Out:** If you have a direct connection, schedule an appointment to discuss your event. If you do not know anyone, ask the company that handles community donations or nonprofit partnerships. You can reach out to the marketing department, and they can help.
- 4. Time To Ask:** Face-to-face asks are always the most powerful. It is a great time to share your story and why you are asking for their support. You can provide them with the written materials as you finish your visit. If they aren't able to meet in person, try a phone call or virtual meeting, and then send materials via email with a short message of what their contribution would mean to your event. Pro-Tip: the personal touch will set you apart! Sending a handwritten note thanking them for their consideration will stand out.
- 5. Follow-Up:** Businesses get busy, and people miss an email. Don't be discouraged. Feel free to call the business or follow up if you haven't heard from them.
- 6. Stay Positive:** Even if a business can't financially support your event, see if they can attend and support you on the day of or help volunteer. Just because they can't help this year doesn't mean they can't help in the future!



# How to make an ask: In-kind donations

In-kind donations are items needed to host a successful and fun event: water, food, rentals (tables, chairs, sound system), balloon arch, signs, and printing. They are THE best way to keep costs low and meet the needs of your event! To help you solicit in-kind donations:

- **Recruit A Committee:** Extra hands are essential for securing in-kind donations. Ask your friends and family if they'd be willing to support your efforts and help in the solicitation process.
- **Start Early:** Corporate donations usually take 6-8 weeks to process, and you'll need to reach out to businesses more than once to secure donations. Start early and ask often for the best results!
- **Develop A Wish List:** Consider the items you'll need to run the event (space, food & beverage, rentals, entertainment, photographer, etc.) and begin to build your list of requests. Once you've developed that, you can strategize on the places to fill these needs. Consider where your friends and family work, businesses you support, and those organizations that give to other community events as places to start.
- **Prepare Your Materials:** Personalize your request letter for each business whenever possible. You could do this as a mail merge if you created your request list in Excel. If you don't have the manager's name, you can address it to the donations manager, general manager, or human resources department.
- **Begin Locally & Then Expand To Corporate Headquarters:** In most cases, your local community will be more supportive of your efforts, whereas corporate companies get thousands of requests a day. Ask where you shop, and let the prospective sponsor know how they will be recognized for their donation.
- **Keep Track:** Create a list of all the donations you have asked for and log your progress so you can follow up appropriately. This will help you organize everything to secure as much support as possible!
- **Gratitude Pays Off:** Be sure to thank all companies and individuals who donate to your event. Keep a spreadsheet of what benefits you promised and ensure you deliver social media mentions, logo placement, announcements on Walk day, and day-of event exposure. This will make next year even easier!





# How to make an ask:

## General donations and fundraising

The key to asking for donations is to ensure your donors know they are supporting a cause that is important to you. **Share your story and explain why you want people to support the KCA.** By adding this personal touch, you will engage people in our mission and provide an opportunity to donate. Whether you're a first-time fundraiser or a veteran of many campaigns, here are a few ideas to help you make the most of your fundraising efforts.

- 1. Make A Donation to Yourself:** Did you know that typically, walkers who start their fundraising with a self-donation raise double the amount of those who don't? Set an excellent example for your participants by contributing to your personal fundraising goal.
- 2. Fill out the "Who Do You Know" Worksheet** (pg. 23): This will help you identify who you can ask! Think outside your circle! What about the hairdresser you visit every three months, your family and friends who live out of state, or even your mailman — the list goes on!
- 3. Read the "5 Easy Steps to Raising \$1,000" Handout** (pg. 25): This will provide a sample action plan. Then, refer to the "Who Do You Know" worksheet to start creating your plan.
- 4. ASK ASK ASK:** Did you know it can take being asked FIVE times before someone will contribute? Don't give up! Send your emails multiple times, post on social media, mail your fundraising letter, and make follow-up calls!
- 5. Inquire About Matching Gifts:** Encourage your donors to reach out to their companies to see if they have a matching gift program. This is an easy way to double their donation! To use our tool to view companies that offer matching gifts, [click here](#).
- 6. Launch an Online Letter-Writing Campaign:** Craft a personalized letter to prospective donors. Use our sample fundraising letter (pg. 29) as a reference. Be sure to add your personal touch and share why you're fundraising for the KCNQ2 Cure Alliance.





# How to make your event: Logistics

## SECTION 4

This section will help you identify things you might need for your event. Many schools, places of worship, community buildings, and corporate office parks will host your event and provide everything needed. For ideas on recognizing them, read the Sponsorship section.

Your goal is to hold your event in a donated location that provides:

- Adequate parking
- Shelter
- Gathering place for Opening Ceremonies
- Restrooms
- Trash removal/dumpster
- Tables/chairs for registration
- Access to a safe route for walkers

Reference your budget (pg.24) when considering amenities and necessities. Accessible restrooms, trash cans, and water are all necessities. Offering your participants granola bars, bagels, protection from sun/rain, and promotional materials are all great additions to your event. Keep in mind that your needs depend on your site and what is/isn't available and or allowed. Here are some ideas for event considerations:

### Food and beverage

- **Water:** Grocery stores are often willing to donate a few cases of water. Ask at the customer service desk for a donation form.
- **Bagels:** Most bagel shops donate leftovers at the end of the day. You can pick them up the day before your event.
- **Fruit:** Do you have a fruit market near you? Ask them to donate a case of oranges or bananas!

### Tables, tents, and restrooms

- A few tables may be necessary for registration and food distribution, but additional tables can positively affect the event experience. Ask family and friends to borrow folding tables, pop-up tents, and folding chairs to keep costs low.
- Ensure accessibility to bathrooms at your walk site. Helpful reminder: ensure the restrooms will be unlocked the morning of your event before everyone arrives.

### Signage

- Signs and banners are a great way to add a personal touch to your event and encourage walkers as they complete the course. Pro-tip: Hang signs above the table, not in front of the table. The signage is blocked as soon as someone stands in front of the table.

# How to make your event: Logistics

## Incentives

- There are many ways to use incentives! Get creative and incorporate them into your event. You can use signs as a sponsor benefit or a fundraising incentive for teams! Here are some ideas for a KCNQ2 Walk:
  - Sponsors or teams who donate/raise \$2,500 are given a “thank you” sign. These signs could be placed along the route. Find a local printer to donate these signs to your event!
  - Sponsors and teams who raise \$5,000 are given a table as a meeting/gathering location, and at \$10,000 are provided with a pop-up tent. These are examples, but encourage you to use levels that work best for your Community Walk!
- Other incentives may include “swag bags,” hats, or water bottles.

## Recognize top fundraisers

Announce top fundraisers during Opening Ceremonies to acknowledge their hard work!

- T-shirts are a great incentive to encourage your participants to fundraise. Consider setting a fundraising minimum to receive a t-shirt.
- Enter everyone who raises a certain amount in a drawing for a local gift card or donated item.
- Consider asking a local business to sponsor your t-shirt to cover your costs.
- Provide buttons, sashes, or other affordable donated items that recognize your top fundraisers.

## Resources available from KCA

We have lots of resources to make your event successful:

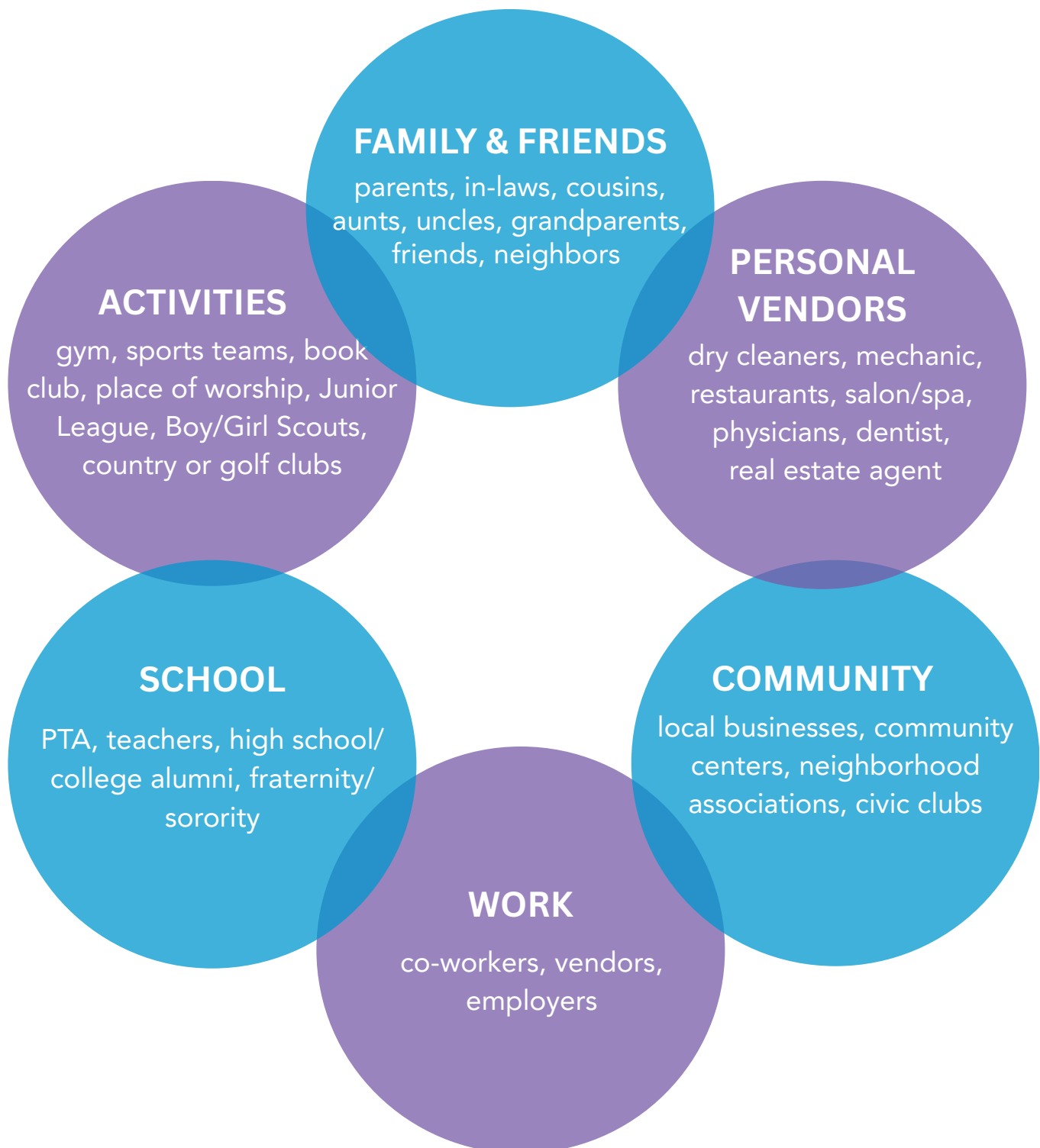
- Use the team KCA logo on your promotional pieces and social media.
- Educational materials for your attendees.
- KCA Awareness Bracelets are available for shipping.
- Our resource section has sample templates, forms, and worksheets for you to use.
- Have a personal online fundraising page and an event fundraising page.
- Our help and support along the way!



# Who do you know?

The key to having a successful fundraising campaign or event is to ask people you know for support. Think about everyone whose lives you touch and ask them to get involved by making a donation, offering services in-kind, or volunteering.

Use this chart to help you identify people you know and organize them into categories. Start with your inner circle of family and friends and then think beyond that to acquaintances, personal vendors, and others in the community who might be able to support your efforts. Before you know it, you will have a complete list of supporters!



## Team KCNQ2 budget worksheet

REVENUE	NUMBER	PRICE	TOTAL
<b>SPONSORSHIPS</b>			
Sponsor Level I			
Sponsor Level II			
Sponsor Level III			
Other			
<b>TOTAL SPONSORSHIPS</b>			
<b>ADDITIONAL REVENUE</b>			
Individual Tickets			
Sale of Merchandise			
General donations			
Other			
<b>TOTAL ADDITIONAL REVENUE</b>			

**TOTAL GROSS REVENUES \$** \_\_\_\_\_

EXPENSES	NUMBER	PRICE	TOTAL
Food & Beverage			
Giveaways (tshirts, pens, etc)			
Entertainment			
Audio/Visual			
Decorations			
Site Fees			
Supplies/Equipment			
Postage			
Printing			
Other			

**TOTAL EXPENSES \$** \_\_\_\_\_

**TOTAL REVENUES \$** \_\_\_\_\_ - **TOTAL EXPENSES \$** \_\_\_\_\_

**NET REVENUE \$** \_\_\_\_\_



# Easy steps to raise \$1000

Getting started and raising your first \$1,000 is easier than you think! By following these five simple steps, you can tremendously impact the KCNQ2 community!

1

## SHARE YOUR STORY

Most Team KCNQ2 leaders host their event because of a deeply rooted connection to KCNQ2. Effective fundraising campaigns share a story to gain support. Tie the two together to create a dynamic ask. Weave together a narrative that illustrates how KCNQ2 has affected you and your family while requesting support from the reader. Include a picture or video to bring your campaign to life!

2

## BRAINSTORM A LIST OF CONTACTS

Once you personalize your fundraising page, you're ready to request support. Family and friends are a great place to start but challenge yourself to push past the people closest to you and expand your reach. Ask your colleagues, neighbors, extended relatives, hairdressers, or any other local business

3

## ASK FOR SUPPORT

85% of donations made in America are due to personal relationships. Your network will support a cause near to your heart – all you have to do is ask! This step that seems the simplest is sometimes the most overlooked. Don't forget to ask for a donation. You can request a specific amount or include a blanket statement like "please make a donation today." Remember, you are not asking for yourself; you are asking on behalf of a cause that's important to you.

4

## SEND, SEND, AND SEND AGAIN!

You'll need to send your personal fundraising letter more than once to remind donors of your campaign. It takes people an average of FIVE times to respond to something.

5

## SAY THANK YOU

Thanking your donors is critical to a successful fundraising campaign. You could handwrite a card, post on social media, or make personal phone calls. Whatever method you use goes a long way to ensure your supporters know how much their gift means to you.

# Easy steps to raise \$1000: Action Plan

Now that you know the basic steps to raising your \$1,000, it's time to create a concrete action plan like the sample below.

	COMPLETED
Make your own \$25 contribution	\$25 <input type="checkbox"/>
Ask your boss to contribute \$50	\$50 <input type="checkbox"/>
Ask 5 co-workers for \$10 each	\$50 <input type="checkbox"/>
Ask 5 people where you exercise or engage in a hobby for \$10	\$50 <input type="checkbox"/>
Ask 5 neighbors for \$15 each	\$75 <input type="checkbox"/>
Ask 3 family members for \$25 each	\$75 <input type="checkbox"/>
Ask 5 friends for \$15 each	\$75 <input type="checkbox"/>
Ask 2 corporations for \$50 each	\$100 <input type="checkbox"/>
Ask 5 local businesses you frequent for \$25 each	\$125 <input type="checkbox"/>
Ask 5 members of an organization to which you belong for \$10	\$50 <input type="checkbox"/>
Ask 5 professionals (doctor, dentist, lawyer, etc.) for \$25	\$125 <input type="checkbox"/>
Host a fundraising event (bake sale, garage sale, car wash, etc.)	\$200 <input type="checkbox"/>
TOTAL = \$1,000	

# Social media 101

Social media is a great way to promote your event, recruit attendees, and offer your network the opportunity to support your campaign. Make the most of these tools with quick tips and sample posts:

- **Encourage people to like and share** your posts to expand your reach beyond your own network.
- **Include a link** to your personal or event fundraising page. If you're asking for donations, make it easy for friends and family to give by adding the link directly in your posts.
- **Share your story.** Don't forget to explain your connection to KCNQ2 and why being part of Team KCNQ2 is important to you.
- **Use our hashtags** to connect with the KCNQ2 CURE and KCNQ2 community: #KCNQ2strong, #KCNQ2Cure, #TeamKCNQ2.
- **Upload images.** Posts with pictures are more engaging and more likely to be seen.
- **Thank your donors** publicly on social media. Write on their wall so their network can see it, and include a photo if you can.
- **Spread awareness** by adding quick facts about KCNQ2 to your posts to educate your network.

## Sample posts

I've joined #TeamKCNQ2, and I'm raising funds for the KCNQ2 Cure Alliance. Your support would mean a lot to me and help those living with KCNQ2-related disorders. You can make a gift on my personal fundraising page at (PAGE URL).

Did you know KCNQ2 is the leading genetic cause of seizures in newborns? I'm leading the way toward a world without KCNQ2-related disorders as a Team KCNQ2 Event Leader, and you can too! Join my team or make a donation on my event fundraising page at (PAGE URL).

Only (DAYS OR WEEKS) remain until (EVENT)! Now more than ever, I need your help to reach my goal of (GOAL). Lead the way toward a world without KCNQ2-related disorders by donating today! (PAGE URL)

**DON'T FORGET TO FOLLOW KCNQ2 CURE TOO!**



# Volunteer recruitment

Volunteers can play a crucial part in helping your event run smoothly. Schools, places of worship, and corporate groups are great places to start when recruiting volunteers. To find out if your workplace offers a matching volunteer program, please [click the link here](#). This will take you to the Double the Donation website, where you can search for your company's name. This resource can help fulfill your volunteer needs while contributing to your fundraising goal. You can also use a volunteer recruitment site (see below for ideas) to list your opportunities and reach a large audience of people looking to volunteer their time. If you have a sponsor for your event, they might also have employees who want to get involved.



Volunteers can help with set-up, registration, food distribution, cleanup, direct people along the walk route, and anything else you might need the day before and the day of the event.

## VOLUNTEER RECRUITMENT LINKS

[www.volunteermatch.org](http://www.volunteermatch.org)

[www.idealist.org](http://www.idealist.org)

[www.createthegood.org](http://www.createthegood.org)

[www.signup.com](http://www.signup.com)

# Sample fundraising letter

(DATE)

(RECIPIENT NAME)

(RECIPIENT ADDRESS)

(RECIPIENT CITY, STATE ZIP)

Dear (NAME),

This year, I am excited to join Team KCNQ2 as an Event Leader. I hope you will join me in raising funds and awareness at (NAME OF EVENT) in (MEMORY/HONOR) of (NAME OF LOVED ONE) to benefit the KCNQ2 Cure Alliance (KCA).

I am dedicating my efforts to the KCNQ2 Cure because (INSERT YOUR STORY HERE – YOUR CONNECTION TO KCNQ2, YOUR EXPERIENCE WITH THE DISEASE, WHY SUPPORTING THIS COMMUNITY MATTERS TO YOU, ETC.).

KCNQ2-related disorders (KRD), caused by changes in the KCNQ2 gene, are the leading gene cause of seizures in newborns. These disorders can bring significant challenges: many children have ongoing seizures, developmental delays, and need lifelong supports. Families face uncertainty and difficult medical decisions every day.

The KCNQ2 Cure Alliance works tirelessly to advance research, find treatments, and bring hope to families around the world. Progress in the fight against KCNQ2-related disorders is being made, but your support is essential to continue our efforts.

My goal is to raise (FUNDRAISING GOAL), and every dollar makes an impact. Please help me reach my goal by making a gift today.

To make a secure donation online, visit my fundraising page at (INSERT QGiv URL) or visit their website at [kcnq2cure.org](https://kcnq2cure.org). Please join me in leading the way toward a world without KCNQ2-related disorders.

Thank you in advance for your generous support.

Sincerely,

(NAME)

# Sample sponsorship request letter

(DATE)

(RECIPIENT NAME)

(RECIPIENT ADDRESS)

(RECIPIENT CITY, STATE ZIP)

Dear (Salutation),

This year, I am proud to lead the way toward a world with treatment and a CURE for KCNQ2-related disorders (KRD) as an event Leader. (EVENT NAME) will take place on (EVENT DATE) at (EVENT LOCATION). This event benefits the KCNQ2 Cure Alliance (KCA), which seeks to raise funds and awareness for KRDs, the most common cause of seizures in newborns, often paired with lifelong developmental disabilities. We would love your support as a sponsor of (EVENT NAME).

KCNQ2-development and epileptic encephalopathy (KCNQ2-DEE) causes seizures in newborns along with lifelong developmental delays. Those with KCNQ2-DEE require lifelong care and support. One in every 17,000 births is diagnosed with a KCNQ2-related disorder.

The KCNQ2 Cure Alliance works tirelessly to advance research, find treatments, and bring hope to families around the world. Progress in the fight against KCNQ2-related disorders is being made, but your support is essential to continue our efforts.

By sponsoring (EVENT NAME), you'll receive exposure in front of a captive audience of (EXPECTED ATTENDANCE NUMBER) professionals and KCNQ2 supporters. Enclosed is a list of sponsorship opportunities that benefit your company throughout the event. Your contribution helps those living with KRDs lead longer, healthier lives.

Thank you for your time and thoughtful consideration. If you have any questions, please contact me at (PHONE) or (EMAIL).

Sincerely,  
(NAME)

P.S. – For more information about your gift's impact on the KCNQ2 community, please visit [kcnq2cure.org](http://kcnq2cure.org).



# Sample sponsorship package

Below is an example of what a sponsorship package can look like. This is not a requirement for your event, but if you're interested in using it, you can tailor the levels to reflect your event.

## PLATINUM SPONSOR \$1000

- Private space and table within the start/finish line area to celebrate with your team Logo on marketing materials and e-communications
- Opportunity to provide educational materials or promotional giveaways to walkers
- Logo placement on t-shirts
- Verbal recognition of the sponsorship during the live speaking program
- Logo placement with a clickable link to the company's website on the event registration website
- Three signs with name recognition or company logo placed along the walk route

## GOLD SPONSOR \$500

- A table placed near registration to interface with walkers on the day of the event
- Opportunity to provide educational materials or promotional giveaways to walkers
- Logo placement on t-shirts
- Verbal recognition of the sponsorship during the live speaking program
- Logo placement with a clickable link to the company's website on the event registration website
- Two signs with name recognition or company logo placed along the walk route

## SILVER SPONSOR \$250

- Logo placement on the t-shirts
- Verbal recognition of sponsorship during the live speaking program
- Logo placement with a clickable link to the company's website on the event registration website
- A sign with name recognition or company logo placed along the walk route

## BRONZE SPONSOR \$100

- Logo placement with a clickable link to the company's website on the event registration website
- A sign with name recognition or company logo placed along the walk route

## KCNQ2 STRONG SPONSOR \$50

- A sign with name recognition or company logo placed along the walk route

# Sample commitment form

## LEVEL

☐ PLATINUM

☐ GOLD

☐ SILVER

☐ BRONZE

☐ KCNQ2 STRONG

COMPANY NAME :

CONTACT NAME :

TITLE :

ADDRESS :

CITY/STATE/ZIP :

EMAIL :

PHONE :

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Credit Card Payments can be made by contacting Scotty Sims, Executive Director at [scotty@kcnq2cure.org](mailto:scotty@kcnq2cure.org). Payment by check can be sent to:

KCNQ2 CURE ALLIANCE

(EVENT NAME)

3700 QUEBEC ST

UNIT 100-118

DENVER, CO 80207

# Sample in-kind request letter

(DATE)

(RECIPIENT NAME)

(RECIPIENT ADDRESS)

(RECIPIENT CITY, STATE ZIP)

Dear (Salutation),

This year, I am proud to lead the way toward a world without KCNQ2-related disorders (KRD) as an Event Leader. (EVENT NAME) will take place on (EVENT DATE) at (EVENT LOCATION). This event benefits the KCNQ2 Cure Alliance (KCA), which aims to raise funds and awareness for KCNQ2-RD, the leading genetic cause of seizures in newborns. We would love your support as an in-kind donor of (EVENT NAME).

I am dedicating my efforts to the KCA because (INSERT YOUR STORY HERE – YOUR CONNECTION TO KCNQ2, YOUR EXPERIENCE WITH THE DISEASE, WHY SUPPORTING THIS COMMUNITY MATTERS TO YOU, ETC.).

KCNQ2-related disorders (KRD), caused by changes in the KCNQ2 gene, are the leading genetic cause of seizures in newborns. These disorders can bring significant challenges: many children have ongoing seizures, developmental delays, and need lifelong support. Families face uncertainty and difficult medical decisions every day.

The KCNQ2 Cure Alliance works tirelessly to advance research, discover treatments, and bring hope to families worldwide. Progress in the fight against KCNQ2-related disorders is being made, but your support is essential to continue our efforts.

I invite you to participate in this special event as an in-kind donor. We expect (NUMBER) of participants, and your gift of (ITEM) would be a welcome addition to (EVENT NAME).

Please join me in leading the way toward a world without KCNQ2-related disorders. Thank you in advance for your generous support.

Sincerely,

(NAME)

Event Leader

P.S. – For more information about your gift's impact on the KCNQ2 community, please visit [kcnq2cure.org](http://kcnq2cure.org).

# Sample thank you letter

DATE)

(RECIPIENT NAME)

(RECIPIENT ADDRESS)

(RECIPIENT CITY, STATE ZIP)

Dear (NAME),

Thank you for attending (EVENT NAME) to benefit the KCNQ2 Cure Alliance (KCA). Your participation helps the KCA raise awareness, fund critical research, and sustain vital programs that help families. The event has raised a total of (EVENT TOTAL) for the KCA to help find a cure that affects families in over 66 countries.

Events like (EVENT NAME) are essential to raise much-needed funds and awareness for the KCNQ2 community and help accelerate the mission of the KCA. I couldn't have done it without you. Thank You.

I appreciate your participation and hope to see you at next year's event!

Sincerely,

(NAME)

# TEAM



# KCNQ2