

The Jett Foundation sincerely appreciates the efforts of all those who so generously give of their time and creativity to host events on its behalf. The great strides that have already been made in the fight against Duchenne Muscular Dystrophy could not have been made without the kindness of so many individuals and groups near and far. To ensure that we remain on this path together, the Jett Foundation must pre-approve all fundraising events conducted on its behalf. Notwithstanding such approval, any event material, advertisement or public media that proposes to use the Jett Foundation name or logo must also be approved in advance. Thank you for utilizing the attached worksheets and tips.

HOSTING AN EVENT

Here's what you do:

- 1.) **Complete the attached worksheet and contact the Jett Foundation.** Your completion of the worksheet will help us learn how your event can help the Jett Foundation, and how we can help you. Please submit the worksheet at least 4-6 weeks before your event. The earlier you submit it, the better we can work together. Once the Jett Foundation approves your event, you'll receive an endorsement letter and a fundraising packet.
- 2.) **There is strength in numbers!** Don't try to take on an entire event yourself. Get friends to help and you'll not only come up with more great ideas, you'll have more fun and ultimately raise more money for the Jett Foundation.
- 3.) **Get all your ducks in a row!** Identify all expenses, potential sources for revenue and a total fundraising goal.
- 4.) **Make that list, check it twice, and check it again!** Who is your target audience? Who will provide monetary support of this kind of event? Figure out who they are, how you're going to invite them to participate, and whether they'll be available when you need them.
- 5.) **Get the word out!** Send invitations, do publicity. Much of your success depends on how smart and thorough you are about inviting people and spreading the word about your event. Be sure to leave enough time to do this thoroughly. (see enclosed publicity strategy tips)
- 6.) **It's show time!** Host your event and enjoy yourself!
- 7.) **Take a bow!** Collect the funds you raised, tie up any loose ends. Forward the proceeds to the Jett Foundation.
- 8.) **Say thank you!** Make certain to thank all of your supporters. (We can provide sample thank yous if you're uncertain how to best say it). The thank you isn't the end of the gift; it's only the beginning of a donor relationship. Keep the giving going.