



## ***Friends of Neighbors***

### **A Guide for Planning a Benefit Event**

We appreciate and are grateful for your interest in conducting a fundraising event to benefit the programs and services offered at Neighbors, Inc. Your support is so important to us! We hope this guide will assist you. Please let us know if there is anything we can do to help make your event a success.

#### **8 Steps to A Rewarding Event**

**1. Form a committee.**

Gather your friends, family and co-workers to help. It's also a great idea to notify Neighbors of your event during this stage. We'd love to offer our help and support.

**2. Brainstorm!**

Before getting started, you may want to consider items like the event theme, location, food, logistics, programming, etc. Invite others to help with ideas. Choose something you enjoy.

**3. Develop a timeline.**

A good plan can make the event even more successful! Identify tasks and delegate responsibility. Set deadlines for completion dates of tasks. Check-in regularly with committee members.

**4. Set a goal.**

How much do you want to raise with your event? Specific goals are more likely to be achieved.

**5. Promote your event.**

Send information in emails, post on social media sites, use community resources, create posters and make announcements in bulletins, newsletters, etc. Encourage friends and family to help you spread the word. Neighbors can also help by posting information on our Community Calendar web page, social media outlets and on-site for volunteers, clients and staff to see.

**6. Event Day!**

Remember to take lots of pictures and keep a record of important items including additional donations and volunteer service hours.

**7. Follow-up with Neighbors, Inc.**

We'd love to know how it went and share your success! Please share any photos, success stories, donations and money raised with Neighbors within 30 days of the event.

**8. Evaluate & Celebrate!!!**

Get together after the event with your committee to talk about what went well and what things you would do differently if you held the event again. Pat yourself and your committee members on the back! Remember to thank your volunteers, committee members, donors, participants, sponsors, in-kind donors, etc. for their involvement.

## How Neighbors, Inc. can help:

- Provide digital copies of logo and images of Neighbors, Inc.
- Provide current statistics about service needs and programs at Neighbors, Inc.
- Promotion of event through our web site, social media outlets, newsletters and on-site at Neighbors, Inc.
- Depending on availability, a Neighbors, Inc. representative at your event.  
(Please note – the earlier we know of your event, the better the availability.)
- Tours of Neighbors, Inc. for your group.
- Use of the conference room at Neighbors, Inc. for planning meetings.
- Tax receipt letters provided for any gifts/donations received by and made payable to Neighbors, Inc.\*
- Send thank you letters for in-kind donations, prize or auction items.\*  
\*A contact list must be supplied to Neighbors, Inc.
- Provide a follow-up statement of impact regarding your contribution.
- Use us as a resource! We would love to see your event be as successful as possible and are grateful for your support of Neighbors, Inc.

Questions? Contact Heidi Satre, Events Manager, at 651-306-2154 or [heidi@neighborsmn.org](mailto:heidi@neighborsmn.org).

### The following items would not be provided by Neighbors, Inc.:

- A mailing list of donors
  - A mailing list of volunteers
  - Guaranteed volunteers to work the event
  - Any food or beverages
  - Insurance coverage for event
  - Reimbursement for expenses
  - Licensing or permits for raffles, charitable gambling events, etc.
- For more information on Minnesota's policies on charitable gambling, visit:  
<http://mn.gov/gcb/>

***Good luck & have fun!***

Neighbors is a non-profit, social-service agency providing emergency assistance and supportive assistance programs to low-income community members in the northern Dakota County communities of Inver Grove Heights, South St. Paul, West St. Paul, Mendota Heights, Mendota, Sunfish Lake and Lilydale.