

Go Gold[®] for kids with cancer

An Event Organizer's
Guide to Hosting a
Successful Fundraiser



...because kids can't fight cancer alone!

Dear Friends,

Thank you for your support in the fight against childhood cancer. By hosting a Go Gold event in your community, you are helping the American Childhood Cancer Organization provide vital childhood cancer information and support to children, families, educators, healthcare providers, and advocates across the country.

American Childhood Cancer Organization (www.acco.org) has been providing services since 1970, and we are the largest publisher and distributor of free childhood cancer books in the world. Our comprehensive publications are aimed at the developmental ages of children diagnosed with this life-threatening disease, and we also produce and distribute materials written to educate parents about their child’s disease. All books and materials are given free to those who need them.

This organization was formed by a small group of parents who were committed to changing the way that children with cancer are treated and supported. We are proud of our identity as a grassroots organization, and Go Gold embodies that spirit by enabling dedicated volunteers to make a difference at the local level. These events raise money to support ACCO's programs, but they also create supportive, cancer-aware communities and work environments for kids and families who face this terrible disease. Moreover, event participants are empowered with the knowledge that they are helping others through an act as simple as promoting the awareness of the Gold Ribbon. The Gold Ribbon is an international symbol that represents every child affected by any cancer. By hosting an event, you are truly giving HOPE to your event participants and to children and families affected by cancer.

Your support means so much to us, and we are here to help you host a successful event. ACCO is happy to provide one-on-one consultation for event hosts who need help. We also provide event materials (including flyers, donation collection envelopes, prizes, etc.) to those who register their events at www.acco.org/gogold.aspx.

If you have any questions, please feel free to contact us at gogold@acco.org or at (855) 858-2226 ext. 101.

Again, thank you for joining the fight against childhood cancer. We could not do it without you!

Kind Regards,

CONTENTS

Letter From ACCO.....1

Go Gold Fact Sheet.....2

Go Gold Fundraiser Idea...3

How to Host a Go Gold Fundraiser.....4

Donation Turn-In Procedure.....6

Donation Reply Form.....7

Go Gold Fact Sheet

Raising Awareness and Support for Kids with Cancer

Go Gold is a way that you can join in the fight to beat childhood cancer, the leading disease killer of America's children. The gold ribbon is the symbol for Childhood Cancer, and "Going Gold" means increasing public knowledge about the Gold Ribbon and what it symbolizes.

We can help families and children feel that more awareness and support exist for the battle they are waging with this disease.

Raise gold ribbon awareness, be a voice for our nation's children with cancer, and support American Childhood Cancer Organization's programs.

Get started at give.acco.org/gogold14



Each Event:

















- fosters understanding of childhood cancer issues and increases awareness of the gold ribbon symbol;
- creates supportive communities for families who are dealing with childhood cancer;
- and provides funding for childhood cancer advocacy and outreach programs.

Event Organizers Receive

- One-on-one planning support, if needed
- Personalized fundraising webpage
- Access to free event planning promotional materials, like poster templates, childhood cancer presentations with discussion questions, event introduction letters, press releases, and donation-return instructions
- A prize for each participant (choice of stickers or temporary tattoos.)



Go Gold Fundraiser Ideas

-  Sell the Gold Ribbon Stickers for a donation (\$1 each is suggested)
-  Gold Ribbon Bake Sale. What sort of gold themed desserts can you think of? Maybe it could even become a contest.
-  "Golden Oldies" dance party.
-  Gold-themed dance or mixer.
-  Gold facepainting. This could be a great fundraiser before a sporting event.
-  Gold relay race. Gold costumes and passing a gold baton would really top things off!
-  Gold jewelry activity. Paint beads, charms, and even macaroni gold for a fun kids' craft.
-  Gold costume contest or fashion show.
-  The measure of gold purity is the karat, often shorted to the letter K. This lends itself perfectly to a run or walk event like a 5K or 10K.
-  24K is the most pure form of gold, and a 24K race would be about 14.9 miles. This is easily an all day or all night walk event, and it could even be organized to involve an entire community with a course that passes major landmarks. A Go Gold parade would be a great kickoff.
-  Gold bike-a-thon. Teams or participants could paint their bikes gold, and prizes could be given out for first to finish and for best gold bike! This could be a great way to do a 24K!
-  Gold parade. This event could really be as large or as small as you like. Gold Mardi Gras beads would be a fun prize to toss to spectators!
-  Gold sporting event or tournament. Dodgeball, golf, tennis, softball, football, etc. Painting the ball gold would be a nice touch!
-  Gold Bowling! Dress up in gold-themed costumes, and have a ball! This could easily be made into a tournament!
-  Gold Scavenger Hunt
-  Gold pumpkin decorating

We'd love feedback! To submit an idea, email it to gogold@acco.org

How to Host a Go Gold Fundraiser

We are available and willing to help you tailor your event to meet your needs or requirements. Do you want to host a single-day fundraiser, maybe at a restaurant, or will you try to raise funds over an extended period of time.

Below are a few tips and pointers to help get you started.

Plan and Register

- Visit <http://give.acco.org/gogold14> and download the Go Gold Event Kit
- Set a goal: \$ _____
- Select a date. It is usually best to select a date that is 3-4 weeks away, so you will have time to register your event and to receive your free event materials.
- Register your event at <http://give.acco.org/gogold14>



Logistics



- We will send you a return envelope, donation reply form, and stickers or temporary tattoos for your event participants. You will also have your own online fundraising page. The event kit download has childhood cancer and gold ribbon facts to print out and distribute at your event.
- Once you have decided how you will raise money under a gold theme, your event coach can help you determine what steps you should take to be most successful.
- Depending on your fundraiser, you may need a W-9 form or a letter of endorsement from ACCO. Usually, businesses will require these items if you would like them to make a donation or become an event sponsor. Contact ACCO for forms.



Event Promotion

- If possible enlist a group of people to promote your fundraiser. Give them gold ribbon information and let them help spread the word.
- Prepare a press release and distribute to outlets like the local newspaper, local news stations, radio stations, etc. You will find a press release template in your event kit.
- Have flyers and event brochures (template in the online event kit) ready 5-7 days prior to the event date. Deliver to anyone who might attend, and provide extras for people to give to friends and family. Post flyers in all appropriate areas within your school, business, or community. Be sure to include the URL to your fundraising page.

Tips for Collecting Donations

- Consider incentives to motivate your event participants. ACCO will provide prizes for the top individual fundraisers; spice things up by further raising the stakes (e.g. special recognition at an assembly/meeting, ice cream party or pizza party donated by a local business).
- Ask local businesses to match your event's total. We can give you a template matching donation request letter that could help you double or even triple the amount of money your event raises for children with cancer!
- Be sure to share your online fundraising page via email and social media!

Follow-Up

- Get a little post-event publicity (and plant a seed for the next event) on social media. Send a post-event press release to local newspapers and media to recap the event and publish the success.
- Let us know how it went! Call or email us with any feedback or suggestions.

Toll free: 855-858-2226 ext. 101

Email: gogold@acco.org



Donation Turn-In Procedure

- Return your event's donations with the "Donation Reply Form" on the next page. Event donations should be returned as soon as possible following your event.
- Checks should be made payable to "American Childhood Cancer Organization."
- Donations made by check will be acknowledged with a receipt letter from ACCO, unless the check does not have a mailing address listed.
- If a cash donor would like an official receipt, he or she may contact ACCO at gogold@acco.org or at (855) 858-2226 ext. 101. Alternatively, you can use ACCO donation forms to collect the necessary contact information. Return the donors' information with your event's earnings.
- All cash donations must be converted to a money order or bank/cashier's check. We highly discourage converting event donations to a personal check from your bank account.
- Mail donations to:

American Childhood Cancer Organization
Go Gold for Kids with Cancer
10920 Connecticut Avenue, Suite A
Kensington, MD 20895



Print this form, sign it, and return it with your event's donations as soon as possible after your event date. *Please PRINT all information clearly.*

- All checks must be payable to "American Childhood Cancer Organization" with "PJammin" and your school/business name in the memo line.
- Please do not send cash. Convert any cash to a money order or cashier's check. We highly discourage issuing a check from your bank account.
- Send your donations and this form to:

American Childhood Cancer Organization
Go Gold for Kids with Cancer
10920 Connecticut Avenue, Suite A
Kensington, MD 20895

Your Event Information

Event Date:_____ **Location/ Host Name:**_____

Address:_____ **City:**_____ **State:**____ **Zip:**_____

Form Preparer Name:_____

Email:_____ **Phone:** (____)_____

Donations

Number of Items:_____ **Grand Total:**_____

Description of Event (optional):
