



**FUNDRAISING EVENTS
PLANNING TOOLKIT
SUPPORTING IMPACT
MELANOMA**



Thank you for your interest in hosting a fundraising event to IMPACT Melanoma! We cannot express how grateful we are to have your support.

Included in this Toolkit are all of the materials that you will need to successfully hold a M4M event. M4M events include Martinis for Melanoma, Margaritas for Melanoma, and Manis for Melanoma. We have one toolkit file to cover all of the various M4M events, but separate graphics for each.

M4M EVENTS

M4M events are a signature of IMPACT Melanoma. M4M brings people together to raise awareness about melanoma and the dangers of tanning in a fun, social environment. The goal of each M4M event is to cultivate a younger population than our standard events, create volunteer opportunities throughout the community, and to raise important funds to grow our education, prevention and support programs. It's also a great way to let others know about the free programs we offer including support groups for patients and their caregivers, one-on-one support through Billy's Buddies, and awareness programs such as Your Skin Is In, Skinny On Skin, Safe Skin at Work and our Practice Safe Skin initiatives.

WHY ARE M4MS IMPORTANT?

By bringing M4M to your community, you are helping to spread melanoma awareness. Here are some important melanoma facts:

- Melanoma is the 2nd most common form of cancer for teens and young adults ages 15-29.
- Melanoma is preventable and is 99% curable when caught early.
- Using a tanning bed for 20 minutes is equivalent to spending 1-3 hours a day with no sun protection at all.
- Tan skin is damaged skin; there is no such thing as a safe tan.

HOW DO I GET STARTED?

Everything you will need to plan your M4M event is in this toolkit or can be found in the M4M portal <https://impactmelanoma.org/events/martinis-for-melanoma/m4m-portal/>

WHAT IMPACT WILL PROVIDE:

- Website with event info and ticketing
Fill out media form in portal
- Social media posting
- Email Blast
- Templates for signage and presentation
- Press release and media management
- Tax acknowledgement letters (if list is provided) *for ticket sales, sponsors, and donations*
- PayPal swipe for check-in/out
- Up to \$500 for expenses allocated based on fundraising capacity (*Pending approval - Expense form in portal*)
- Template spreadsheet for tracking purposes
- Mailing list for post card
- Lip balm (SPF 15)
- IMPACT Melanoma Materials
- Skin care kit prize for your raffle



Planning Checklist and Timeline

Use the blank spaces to customize the dates for your event.
For more information on each task, see *Best Practices*.

<input type="checkbox"/>	Set Tentative Date	6 Months	_____
<input type="checkbox"/>	Select a Committee	6 Months	_____
<input type="checkbox"/>	Committee Meeting 1	6 Months	_____
<input type="checkbox"/>	Secure a Venue	6 Months	_____
<input type="checkbox"/>	Submit Contracts	6 Months	_____
<input type="checkbox"/>	Solicit Sponsors	6 Months	_____
<input type="checkbox"/>	Begin to Solicit Auction/Raffle Items	6 Months	_____
<input type="checkbox"/>	Secure Emcee/Entertainment	5 Months	_____
<input type="checkbox"/>	Complete Media Request Form	5 Months	_____
<input type="checkbox"/>	Committee Meeting 2	5 Months	_____
<input type="checkbox"/>	Committee Meeting 3	4 Months	_____
<input type="checkbox"/>	Event Invitation	3 Months	_____
<input type="checkbox"/>	Committee Meeting 4	3 Months	_____
<input type="checkbox"/>	Select Evening Committee Speaker	2 Months	_____
<input type="checkbox"/>	Develop Night-of Program	2 Months	_____
<input type="checkbox"/>	Committee Meeting 5	2 Months	_____
<input type="checkbox"/>	Committee Meeting 6	1 Month	_____
<input type="checkbox"/>	Decide Raffle and/or Auction	1 Month	_____
<input type="checkbox"/>	Package Items for Raffle/Auction as needed	1 Month	_____
<input type="checkbox"/>	Decide On Night-of Signage	1 Month	_____
<input type="checkbox"/>	Print Raffle/Auction Signage	2 Weeks	_____
<input type="checkbox"/>	Finalize PowerPoint Presentation	2 Weeks	_____
<input type="checkbox"/>	Confirm Schedule with Volunteers	2 Weeks	_____
<input type="checkbox"/>	Submit Spreadsheet for Thank Yous	Post	_____
<input type="checkbox"/>	Committee Wrap-up Call	Post	_____

Martinis for Melanoma Best Practices: How to Make Your Event a Success!

CHOOSING YOUR COMMITTEE

Hosting a third party event is a fun and exciting way to involve your local community in this cause. But it's a lot of work too! You'll need a strong committee comprised of people with different skill sets to make this event a true success. When picking your committee, think about the different roles you will need:

- **Planning Logistics** – You'll need an event planner on your team. Someone who can coordinate a lot of moving parts and put together a plan for the evening, all while managing the critical tasks needed to make that happen.
- **Soliciting Donations** – You'll need someone who isn't afraid to hear the word "no." Soliciting sponsors and donated prizes can be a tough job, so you'll need a person who isn't afraid to make the ask and doesn't get offended when they are told no.
- **Focusing on the Details** - Before your big event, there are lots of little details that need to be completed like updating the evening's presentation, creating signage for the night and review of the evening's program. You'll need someone who can focus on the details and make sure all the little pieces are in place.
- **Technical Needs** – Your night will include check-in, check-out and cash management, so you'll need someone who is organized, responsible, and understands the technical side of these tasks.
- **Public Relations** – Although IMPACT Melanoma will handle most of your PR, you'll need someone who enjoys speaking in public to do possible media interview or welcome the crowd publicly.

APPROACHING A VENUE

Approaching a venue to hold your event can seem scary, but it's actually very fun! First, brainstorm a list of locations in your area that are popular and crowd pleasers. Where is the go to place for a drink or great food?

Once you have a few ideas in mind, start making calls. Ask for a meeting with the manager and don't be afraid to approach a few locations simultaneously. You can always weigh the pros and cons of what each venue is offering with your committee.

Once you've secured a meeting with the management, make sure you have some IMPACT Melanoma materials with you. Be prepared to speak briefly on the cause and what your personal connection is. You want to try to secure the following for free of charge:

- Space for the event
- Appetizers and/or some sort of food spread
- A signature martini to be included in guests' ticket price
- A screen/projector or TV if available for presentation

Listen to what the restaurant is willing to offer and go from there. Be sure to tell them all the perks of getting involved:

- Inclusion on all marketing materials including social media, website, mailer and eNews
- Inclusion in press release and all media mentions
- Additional PR opportunities like a possible appearance for the bartender to make a martini on TV
- Revenue implications: the bar will make a lot of money that night and most people will order food in addition to what is provided

You may also want to secure free entertainment for the evening.

ASKING FOR SPONSORS

A critical part of any M4M success story has always linked back to one thing: sponsorships. M4M is a wonderful, meaningful event, but ticket sales and raffle items only make up a small portion of the event's fundraising figure. On average, M4M's bring in around \$5,000-\$10,000. Starting at \$250, sponsorships offer a variety of benefits to individuals and companies and are easier than you think to sell. A sponsorship package and sample request letter is included in the M4M Toolkit.

The most important part of soliciting sponsors is the first step: identifying prospects that make sense. You'll want to sit with your committee and brainstorm a list of companies where people have personal connections, or organizations that "make sense," i.e. a Dermatologist office or skin care organization.

Once you have your list together, you want to assign prospects to your committee members. You should be keeping track of who is approaching which organization so that you do not duplicate efforts or approach someone twice. Be sure to use the M4M Master Spreadsheet template provided to keep track of your potential and secured sponsors. Remember to follow up with who you've contacted and keep detailed notes about their status. Don't be afraid to hear "no," it's OK not to win them all!

SOLICITING RAFFLE/AUCTION PRIZES

Soliciting raffle/auction prizes can be one of the easiest tasks when putting together a M4M event. Most companies jump at the chance to donate to a great cause. Included in the M4M Template folder is a sample auction/raffle request letter. Simply update the letter to make it personal and include it with your sponsorship ask.

As with soliciting sponsorships, it's important to divide up the tasks with your team and to ensure two people are not approaching the same organization. Raffle/auction prizes can value from \$10 up to several hundred dollars and can be anything from gift certificates, unique experiences, sports tickets, or baskets of products. Have fun with it and be sure to diversify your prizes.

After gathering all of your prizes, you'll need to decide if your event will include a raffle or an auction. Only you know your crowd and what will work best for them. Some things to keep in mind:

- If you have mostly small valued items, a raffle might be best for you.
- If you have a majority of small valued items, but a couple high valued, you could have a raffle with a small live auction.
- If you have mostly high valued items, a silent auction may be more profitable.
- Smaller items of a similar theme can be grouped together for a higher valued package. For example, if you have a spa service, gift card to a near by restaurant and a hotel stay these could be a "Girls Weekend" bundle.

SIGNAGE TEMPLATES

Event signage is key in communicating messages and keeping branding consistent. See page 6 for more details on branding for M4M. Editable templates have been provided for your event. These templates **must be used** to keep all of our M4M events looking consistent. The templates include:

- Individual raffle items
- Main raffle pricing
- 50/50 raffle
- Silent auction items
- Silent auction bid sheets

These are designed as 8.5"x11" documents for easy printing at home.

Your event may require additional signage. If you have sponsors, you'll want to have a large thank you sign with their logo(s). You may want to have a small sign to display your signature M4M martini for the evening. If you are holding a live auction, you'll want a large sign to promote these items. A blank M4M banner is included in the templates folder that can be used on larger signage if needed. Be sure to reach out to local printers to see if they will donate or discount printing. They would be considered an In Kind sponsor and receive benefits based on the value of their donation.

VOLUNTEERS

Volunteers are critical in having a smooth running M4M event. Most volunteer positions are filled by committee members, but if you need additional hands on deck, reach out to your friends and family to see if people are available to help! If you still need additional help, IMPACT can put a request out to our volunteers to see if any are available in your area.

Volunteer duties can include:

- Set up
- Assembling signage in frames
- Event Check-In
- Raffle Sale Floaters
- Event Check-Out
- Break Down

You will want to have a couple of volunteers assigned to each task and be sure to send out a copy of your volunteer schedule two weeks prior to the event. This will ensure everyone is on the same page.

PLANNING LOGISTICS

The final part of executing a successful M4M is to plan the logistics for the evening. You'll want at least 90 minutes for set up and an hour for break down, so it's important to factor that into your evening's schedule. And speaking of schedules, have one written down. Layout a timeline for the evening to help guide you through the event. When will you make a welcome announcement? When will you pull the raffle winners? When will the food be served? It's important to track of these things and to have a plan.

Also included in the templates folder is a **PowerPoint file** for your evening program. You'll want to update this with information regarding your event, according to your event schedule. Typical presentations include: a thank you to sponsors including their logos, a thank you to your committee, slides introducing each speaker, and live auction items (if applicable). You will need a laptop to run the PowerPoint on event night.

Finally, make sure your committee knows their role during the evening. Assign people "stations" ahead of time to ensure everything is covered and everyone knows what they are supposed to be doing. Otherwise, everyone will be asking you what they should be doing all night long.

Most of all have fun! This event is social and meant to bring people together, so relax and enjoy!



Brand Assets

Below is our M4M branding guide. Please follow these criteria when promoting M4M.

M4M LOGO

The M4M logos are the primary component of our visual identity. Correct use of the logos are essential in establishing a unified presentation of the program. The logo must always appear with "To Support IMPACT Melanoma" tagline.

Clear Space

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. This way, the logo stands out on all our materials.

Clear space is measured by the height of the letter "M" in the "Melanoma" This amount of clear space should be allowed on all four sides of the logo.

Minimum Size

To make sure our logo is always clear and legible; it should not be made smaller than 2 inches. This minimum size should be used only when space constraints require it; in the vast majority of uses, the logo should be larger.

Logo Variations

The M4M logo is available in two colors: white on a blue background and blue on a white background.



Incorrect Usage

Any alternation of the M4M logo is considered misuse. Please only use approved supplied artwork on your materials. Here are some examples of incorrect use or alteration of the logo.



The logo should not be distorted or stretched in any way. To resize the logo, always use the handles at the corner of the logo as opposed to the vertical or horizontal sides, to preserve correct proportion.

The logo should never be copied and pasted from our website. For additional information, or if you have any questions about proper logo use, or would like to request logo files, please email m4m@impactmelanoma.org.

M4M COLOR PALETTE



Please use the following approved M4M color for all materials.

Pantone 294U

CMYK (full color printing) 100/86/33/23

RGB (web colors) 0/52/102

Hex (HTML, word processing) 003466

Pantone 115U

CMYK (full color printing) 0/24/94/0

RGB (web colors) 255/195/36

Hex (HTML, word processing) ffc324

M4M FONTS

We use two primary typefaces. These fonts should be used in all public written materials. If these fonts are not available to you, you may use the secondary font options.

Primary Font – Heading Text

Frutiger LT Pro 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica LT Std (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Primary Font – Body Text

Frutiger LT Pro 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica LT Std Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Secondary Fonts

If you do not have access to Frutiger or Helvetica, you may substitute the following typefaces:

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



Questions? We're here to help!

Contact us at
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