

FUNDRAISING

TRANSPLANT FUNDRAISING PROGRAM



*Georgia
Transplant
Foundation*

Enriching Lives Everyday

FUNDRAISING MANUAL

www.gatransplant.org

Dear Transplant Candidate:

Georgia Transplant Foundation's (GTF) Transplant Fundraising Program (TFP) is pleased to provide you with this Fundraising Manual. The information enclosed is designed to help you organize your efforts in order to fundraise successfully for your post-transplant prescription medications and insurance premium needs. In addition to this packet, we offer Fundraising Workshops that allow for an in-depth review of this manual and other fundraising ideas. With the right tools and structure, we know you can succeed, and GTF is available to help you every step of the way!

For more information, templates, and examples, please visit our website at: www.GATransplant.org.

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How long does it really take to raise the money?

Like everything else in life, the effort you put into your fundraising determines the success. Some people raise their entire fundraising goal very quickly. Others take longer to reach their goals. As long as you give it your all you should see results.

Do I have to attend a Fundraising Workshop?

While you are not required to attend the workshop to enroll in the TFP program, patients that do attend the class raise up to 20% more than those who do not.

BUILDING YOUR FUNDRAISING PROGRAM

Why Fundraise?

- Fundraising is a matter of life or death for some, being listed for transplant for some, and a matter of quality of life for others. It provides a safety net for all.
- Many transplant centers request that patients submit a financial plan for how they will afford post-transplant costs not covered by Medicare or insurance.
- Being financially prepared relieves post-transplant stress.
- Prescription medications: Post-transplant prescription medications can be more than \$2,000 per month, and even with insurance, co-pays can be unaffordable.
- Extra costs: There are many extra expenses such as travel expenses, lodging, doctor's and outpatient co-pays that occur during your transplant. While the Georgia Transplant Foundation has Financial Assistance Programs, these are short-term solutions, and you will have your transplanted organ for the rest of your life.
- Employment issues: Are you able and do you plan on returning to work after your transplant?
- While insurance coverage has out of pocket and lifetime maximum limits, maintaining insurance coverage is the best plan for managing post-transplant expenses.
- Routine budget shortages: If your monthly budget often falls short, it may be difficult to afford prescription medication co-pays and insurance premiums.

TIPS FROM SUCCESSFUL TFP CLIENTS

Here is advice from actual Transplant Fundraising Program clients who were able to raise more than \$5,000 in 90 days (3 months) or less!

Start Early

While you are awaiting your program approval letter, you can already begin the 'fundraising process.' This is a very good time to start:

- Write down and perfect your personal story for your webpage. Make your story touching. The more people that connect with you on a personal level, the more they will give.
- Personalize transplant statistics to show others what you are up against.
- Start speaking with those in your life who have talents and gifts that would help you succeed.
- Begin thinking of ideas that work for you. Big events only work for some people. Are you a BIG event person, or a one-on-one person?

Learn All YOU Can

- Read and re-read all of the manuals and handouts.
- Look for information from every source available, including: www.UNOS.org, www.GATransplant.org and www.DonateLife.net.

Never Be Afraid to ASK

- No man is an island.
- Asking is the only way to receive. You never know who has been placed in your path to be a blessing to you.
- Your family would rather have you than memories of you. Don't put your pride before your loved ones.

Planning is KEY

Plan ahead. There are several occasions of hurry up and wait in the transplant process; give yourself things to do in the 'wait' times. It makes them go by faster.

- Everyone has some 'organizational skills' somewhere within them. If it is not your strong suit, look around for someone to help you.
- Find your inner organizer and keep track of what others are doing on your behalf.
- Find what works best for you and go with it - If a bake sale works well at Thanksgiving, have another one before Christmas. If a fish fry works well, try one again at the same time next year.

What is the benefit of having an "Unmatched Account"?

The Unmatched Account still provides most of the same benefits as the Matched Accounts.

Account management, transparency, access to our two Direct Bill pharmacy options and the security of knowing that if you need your prescription medications or insurance premiums the money has been set aside for them, no matter what life throws at you.

How do I go about getting quickly getting listed for transplant?

Your transplant center sets the requirements for listing. Follow-up with all they ask of you, check to be sure test results are getting to the transplant center and maintain contact with them until you are listed.

GTF can assist with many aspects of your journey once you have been listed for transplant.

PLANNING A FUNDRAISING CAMPAIGN

The necessity to fundraise for transplant needs can seem overwhelming for many people. It's out of our comfort zone and quite frankly, a little frightening.

Working with GTF, learning how to organize your fundraising efforts for maximum effectiveness and receiving instruction on how to plan an event can make all the difference. There are multiple methods you can utilize to secure the funds you need such as: online fundraising utilizing your GTF personal webpage, sending a fundraising letter to friends and family or planning simple events to raise funds. This guide is offered to help you organize a successful fundraising campaign for your post-transplant needs.

Assembling Your Team

Most fundraising activities require a team to make them successful. The benefits of additional ideas and resources can be unparalleled. Look at all the networks and groups that you are tied into - family, friends, neighbors, coworkers. And think of all the groups you are a member of - PTA, religious groups, alumni association, Rotary Club, trade associations. There are potentially hundreds of people who might be willing to help with your efforts in some way.

To form your team, simply approach a few of those people you are especially connected to or who may have something unique and important to offer your group; people who are personally invested in you and your success. If you already have a small group of family members or friends, simply get together and talk about expanding the team. Agree on a number of people you'd like to recruit initially, and talk about why you think each person would be a great team member. Remember that teams come in all sizes, large teams and small teams can be equally effective.

Once you have your core team, you may also need extra volunteers to make your efforts successful. People are most likely to help if you ask them, and people generally respond to people, so it's important to tell potential volunteers your personal story when asking for their support.

Please see Appendix A for the "Who Do You Know" form.

Building Your Core Team

Every team needs coaches. Coaches inspire, lead, and organize. Below are some of the coaching jobs you will need to have on your team. Not every position needs to be filled, but the more volunteers you can get to fill these jobs, the stronger your team will be. Feel free to assign more than one person to each job. As long as your team members feel good about what they're doing, the whole team will be stronger. You may choose to organize differently. **The key to success is sharing responsibility with others—not trying to manage everything yourself.**

Key Team Members

- **Team Leader:** The team leader recruits volunteers and helps keep the team organized, energized, and focused.
- **Team Treasurer:** The treasurer keeps track of the money, provides financial accountability and reports the results of fundraising efforts to the team.
- **Special Events Coordinator:** This person organizes the events you decide to do, such as bake sales or garage sales. You can have one coordinator for each event.
- **Media Coordinator:** This person manages the publicity for your events, talks to your local newspapers and radio stations, writes the press releases and articles that you will send to media and church bulletins.
- **Online Fundraising Coordinator:** This person manages your social media and other online fundraising endeavors and helps to get the link to your GTF website out to as many potential donors as humanly possible.
- **Letter Writing Campaign Coordinator:** This person will help write for the letter-writing campaign, keep track of those who are sending letters on behalf of the transplant candidate, and provide copies for all volunteers.

Finding Volunteers

You may be asking yourself, how do I convince people to volunteer their time? First, tell them about the transplant candidate and their need. Let the volunteer know that they can make an important contribution.

Tell them about the GTF fundraising program and if the candidate is enrolled in the TFP with a matched account, let them know that every dollar they help raise will be doubled. Invite this person to a team meeting and ask them to fill a specific role.

Ask your core team to fill out the “Who Do You Know?” form (Appendix A). That will help them take a look at their personal relationships at home, work, church, and school to determine who they know that might help. Find volunteers who are connected to organizations that can sponsor an event or recruit other volunteers. For example, if one of your volunteers is president of the local veterans association, he or she may be able to ask the association to make a donation or to sponsor an event.

Educating Your Volunteers

Once you have a group of volunteers, give them enough information so that they feel comfortable telling others about the transplant candidate and why you are raising money for the candidate. Use the GTF Fact Sheet found at www.GATransplant.org to educate volunteers and media about the Foundation and the Transplant Fundraising Program.

As you start your fundraising campaign, these are a few things you should explain to those whom you are asking to get involved:

- An organ transplant is an extraordinary medical procedure that is often financially impossible for the transplant candidate's family to support on their own.
- Explain that a transplant has ongoing costs—such as taking costly medications for the rest of your life.
- Let the community know that GTF is working with you.
- Let the community know that a LOCAL family needs their help.
- Let supporters know that they will make a difference by making a life-saving transplant possible.

Can I just put money in my account or do I have to fundraise?

There is no penalty for putting your own money into the Matched Account. However, the TFP program was designed to help you fundraise so that you do not have to risk causing yourself financial distress to facilitate your transplant. It is always wise to attempt to fundraise from external sources. You may of course contribute to your own fund, but be aware of restrictions on disbursements.

Can people make donations from their phones?

The TFP websites are a great way for people to make donations by credit/debit card.

GETTING THE WORD OUT

Getting the word out through advertising, media stories, and even word of mouth is an important step in raising funds once you have developed your strategy. The more people who know about your fundraising plans, the greater your likelihood for success.

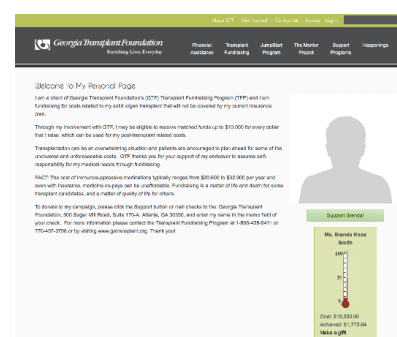
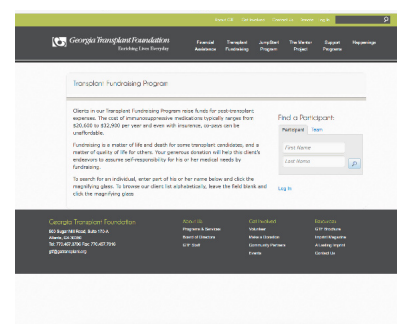
SECTION ONE: ONLINE FUNDRAISING

Rule #1 to online fundraising is using your personal GTF-based webpage.

Upon acceptance into the Transplant Fundraising Program and opting-in to receive a GTF-based webpage, you will receive access to a password-protected website to develop an online fundraising webpage and to manage donations.

You can customize your page with a photo and personalized messages. The following fundraising features are available:

- Credit/debit card processing for donations
- Sample e-mails to help you begin crafting your message
- A dynamic fundraising thermometer
- A recognition scroll for supporters
- A comments section for supporters to leave inspirational messages
- Reporting tools that summarize your progress
- A consolidated online pledge form where online and off-line gifts can be organized
- An e-mail address book to track your contacts
- A downloadable form for donors who prefer to make off-line gifts



Once your page is set up, use your personal website to get the word out! Customize sample e-mails that automatically link back to your webpage. The best part is that you can receive e-mail notifications when gifts are made on your behalf.

Please see Appendix B for step-by-step instructions on getting your GTF-based personal webpage set-up.

Additional Online Fundraising Idea: Leverage Your Social Network

Besides using your GTF-based personal fundraising page, you can attract more attention through social media websites such as Facebook, Twitter and YouTube.



Facebook lets you regularly update your personal status with your donation requests, invitations to join your team and to attend your events.

You can reach “friends” you may not have contacted with previous e-mail requests, such as: high school/college classmates, sorority/fraternity members, church friends, clients, neighbors, etc. Friends of friends who might see your request and donate to you.

You can post updates on how you’re doing so people are regularly reminded of your efforts and why it is so important to you to raise money. Don’t forget to thank your supporters and give them updates on how your process is going.



Twitter lets you keep in touch by exchanging quick, frequent answers to one simple question: “What’s happening?” in 140 characters or less.

On average, the first tweet sent by a participant generates over 14 clicks back to their personal fundraising page. The audience extends beyond family and friends.

The average Twitter user has 70 followers and the average fundraising participant sends 24 e-mails. Sending one tweet can nearly triple the audience for an average participant who used Twitter.



YouTube: Want to give your fundraising campaign a boost? Create a video about the impact transplantation has on your life and the importance of raising funds for your TFP account and upload it to YouTube.

Include the web link to your video on your donation solicitation e-mails and letters, and send it to everyone you know. Ask them to pass it along to all of their contacts. Include the weblink to your website in the video description so people can click and go straight to your page.

Using Social Media tools such as Facebook, Twitter, and YouTube is a low-cost, promotional tool you can use to get the word out about your fundraising campaign and can generate donations beyond your immediate friends and family.

How do I share my link on my social media site?

Near the top of your browser you will find your URL bar. In the URL bar on your website is the address or link that will take others directly to the page. Copy that address and then paste it into the status box on your social media outlet of choice.

How long do I have to use the funds I raised? Is it only one year?

You have one year to raise funds that are eligible for the match. However, your funds are available until they are completely exhausted. If you pass away before you have exhausted the funds in your base account, they can be applied to your funeral costs or end of life medical expenses.

SECTION TWO: OFF-LINE FUNDRAISING

How to Attract Attention

Your fundraising efforts need to attract the attention of supporters and volunteers. If people remember a personal article in a local newspaper or an announcement in their church bulletin, they'll be much more likely to donate funds.

- Contact your local newspapers or radio stations and try to meet personally with reporters. Share the story of the transplant candidate. This is a human-interest story, and the media needs to be convinced that the community wants to hear about the candidate's needs and fundraising efforts.
- Visit businesses throughout your community, ask for donations, and share your story. You may not know many people, but someone on your team has contacts at local retail stores, restaurants, businesses, schools, and religious institutions.
- Try to meet with local community leaders, such as ministers, priests, and rabbis, the presidents of neighborhood associations, or local politicians to tell the transplant candidate's story. These people have strong connections in the community and with the media. They can help publicize your need.

Talk to the Media

Work with your team publicity coordinator to write an article/editorial about your story and your fundraising efforts. Submit this piece to local media. In the article, make sure to include: The kind of help you need (i.e., donations, living donors, benefits, and/or volunteers); and an address where people can send donations and a phone number that people can call if they want more information.

Feature Story

- Tell the story of the transplant candidate to a local newspaper reporter.
- Write out the facts of your story. Provide your personal fact sheet and GTF fact sheet outlining costs of post-transplant care and medications.
- Find out which reporter does human-interest stories; locate the Living Section editor or perhaps Local Section editor. Call the reporter or send an email to extend an invitation to meet with you in person and meet the transplant candidate.
- Follow up with the reporter if you don't hear back in a reasonable amount of time.
- You will likely only get one story in the newspaper, so use it to your best advantage to spread the word about all of your upcoming fundraising events.

Flyers

Place flyers in community areas where people are likely to be interested in your event. You can staple to telephone poles, bulletin boards, displays in local businesses, schools, and religious organizations (these are more effective in areas relevant to your event). Ask others to hand fliers out at their events. Consider placing larger notices at key areas. Canvas your local neighborhood!

The Letter Writing Campaign

A Letter Writing Campaign is simply writing letters asking for support and donations. Send the letter to your family and friends and ask them along with all your volunteers to send letters to their contacts, as well. *Please see Appendix C containing example letters.* Mention that you are working with GTF as it will give your campaign credibility. If you have a Matched Account, mentioning GTF's TFP match will inspire your prospective contributors because they'll know that their gifts will be increased by GTF's match. The effectiveness of the Fundraising Letter Writing Campaign is that it expands "the ask." You ask 20 people to send 20 letters on your behalf and now you have 400 letters going out! This is the single most effective method of fundraising used by GTF clients.

The letter should include:

- The story of the patient and family
- Brief information about the illness that caused the need for the transplant
- Costs associated with transplantation and follow-up care
- A personal request for support along with detailed directions for contributing
- A photograph of the transplant candidate and family. You may want to scan or copy and paste a photo directly onto the letter.
- All possible methods of giving, including: the client or team address for giving by check or money order; GTF's direct address for giving by check or money order; the client's TFP website URL for giving by credit or debit card.
- A self-addressed return envelope is nice. It is not necessary to stamp the return envelope.

After you have sent out your letters, ask your family, friends, and volunteers to send this letter to their friends and family. The letter should be changed to be from the individual volunteer who is sending it on your behalf. Potential supporters will be much more likely to give if they receive the fundraising letter from someone they know. Letters can be sent any time of year. This is a very inexpensive yet extremely effective activity for raising funds. Ask for donated stationery, and ask your volunteers to pay for postage.

The Big Introduction

- Set the stage, and get the attention of your reader.
- Tell your story and explain your connection to GTF.
- Tell them about GTF's TFP match

Write From The Heart

- Relay your experiences and those of today's patients.
- Provide the hard facts to help others understand the cost associated with transplantation and follow-up care.

Ask! Ask! Ask!

- If you don't ask, they won't give. Ask directly for support.
- Providing suggested donations can help donors.
- Provide updates to help motivate your donors.

Thank Your Donors

- Let your donors know how grateful you are.
- A simple thank you can go a long way.

Spread Your Letter Around

- Suggest that your donors visit your GTF fundraising webpage.
- Print it out, and mail it to your entire address book.
- Include instructions for giving and a return envelope.
- Email the letter to your network.

Are the moneys only matched if I use them in the first year?

No. The Matched funds, an amount equal to all moneys deposited into the account during the first year of fundraising, will be available post transplant until the funds have been exhausted either by direct pharmacy billing, insurance premiums, or by reimbursement.

PLANNING EVENTS

The goals of your events and activities are to raise money. The letter writing campaign is a good example of a simple way to make money—just by asking for it. Events are another good way to raise funds for your transplant account.

Choosing the Right Events

The right event is an event that you and your volunteers are excited to put together and one that you know your community will be interested in supporting or attending. Try starting with simple activities and then gradually progressing to more difficult events if necessary.

A personal connection makes for an easier and more successful event. Local community groups and businesses may be willing to sponsor these events with you. Your team should canvas the community and speak with organizations and businesses to enlist their support!

Always try to choose events or activities that require little money investment up front. It is a good idea to ask for the supplies you need to be donated.

This manual offers some suggestions for special events, but look beyond our list to find what's right for your connections and community. Seek feedback on new concepts and be sure you have at least one or two solid ways to make money on any event you plan.

Planning Events

As you begin planning your fundraising event, first, ask yourself, “How long will it take to plan this event?” Pick events that won't take months of preparation or require you to spend hundreds of dollars up front. Decide where you would like to hold your event and ask if they have dates available during the window of time you hope to hold your event. If you can be flexible about your date you may find that the venue cost could be reduced or the venue's staff could be very helpful. Next, look at the calendar and find the right date for your event. Make sure it's not a holiday or some other busy day within your community. Secure the location of the event and reserve event space **BEFORE** you plan out your event. *See Appendix D for a Fundraising Event Planning Worksheet.*

Tag On Events

A “Tag on Event” is one that already occurs in your community, and you will “tag on” by asking for a booth, table, or a way to participate as a vendor at their event. Examples are the Cherry Blossom Festival in Macon, Lilburn Daze, Fall Festival, Apple Pickin’ Days, etc. The organizers of the event, when told the “transplant story,” are likely to give you a booth at low or no cost to use for raising funds. As a vendor you might sell baked goods, cookies, crafts, etc. The key to making money with this type of event is to adequately tell the “transplant story” on a story board. *See Appendix E for Story Board.*

One of the most difficult challenges of a successful fundraising event is to have enough people attending the event to make money. By tagging on to an established, well-attended event, you can maximize your efforts and reach more people.

Events Held for You by Others

The best events are those you don’t have to plan or execute yourself! Ask other groups to sponsor events and donate the proceeds to your campaign. For example, the local Rotary might be willing to have a presentation made at their next meeting to ask for donations. The Boy Scouts may be willing to hold a pancake breakfast fundraiser. A local beauty salon or restaurant may be willing to donate proceeds from a specific Day of Beauty.

There are also organizations that hold annual events for charity. Meet with organizers and ask if they will donate the proceeds or a portion of the proceeds of their event this year to your fundraising efforts. Examples are sorority and fraternity events, Junior League, Braves Annual Weekend of Caring, etc.

Product Sales

Many groups choose to sell chocolate bars, wrapping paper, cookbooks, magazines, or other products to raise money. The advantage of products sales is that sales can be held at any time. The disadvantage of product sales is they may require participants to pay up front to buy the products.

Tip: Be sure that whatever product you are selling makes at least a 50% profit.

Examples of Product Sales:

1. Candy Fundraiser Programs with Hershey’s – Visit the website (<http://www.hersheys.com/fundraising/info/>) or call 1-800-803-6932.
2. CandySales.com - call 1-888-540-6070 or visit their website.
3. Pampered Chef – Visit the Website (<http://www.pamperedchef.com/home/contact.html>) or call 1-888-OUR-CHEF (1-888-687-2433).
4. Tupperware – Visit the website (<http://my2.tupperware.com/tup-html/T/tupperware-fundraising-welcome.html>) or call 1-800-903-0933.
5. Cookbooks – Morris Press (<http://www.morriscookbooks.com/fundraising/>) or call 1-800-445-6621.
6. Cookie Dough Fundraisers – Visit the Website (<http://www.classiccookie.com/home.htm>) or call 1-877-933-5444.

How does the match work?

When you have a Matched Funds Account, after your transplant, you will submit your transplant related expenses (prescription medications, insurance premiums, or other transplant related expenses) for reimbursement. These requests will be processed and all approved reimbursements will be paid. Half of the money will come from your base account and half will be pulled from the associated GTF matching funds.

FUN & EXCITING WAYS TO RAISE MONEY

Food Events: Pancake Breakfast, Ladies Tea, Barbecue, or a Low Country Boil, Spaghetti Dinner, Fish Fry, Dessert Tasting: Any event that is planned around food is considered a food event. Finding a site, getting the food donated, and selling tickets are the key components to this event. You may add a silent auction to the event. You may choose a theme, like an ethnic or regional focus. Make sure the event includes a program that talks about the transplant candidate and makes a plea for financial support. Always try to use add ons (such as a raffle or silent auction) to increase your profits.

House Parties: This is a simple activity in which friends host a party or gathering in their homes. The host invites guests and provides refreshments. Your fundraising team will be there to explain the need for funds for the transplant recipient and ask for financial support. Give visitors donation cards that can be filled out at the house party, and collect the donations. You can also give directions to your GTF website for donations.

Offerings at Your Church or Synagogue: Contact your religious organization and see if you or your team leader can make an appeal for support. Ask other members of your family or team to conduct this same appeal in their church or synagogue.

Auctions: The hard part of an auction is getting the items donated. A silent auction uses bid sheets placed near each item, indicating the opening bid. Participants move from item to item, writing down their offer and silently outbidding their competitor. This is particularly good to add to a food event for additional income.

How Many? Take marbles or jellybeans, put them in a see-through jar, and have people pay a small fee to guess how many are in the container. If a person guesses the exact number inside, then they get to keep all the marbles or jellybeans. This is a great one to add on to another event.

Yard Sale or Parking Lot Sale: Ask volunteers to donate used clothing, housewares, and collectibles. Bring the items together in a church or store parking lot, and sell everything! Be sure to put up a poster describing the transplant candidate and explaining the need.

Car Wash: Have a car wash in the parking lot of a restaurant or store and get people to make a donation in return for the service. Get youth volunteers together to wash the cars and advertise this event all over town. You can also sell refreshments.

Cook-Off: Have judges, official tasters and ribbon awards for a cook-off

between contestants on a particular food of choice that they have to make in front of the judges to avoid cheating. The winner gets a prize, and meal tickets can be sold for the crowd.

Gift Wrapping Services: Wrap presents for people, for a donation, during the holidays. Get permission to set up tables outside of department stores during December to provide wrapping service.

Movie Night: Set up a projector and screen in your church's gym, school, or community center. Rent a new release movie, and have people pay to come and enjoy a movie night. Sell popcorn and soda, have youth volunteers to baby-sit on-site for a parent's night out, or hold on a Saturday morning in December and allow parents to drop off kids and have some parent shopping time.

Craft Sale: Make crafts and ask friends to help sell them. Ask community organizers of local "fairs" to give you a booth to sell your items.

DEVELOP YOUR PLAN OF ACTION

Reaching these goals may require planning a combination of activities over a period of time.

Remember that you only have **one year** to raise funds that will be matched by GTF if you are in the TFP-matched program. You may continue to fundraise after the year is up, but the funds you raise after your deadline will not be matched.

Attend GTF Fundraising Workshops held monthly for fundraising how-to and ideas. See website for dates of fundraising classes this year. Fundraising Workshops are also held at Trends In Transplant (TNT) Conferences around the state of Georgia.

Telling the transplant candidate's story by using a "story board" is key to successful fundraising! *See examples in Appendix E.*

This manual was designed to be a starting point for your fundraising efforts. The Georgia Transplant Foundation looks forward to working with you to develop successful fundraising program. Always keep the energy going.

You can do it! Good luck!

Why can't I give out the blue envelopes to people who want to contribute to my account?

Donations received in blue envelopes are acknowledged differently than those received directly from the donor. If donors send in a donation in a blue envelope they will not receive the needed acknowledgment and the client will not receive notice of the donor's name and mailing address. PLEASE REMEMBER there is no need to send in only one check per blue envelope. You can send multiple checks in one blue envelope.

APPENDIX

- “Who Do You Know” - Appendix A
- Website Set-Up Instructions - Appendix B
- Sample Letters for the Letter Writing Campaign - Appendix C
- Fundraising Planning Guide - Appendix D
- Story Board - Appendix E
- Flyer - Appendix F
- Business Card - Appendix G
- Silent Auction Bid Sheet - Appendix H
- Blessings Calendar - Appendix I
- Bag Covers - Appendix J

APPENDIX A: WHO DO YOU KNOW?

Who are potential volunteers among your....?

Immediate Family: _____

Extended Family: _____

Friends: _____

Neighbors: _____

Co-Workers/Spouse's Co-Workers: _____

Other Family Member's Friends, Co-Workers and Neighbors: _____

Who do you know in....	Organization Name	Contact
Civic Organizations		
Church or other Religious Organizations		
Business Associations (such as the Chamber of Commerce or Rotary)		
Service Organizations		
Schools		
Name your community's...	Organization Name	Contact
Big Business		
Neighborhood Stores		
Community Leaders		
State Senator		
State House Representative		
City Council Representative		
City Mayor		
County Commissioner(s)		
U.S. Senator or House Representative		
Media: TV, Radio, Newspaper		
Youth Groups (church groups, Boy Scouts, Girl Scouts, high school service clubs)		
Neighborhood Associations		

APPENDIX B: WEBSITE SET-UP INSTRUCTIONS

ONLINE Fundraising: A Quick Guide

Online fundraising is fast and easy - we've already created a personal page for you!

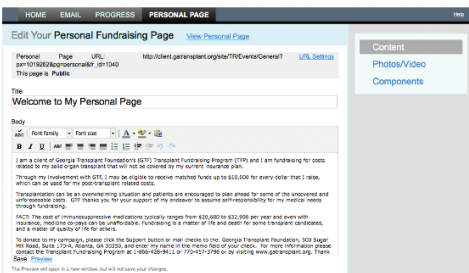
Login to your Participant Center at <http://client.gatransplant.org> and follow the easy instructions. Here's how to do it in six easy steps!

STEP 1: Update your personal fundraising goal



Set your sights high! Choose a goal that will motivate you and your donors! \$10,000 is the default goal since GTF will match dollar-for-dollar what you raise up to \$10,000 with a TFP Matched Account. Click on "change" next to "My Goal" on your progress bar if you want to change the pre-set amount.

STEP 2: Select "Personal Page" to customize your personal webpage



- Create a personalized web address for your fundraising page. Example: <http://client.gatransplant.org/goto/JennySmith>
- Create a personal title. Example: Welcome to Jenny's Fundraising Page!
- Choose your font size, type, color and paragraph format.
- Enter your own text and tell why you are participating in GTF's Transplant Fundraising

Program. Your contacts will visit this page to support you with a donation.

- Add photos or video. Click "Components" to change your settings for your thermometer, fundraising honor roll or add a personal blog to your page. Be sure to click SAVE as you go!

STEP 3: Upload Contact to Your Address Book

- IMPORT CONTACTS from an existing address book from AOL, Outlook, Yahoo!, Gmail, or a generic CSV file by following the easy steps.
- Use the "Add to Group" feature to group your contacts if you want: family, co-workers, etc.
- Or ADD CONTACTS manually by entering their name and email address information.

The more addresses you import and the more people you send emails to, the more money you'll raise to help with your transplant-related expenses.

STEP 4: Send Email to Family, Friends and Co-Workers...

and neighbors, old classmates, etc. You never know how transplantation has touched someone's life.

- Click "Email" to begin messaging your contacts.
- Select a template message to get started.
- Customize your Subject line and body text or leave the template text in place.
- Type your contact's name in the "To" field and it will pull

the contacts from your address book. You can also type in the name of a Group you've created or select recipients directly from the Contacts page.

STEP 5: Follow-up with your contacts

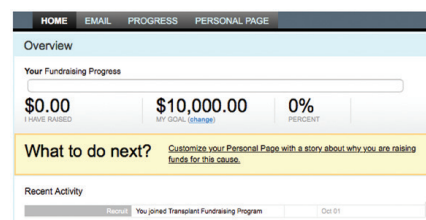
The contacts page will also show how much each contact has donated.

- Use the drop down filter to see who needs to be thanked for their donation and who needs to receive a follow up email.
- You can check the box beside each of these contacts and then click Compose to start an email just to those selected.

STEP 6: Enter Checks and Cash Received

Checks and money orders you have turned in directly to GTF are called "offline donations" and will not appear automatically on your webpage. You have to enter them manually if you want to see them in your total. To do so, start on your homepage.

- Click "Enter New Gift"
- Enter the details and click "Add"



From your homepage, you will be able to see how much money you have raised and the percent of your goal that you have reached.

APPENDIX C: SAMPLE LETTER FOR THE LETTER WRITING

Date

Name

Address

City, State Zip

Picture of transplant candidate and family.

Dear Mr. Smith,

Have you ever had to face a **life threatening illness**? Have you ever become overwhelmed by the restrictive cost to cure your illness? Have you ever had to **rely on your family and friends** to make a life-saving difference on your behalf?

My friend and neighbor (insert name here i.e. Jack Round) is facing all of these conditions at once. I need your help to help Jack.

Jack **had or will need a liver transplant (choose one)** this year and is now faced with enormous annual costs in order to pay for post-transplant treatments. Our fundraising committee is working to help Jack raise at least **(insert dollar amount here)** _____ to cover some of these costs. The great news is that we are working with the Georgia Transplant Foundation (GTF). Jack is enrolled in their Transplant Fundraising Program and has a **(matched or an unmatched account)** held there.

Since Jack has a **matched account**, GTF will match – dollar for dollar – every dollar we raise up to maximum of \$10,000

OR (Choose type of account client has with GTF)

with his **unmatched account**, GTF will hold the money in an account for Jack's transplant expenses.

(Insert personal information here): Jack is a 47-year-old veteran and father of three. He is the husband of Beth Ann Round (a school teacher at Community X Middle School). His daughter, Julie is 4 months old and another daughter, Jill, is 6 years old and is attending Meadows Kindergarten. Jack has worked for KM Automotive for the past 10 years. The Round family has been our neighbors in Community X since 1987.

We need your help! Please consider making a donation to help Jack reach his fundraising goals and maintain his transplant. The Georgia Transplant Foundation, a non-profit organization that provides financial, educational, and emotional assistance to Georgia's transplant community, is assisting us in our fundraising efforts. If you have questions or need further verification please see the GTF website at www.gatransplant.org or email TFP@gatransplant.org.

Checks/money orders should be made payable to Georgia Transplant Foundation with Jack's name in the memo section of the check. Please mail checks/money orders to GTF, 2201 Macy Drive, Roswell, GA 30076 ATTN:TFP. You can also donate online by logging on to www.client.gatransplant.org.

Thank you for supporting this life saving campaign!

Sincerely,

[Your name here]

***** Make sure the letter is addressed to the name of a specific person you know. this will make the request more personal and more likely to succeed!**

APPENDIX C: SAMPLE LETTER FOR THE LETTER WRITING CAMPAIGN



Date

Name

Address

City, State Zip

Dear Mr. Smith,

I am preparing for something very important in my life, and I am asking for your moral, financial, and emotional support. I need a liver transplant and will be faced with enormous annual costs in order to pay for post-transplant medications.

Even though I have health insurance, the cost of immunosuppressive medications (medications that help prevent organ rejection in transplants) typically ranges from \$20,600 to \$32,900 per year. Even with my health insurance covering some of these costs, my medicine co-pays will still be unaffordable.

In the midst of this situation, the great news is that I am enrolled in Georgia Transplant Foundation's (GTF) Transplant Fundraising Program and am eligible to receive a dollar-for-dollar match, up to \$10,000, which I can use for post-transplant related costs. My fundraising account is held at GTF and is managed by staff and overseen by an advisory committee. The funds are held and distributed to me for approved transplant related expenses once my transplant occurs.

Today's tough economic conditions make it difficult for me to meet these needs without help from people like you. Your donation will improve not only my transplant success but also my quality of life after the transplant by helping me plan for the uncovered costs of post-transplant expenses.

Checks and/or money orders should be made payable to Georgia Transplant Foundation. Please put my name in the "to" or "memo" section of the check. Donations can be mailed to me at 172 Wellness Street, Atlanta, GA 30340 or directly to GTF at 2201 Macy Drive, Roswell, GA 30076, Attn:TFP. You can also donate online by logging on to www.client.gatransplant.org.

Transplantation can be an overwhelming situation and I thank you in advance for your support of my endeavor to assume self-responsibility for my medical needs through fundraising.

Sincerely,

Janet Tucker

***** Make sure the letter is addressed to the name of a specific person you know – this will make the request more personal and more likely to succeed!**

APPENDIX D: FUNDRAISING PLANNING GUIDE

This guide will help you review important details for your fundraising event. It will help you avoid pitfalls of event planning and help you maximize your efforts by addressing all areas of planning. Complete the guide for each event and remember, you can plan a great/fun event but the purpose is to RAISE FUNDS!

1. Describe your event: _____

2. How will you make money with the event? (ticket sales, raffle, donations) _____

a. What are additional ways you might make money at the same event? _____

b. Consider: - Getting key items donated - Advertising to ensure good turnout

3. Where will you hold the event? Reserving the site is the first step! _____

4. When is the best time to hold the event? _____

Consider: Competing events, weather/season, time of day/evening, weekend vs. weekday, holidays

5. Who can coordinate this event? _____

6. WHAT is the first thing you need to determine in planning this event? _____

7. Key people to know and help out?

a. _____ b. _____ c. _____

8. How long will it take to plan this event? _____

Consider: locating and reserving the place, getting key items donated, advertising to assure good turn out

9. How many volunteers will you need? _____

10. Volunteer Coordinator: _____

11. What are the most expensive items that need to be donated in order to maximize fundraising? _____

12. Donated Items: Who is the best person to ask for the donation? _____

13. How should the event be advertised? Where should the main advertising be done? _____

Consider:

- Free advertising in community calendar section of local paper
- Free notices in religious bulletins
- Verify deadlines for print advertisement
- Maximize attendance by advance notices

14. Publication: Responsible committee member: _____

Remember the point of fundraising to make money! The more people who attend your event the better your outcome will be. Getting a good turnout is as important as WHAT you actually do! Consider how you might make money multiple ways during a single event. Review Tag On Ideas to see if it might work for your idea. This way the hard part of "how to get people to attend" is addressed.

APPENDIX E: STORY BOARD

Photo Text Box

Picture should be: appealing, clear, cropped (no background clutter). Consider using kids, family, hobby, pets.

GEORGE NEEDS A NEW LIVER

Who is George?

In 2011, George Smith was diagnosed with Autoimmune Hepatitis. Autoimmune hepatitis is a disease in which the body's immune system attacks its own liver cells. Progression of the disease now requires that George be listed for a liver transplant at Piedmont Hospital in Atlanta.

George, age 32, has been a resident of Augusta all of his life. He is the son of Carol and Harold Smith. He has worked at the Augusta Daily News for the past 5 years. George is married to Liz (Wood) and is the proud parent of Jackie and Brandon. George and his family are members of Cornerstone Church in Augusta.

TO DONATE

ONLINE: www.gatransplant.org
Fundraising Accounts – George Smith

CHECKS: payable to Georgia Transplant Foundation (GTF) – write George Smith on the memo line

MAIL TO:
2201 Macy Drive
Roswell, GA 30076
Attn: TFP

Thank you for your Support!

George needs YOUR help:
Average Cost for Liver Transplant:
\$313,000
Monthly Maintenance Medications:
\$1,200 - \$2,000
George along with his friends and family are working to raise funds to be set-aside in a restricted transplant account held for his post transplant needs. He is enrolled in the Transplant Fundraising Program of the Georgia Transplant Foundation where he has a matched account.
GTF will match dollar-for-dollar, up to \$10,000, that George raises!

Brief Patient Biography
This box gives a short biography of the patient's illness. Briefly include: diagnosis/disease, that you are listed for transplant, and transplant center. List all of the ways that a person reading this might know you (parents, children, employment, church).


Explain WHY you need their help!

Give facts about: the cost of transplant, the cost of LIFETIME medications, insurance coverage. Explain that you are working with GTF to give credibility to your ask. Include that you will receive matching funds to help them see any amount they can give is helpful and grows with the match.

Directions for Giving

Include how to give by check: who to make the check payable to, where to mail, and what to put in the memo section. How to give online: website address and your personal page information.

APPENDIX F: FLYER



BENEFITING PAULA JOHNSON

Paula is in need of a kidney transplant and is listed at Emory University Hospital. This yard sale is a fundraiser to help her raise money for post-transplant expenses.

Date: Saturday, September 12, 2008 (rain or shine!)
Time: 8:00 am
Place: 172 Grenada Avenue, Atlanta, GA 30341

Money raised is held in an account at Georgia Transplant Foundation, a nonprofit organization providing financial and educational support for organ transplant candidates, recipients, living donors, and their families throughout the state of Georgia.

Paula is enrolled in GTF's Transplant Fundraising Program and has a matched account there and is eligible to receive a dollar-for-dollar match for money she raises, up to \$10,000. For more information, please call 770-514-1170.

If you'd like to donate any items to the yard sale, please contact Jennifer (Paula's Fundraising Team Leader) at 770-555-1212 or 404-555-3333.

If you are unable to attend but would like to donate, please send checks and/or money orders to GTF, 2201 Macy Drive, Roswell, GA 30076. Please put Paula Johnson's name in the "to" or "memo" section of the check.



BBQ DINNER SALE

FUNDRAISER TO BENEFIT JACK BROWN, JR.

Jack needs a **new heart** and is listed at St. Joseph's Hospital for **transplant**. Come on out and help us raise money for Jack's post-transplant expenses.

We are selling **Leg Quarters** (\$7.00) and **Ribs** (\$8.00) which includes **2 sides & a drink**. We also have **Red Velvet cake** and **Peach Cobbler** for dessert (\$3.00).

Date: Saturday, August 29, 2008
Time: Beginning at 10:30 am
Location: Kroger Parking Lot (corner of P'tree and 12th)

DELIVERY FOR 5 OR MORE PLATES!
 Call ahead - 770-555-1212

FACT: The cost of immunosuppressive medications typically ranges from \$20,500 to \$32,900 per year and even with insurance, medicine co-pays can be unaffordable.

All proceeds from this BBQ sale will be used for Jack's post-transplant expenses. Jack is enrolled in Georgia Transplant Foundation's Transplant Fundraising Program where he has a matched account. GTF will match all money raised dollar-for-dollar up to \$10,000. For confirmation call GTF at 678-514-1170 or Jack's fundraising committee treasurer at 770-555-1212. Thanks for your support!

APPENDIX G: BUSINESS CARD

When you and/or your Fundraising Team are out and about talking about the transplant candidate's/recipient's fundraising efforts, sometimes the people who you're talking to forget the most important details. Consider having business cards printed so that you can hand them out to potential contributors and those who want to help. There are many Internet-based companies that will print business cards expertly but inexpensively. You can also get business card templates to print on your home computer at local office supply stores.

NEEDS A KIDNEY.

Hello, I'm Andy Hall.
I live in Atlanta, Georgia and was raised on the coast. I'm a landscape architect and an amateur watercolor artist.

I have kidney disease. My kidney function has deteriorated to the point, that now I have only about 10 percent of my original kidney function remaining. I am actively seeking a Kidney Donor to save my life.

I've been through intense procedures at Piedmont Hospital in Atlanta, to determine if I am a suitable candidate for kidney transplant, and have been accepted. My Living Kidney Donor Hero needs to have an "O" blood type, no kidney problems, 60 years of age or under, no high blood pressure, cancer or diabetes. If you're male or female and in good health, I'd love for you to actively consider being my Living Kidney Hero.

If you, or someone you know, is interested, PLEASE call Ms. Leanne Whitehead at Piedmont Hospital in Atlanta. Her phone number is 404-605-4605. The call is completely confidential. Just a simple free blood test can determine if you are a suitable match.

Recently, I was accepted into the Georgia Transplant Foundation Matching Donor Program, making me eligible to receive up to \$10,000 in matching funds to help with my recovery after the transplant. Donations can be made online via check or credit card. For information on this program, visit my website at www.gatransplant.org/clientandyhall. And may I count on you to pass this appeal along to your friends?

Andy

SIZE OF AN ACTUAL KIDNEY: 5" X 3" X 1"



Visit
www.gatransplant.org/client/ksam
to make a donation.

Become an organ donor.
Contact your local DMV.

Jack Smith's Transplant Fund

Friends and family are raising funds to assure Jack's post transplant needs are met, especially his medications!

Your Donations are Appreciated

www.gatransplant.org/jacksmith

Home: 770-555-1212 500 Sugar Mill Rd
Cell: 770-555-1234 Cleveland, GA 30303

Make Checks payable to: **Georgia Transplant Foundation**
In Honor of **Jack Smith**

Mail to: **Georgia Transplant Foundation**
2201 Macy Drive
Roswell, GA 30076

This fundraising campaign is administered by the Georgia Transplant Foundation, a non-profit organization providing fundraising assistance, account management and matching funds. GTF Info: 770-457-3796

APPENDIX H: SILENT AUCTION BID SHEET

To effectively hold a silent auction, you need to have good items or experiences. Create a starting bid of at least half of the value of the item and set an amount for bids to be raised - \$5, \$10, or more based on the value of the item.

Silent Auction to benefit:

BID SHEET

Item: _____

Item Number: 100

Please print your name, phone number and bid.

Bids must be raised by at least \$_____

	Full Name	Telephone #	Bid Amount
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____
11.	_____	_____	_____
12.	_____	_____	_____
13.	_____	_____	_____
14.	_____	_____	_____

APPENDIX I: BLESSING CALENDAR

This Calendar was designed to encourage you to support a friend, family member or acquaintance that is facing an organ transplant.

Please reflect on your own blessing, the abundance in your life and consider sponsoring this Blessing Calendar for a month or a week for your friend in need. It suggests simple, easy ways that you may share those gifts with someone in need.

Consider distributing them to your friends and to others through church groups or family/youth groups who have a connection. Then, at the end of the month, collect the bags at a meeting, church service, or event and give them to the person for whom you are collecting.

January						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Give 5 cents for each spoon in your house	2 Give what you can today in honor of your best friend	3 Give 1 cent for each can of food in your house	4 Give \$1 for each car in your household	5 Give 10 cents for each pair of shoes you own
6 Give \$1 for each family member in your household	7 Give 1 cent for each year of your life	8 Give \$1 for each time you eat out today	9 Give 10 cents for each soft drink or tea you drink today	10 Give 10 cents for each unkind word you say today	11 Give 25 cents for each computer in your home	12 Give all the change in your pocket or pocketbook
13 Give 25 cents for each TV show you watch today	14 Give \$1 for every pet you have	15 Give 5 cents for each pencil in your house	16 Give 10 cents for each window in your house	17 Give 25 cents for each snack you have today	18 Give 5 cents for each blouse or shirt you own	19 Give 25 cents for each TV in your house
20 Give 10 cents for each door in your house	21 Give 15 cents for each coat in your closet	22 Give \$1 for each house you have lived in	23 Give \$1 for each child you have	24 Give \$1 if you used a credit card this week	25 Give 10 cents for each newspaper you read this week	26 Give 25 cents for each phone in your house
27 Give 25 cents for each cell phone and tablet in your household	28 Give 5 cents per pair of socks in your house	29 Give 25 cents for each fork in your house	30 Give what you can today in honor of your best friend	31 Give \$1 for each vacation you have taken this year		

APPENDIX J: BAG LABEL

You can easily make this using a white or brown paper bag and attach a shipping label. These bags can be given to friends and family for them to collect change in and donate to the transplant candidate's fundraising campaign after a determined period of time. You can also make an appeal in your church for members to collect for one month.

SAVE YOUR CHANGE...



CHANGE A LIFE

**Money collected will be used to assist
transplant patients in preparing financially
for ongoing transplant costs.**



*Georgia
Transplant
Foundation*

Enriching Lives Everyday

TRANSPLANT FUNDRAISING PROGRAM

Georgia Transplant Foundation
2201 Macy Drive
Roswell, GA 30076



*Georgia
Transplant
Foundation*

Enriching Lives Everyday

2201 Macy Drive, Roswell, GA 30076
Phone: 770.457.3796 Fax: 770.457.7916

www.GaTransplant.org