



STRONGER THAN DUCHENNE

Jett Foundation Fundraising Guide



Empowering families.
Fighting Duchenne.

*Everything you need to know to successfully fundraise for
Jett Foundation and Duchenne muscular dystrophy.*

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Dear friend,

On behalf of all of us at Jett Foundation, THANK YOU for your interest in hosting a fundraiser to support Jett Foundation and the children and families we serve. Jett Foundation's goal is to help those impacted by Duchenne muscular dystrophy and their families to live their best lives while fighting this disease. Your help allows us to fulfill our mission and deliver programs that transform the lives of those impacted by Duchenne.

This fundraising guide provides you with guidelines, tips and tricks, and ideas for how to get started as you begin planning your event. Our biggest piece of advice is to have "fun" with your FUNdraising! We find that a key ingredient in having a successful event is something that resonates with you and your community and that you enjoy.

Funds raised from your event and other amazing events organized by people just like you are vitally important to Jett Foundation. Each year, dozens of people host events – large and small – that result in hundreds of thousands of dollars being raised to strengthen our life-changing direct-service programs. When you support Jett Foundation, you are giving families a chance at obtaining a new, safe accessible van to get to school; a camper the chance to attend one of our five camp locations across the country at no cost; a parent support group for a newly diagnosed mother; and free educational materials as families begin their journey with Duchenne.

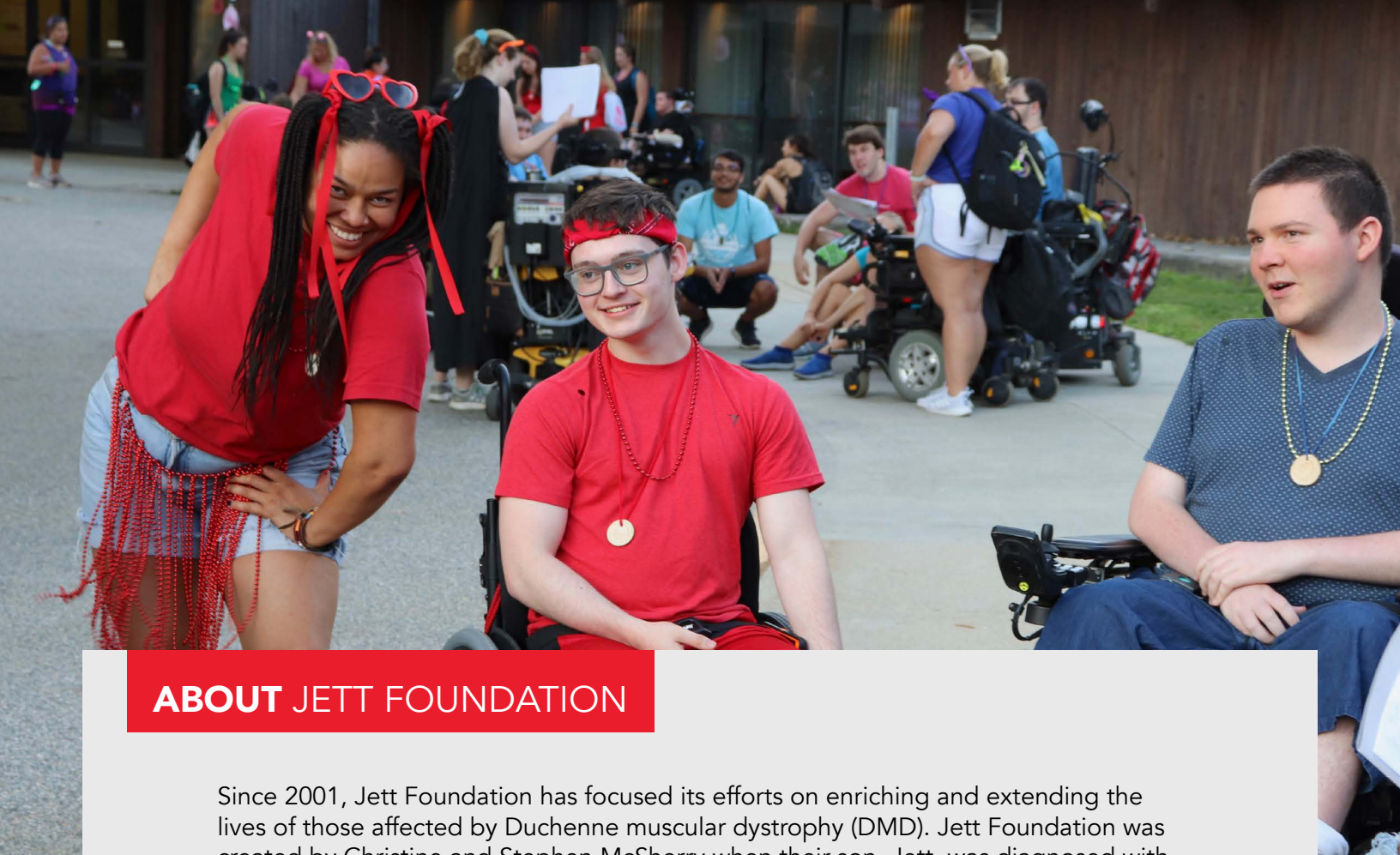
In 2021, we will we will serve over 200 campers nationally with our virtual Camp Promise Connect programming; host dozens of webinars for families and caregivers on ways to care for and support their children impacted by Duchenne; provide support to hundreds of mothers and fathers across the country; and gift nearly \$800,000 of accessible medical equipment to families in need through the Accessible Vehicle Fund. We are proud to expand our traditional Jett Giving Fund this year to include additional assistance funds for families with acute financial needs.

For the last 20 years, Jett Foundation has fought with our children, adults, and families we serve to battle Duchenne. Please accept our heartfelt thanks for your interest in hosting a fundraising event and thank you for joining the fight against Duchenne!

With sincere thanks,



Eric Snyder
Executive Director








ABOUT JETT FOUNDATION

Since 2001, Jett Foundation has focused its efforts on enriching and extending the lives of those affected by Duchenne muscular dystrophy (DMD). Jett Foundation was created by Christine and Stephen McSherry when their son, Jett, was diagnosed with DMD. Jett Foundation began as a family around a kitchen table looking for ways to help their son.

While we have grown to a national organization serving thousands of families each year, Jett Foundation's approach is rooted in the values of family and community. Through our direct service programs, we empower patients and families affected with Duchenne with the knowledge, education, and support needed to become their own best advocates, to seek out the highest standard of care, the most promising clinical trials and scientific advancements, and the most cutting-edge and innovative treatments available. At our Family Workshops, families can engage with their local Duchenne networks of clinicians and support workers. At Camp Promise – which is one of the only free camp available open to young people with any neuromuscular disorder that does not have an age limit– children and young adults experience a fun and carefree environment. Campers get to be themselves AND be with their peers. And through our Jett Giving Fund, a financial assistance program, we help families purchase vital but unaffordable accessibility equipment and provide emergency assistance. Since its inception in 2017, the Jett Giving Fund has given away over \$1.7 million in vans, stairlifts, and other equipment.

The funds from your event can mean a week at camp for a teenager with Duchenne, a workshop in an area that doesn't have access to a certified Duchenne care center, or an accessible van for a family in dire need.

JETT FOUNDATION PROGRAMS AT A GLANCE

Program	Audience	Numbers Served	Impact	Highlights
 <p>Camp Promise Free overnight summer camp and year-round virtual programs.</p>	Those with Duchenne and other neuromuscular disorders ages 6 and up.	200+	This life-changing program offers accessible, adaptive activities and an opportunity for campers to make friends and have new experiences.	<ul style="list-style-type: none"> Talent show Karaoke Hot air balloon rides Adaptive cycling Ice cream socials
 <p>Jett Giving Fund Provides families with financial assistance for emergencies, equipment, accessible vans, etc.</p>	Families facing Duchenne.	~100 families apply each year for financial support from \$500 (e.g., utility bill) to \$30,000+ (accessible van).	JGF is a vital resource for families who face financial hardship and/or are unable to obtain medical equipment or transportation through insurance.	<ul style="list-style-type: none"> Allows families to travel safely to school, doctor's appointments, and take family vacations. Provides some financial relief to families.
 <p>Workshops/Webinars Educational and insightful forums for information sharing.</p>	Families, community members, industry partners and clinicians.	500 live registrants for events (with more watching recordings).	Workshops cover important topics such as treatment options, how to be a child's best advocate, navigating school, and much more.	<ul style="list-style-type: none"> Provides vital information on treatment options, at no cost. Connects families with doctors and industry partners.
 <p>Education Materials</p>	Families, community members, industry partners and clinicians.	Packets will be made available online.	Resource packets help families with important questions on caring for their child, navigating insurance, and clinical care options.	<ul style="list-style-type: none"> Materials are provided free-of-charge so ALL families have the best information at their fingertips.
 <p>Family Support Groups</p>	Duchenne parents, siblings, and grandparents.	We anticipate 400 participants in 2021.	Support groups offer a safe space for families to discuss their fears, challenges, and hopes with others.	<ul style="list-style-type: none"> Connects families with a vital support network.





UNDERSTANDING MORE ABOUT DUCHENNE

What is Duchenne?

Duchenne muscular dystrophy is the most common form of muscular dystrophy. It is a progressive neuromuscular disorder that causes a loss of motor, pulmonary, and cardiac function, and ultimately, premature death. Children with Duchenne are born seemingly healthy and decline over time, typically losing their ability to walk around the age of 12 and succumbing to the disease in their early to mid-twenties. There is no cure but treatment can help extend and improve quality of life.

What causes Duchenne?

DMD is caused by a mutation in the gene that encodes for Dystrophin, a lubricating protein that supports muscle fiber strength. When dystrophin is missing in the body, muscle cells are easily damaged, since it is essential for maintaining cell structure and function. Without it, muscles cannot repair themselves properly, which causes progressive muscle weakness in the entire body.

Who can get Duchenne and how?

The Duchenne gene is found only on the X-chromosome. Because males have only one X chromosome, they are more likely to be affected by Duchenne. In rare cases DMD affects females. Duchenne can be inherited from the mother, but approximately 35% of cases occur because of a random spontaneous mutation. In other words, Duchenne can affect anyone.

How common is Duchenne?

It affects approximately 1 in every 3,500 live male births. There are approximately 15,000 patients diagnosed with Duchenne alive today in the United States.

START YOUR FUNDRAISING JOURNEY

HOW WE CAN HELP

With guidance from Jett Foundation, it is now easier than ever to get involved and raise funds for life-changing programs for young people affected by neuromuscular disorders such as Duchenne.

For all approved fundraisers, Jett Foundation can:

- ✓ Offer advice on event planning and fundraising
- ✓ Provide access to your own personal fundraising page
- ✓ Provide you with our logo for your marketing materials
- ✓ Provide sample template letters to solicit sponsorships and in-kind donors, media releases, and thank you letters
- ✓ Provide Jett Foundation printed literature for distribution at your event
- ✓ Provide IRS compliant tax receipts for gifts made directly to Jett Foundation, in response to your event

We rely on you to plan and coordinate all details of the fundraiser, including:

- ✓ Create your own mailing list of donors, vendors, and sponsors
- ✓ Planning the agenda and securing the location
- ✓ Deduct any anticipated costs from the funds raised prior to sending your final gift to Jett Foundation
- ✓ Solicit businesses and vendors to support your event
- ✓ Promoting the fundraiser
- ✓ Printing promotional materials for the event
- ✓ Insurance, permits, and liability coverage related to the fundraiser
- ✓ Working and managing the actual fundraiser or event

Jett Foundation is unable to provide the following:

- ✗ Jett Foundation tax exempt certificate
- ✗ Insurance or liability coverage
- ✗ Funding or reimbursement for your expenses
- ✗ Mailing list of potential donors or vendors
- ✗ Publicity e.g. newspaper, radio, television, etc.
- ✗ Guaranteed attendance of Jett Foundation staff

Frequently Asked Questions

What is a third-party fundraiser? A third-party fundraiser is any event (including virtual events) that are organized and managed by a volunteer in which funds are raised in support of Jett Foundation.

What are some examples of volunteer fundraisers? Past volunteer fundraisers have included bake sales, sports tournaments, car shows, and food events. Funds can be raised through participant fees, ticket sales, auctions, and more. See pages 4-7 for a list of volunteer fundraiser ideas.

What is the process for hosting a volunteer fundraiser? The process is made easy for you. Fill out a quick worksheet that Jett Foundation can supply with your event details to ensure compliance with our policies and procedures. These policies serve to ensure that all events using Jett Foundation's name and logos maintain a prudent cost of funds raised; follow all relevant local, state, and federal laws; and portray Jett Foundation in a positive light. Upon submission, a member of our staff will get back to you within two business days to follow up with any additional questions or let you know that your event is approved.

Can I use Jett Foundation's name and logo when promoting my fundraiser? Once you have submitted the quick worksheet and your fundraiser is approved, we will provide you with the logos for your marketing materials. Anyone using Jett Foundation logos must have the logo use approved by their Jett Foundation liaison. For example, if you put our logo on your website, you would need to forward the link to your event liaison and they would take a quick look and approve it.

Will Jett Foundation staff be able to help me organize my fundraiser? Jett Foundation team is eager to provide guidance and strategy for your fundraiser. We also recommend you form a committee, who can support you during the planning period and throughout the entire event.

Will a Jett Foundation representative attend the fundraiser? We will do our best to support you and your event in any way we can. Please see page 3 to see what the Jett Foundation can offer!

How soon after the fundraiser do I submit the funds raised? Submit event proceeds and all required post- event paperwork to your Jett Foundation staff liaison within forty-five (45) days after your fundraiser.

I'd like to attend an existing event. How can I find an event near me? Please visit www.JettFoundation.org for a list of upcoming events.

If you are interested in learning more or have questions, contact Jett Foundation at 781-585-5566 or info@jettfoundation.org. If you're ready to submit your application, please see the following page.

Guidelines

Please review and agree to the following guidelines. Your signature below confirms your receipt and understanding of and agreement with these guidelines. Jett Foundation must receive a completed Guideline Acknowledgment form in order for the event to move forward.

1. All third-party fundraisers for Jett Foundation require a completed application and signed guidelines, see below.
2. All expenses are the responsibility of the third-party event organizer. Jett Foundation is not responsible for any expenses incurred for a third-party fundraising activity, and will not advance funds or reimburse expenses unless approved in advance. We recommend finding event sponsors/partners or charging a registration fee to help cover expenses.
3. The third-party fundraiser organizer is responsible for the planning and execution of the event including safety precautions and adherence to applicable laws and regulations. As the beneficiary of a fundraising event, Jett Foundation does not accept or assume any liability associated with the event including but not limited to any injuries sustained by event volunteers or participants during the event. The third-party fundraiser organizer will indemnify, defend, and hold harmless Jett Foundation, its directors, officers, and employees and volunteers from any and all claims that may arise out of or relate to such event.
4. The third-party fundraiser organizer is responsible for obtaining all applicable permits or licenses, including but not limited to alcohol, raffle, and sales tax licenses.
5. Jett Foundation is not responsible for ticket sales or other administrative aspects as they relate to the third-party fundraiser. The third-party event organizer must have the means to sell tickets to the event, if necessary.
6. Jett Foundation does not provide information on its donors and supporters for solicitation purposes.
7. All third-party fundraisers must be publicized and conducted in a manner that makes it clear that Jett Foundation is the beneficiary, not the fundraiser organizer, sponsor or host.
8. All promotional material related to benefiting Jett Foundation must be reviewed and approved by Jett Foundation.
9. Third-party fundraiser organizer agrees to inform Jett Foundation of any effort to recruit financial underwriters for any fundraiser benefiting Jett Foundation. Informing Jett Foundation of all underwriting requests will ensure there is no duplication of underwriting efforts that may be currently underway.
10. The third-party fundraiser organizer must provide access to an accounting of revenues and expenses if using Jett Foundation's 501c3. If required to do so, an accounting and fund distribution (if applicable) will be expected within 60 days after the conclusion of the fundraiser. This is in keeping with IRS non-profit rules as well as GAAP accounting principles.

I HAVE READ AND AGREE TO THE ABOVE GUIDELINES

Organizer Name (Printed): _____

Organization Name (if applicable): _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Event Application Form

This form serves as an agreement between the third-party fundraiser organizer and Jett Foundation for the purpose of setting forth the terms and conditions of our relationship in respect to the third-party fundraiser described below. All persons looking to hold an offline event must complete and return the Guidelines and Application to: **info@jettfoundation.org, or mail to Jett Foundation, 36 Cordage Park Circle, Suite 328, Plymouth, MA 02360**

All submissions must be made at least 30 days prior to fundraiser date.

Within seven (7) business days of receiving your application, Jett Foundation will render a decision on your third-party fundraising application.

CONTACT INFO

First Name: _____ Last Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

EVENT INFO

Name of event: _____ Date of event: _____

Description: _____

I have put on this event before: _____ No _____ Yes, this is the _____ year

Event is: _____ Open to the public _____ Invitation only

(If Applicable) Ticket Price: _____ Mode of Selling Tickets: _____

How will the event proceeds be accumulated? _____

How will the event be publicized? _____



FIND THE FUNDRAISER THAT WORKS FOR YOU!

In today's fast-paced world, there are so many opportunities to incorporate raising awareness for Duchenne and fundraising into your everyday life.

As you get started in planning your event, here are some tips from the fundraising field:

- **Find a FUNdraiser that's Fun for You!** Sometimes starting a fundraiser can feel a little challenging or that it's more work when you are already so busy. Think about what you enjoy doing. What's something you do for fun? How do you and your family like to spend your time? Sometimes it's as simple as including a fundraising component with something you already do like crafting, cooking, exercising, playing or listening to music and so much more.
- **Asking for Money:** If you feel awkward or nervous asking for money – we understand! Just remember that the money raised will go to provide life-changing support to those impacted by Duchenne. The kids, adults and families we serve deserve the best we can give them – every little bit helps us be stronger than Duchenne!
- **Talk with Purpose:** As you think about your event, you will need an "elevator pitch" or a short summary of what Duchenne is and why this fundraiser is so important. Helping people who attend your event understand Duchenne brings awareness to our community and it encourages them to help support your event.
- **Don't Be Discouraged By Hearing "No."** If someone declines to donate – it's okay! It happens and doesn't mean you weren't successful. Often, it can take several "No's" for every "Yes."

GETTING STARTED

Using Your Network To Fundraise

Sometimes, a helping hand is just a phone call or email away. Letting people that are close to you or in your community know about Duchenne and your desire to host a fundraiser may get them excited and interested in helping you reach your goal.

Beyond your friends and family, here are some great local resources that might be of help to you:

- **Local Government (mayor's office):** This should be one of your first calls. They may be able to connect you with people/ places/ funds to make your fundraising event successful.
- **Religious Organizations:** If you belong to a place of worship, don't be afraid to reach out to them and others in your town about your planned fundraiser.
- **Service-Driven Organizations:** Knights of Columbus, Rotary clubs, Kiwanis clubs, Masonic lodges and other service-driven societies are community-focused and looking for opportunities to give back to the community.
- **Fire/Police Departments:** Police and firefighters can be a great resource for your fundraiser – whether they promote the event, help staff an event, or hold their own fundraiser with proceeds to support your event.
- **School District:** Your local PTA, school boards, school superintendent, principals, etc. can be helpful in organizing events.
- **Local Colleges and Service Fraternities/ Sororities:** A lot of fraternities, sororities, or other college social groups have service requirements. They are often ready to help and are motivated!
- **Local Sports Teams:** Have a minor league baseball team that plays near where you live? A soccer team? Engaging with them is a great opportunity to grow awareness for Duchenne.



Who do you know? Who can help you?

List five family members:

1. _____
2. _____
3. _____
4. _____
5. _____

List five friends:

1. _____
2. _____
3. _____
4. _____
5. _____

List five local businesses:

1. _____
2. _____
3. _____
4. _____
5. _____

List five neighbors:

1. _____
2. _____
3. _____
4. _____
5. _____

SAMPLE PLANNING AND EXECUTION CHECKLIST

The following is a sample checklist to help you think about how to organize your fundraiser. Every step might not fit into your plan, and that's okay! It helps to think about an event from start to finish. Need some help coming up with a plan for your fundraiser? We are here to help! Contact info@jettfoundation.org to start.

GETTING STARTED

- Ask the right questions
 - Work on defining your mission
 - Brainstorm your contacts
- Choose an event that works for you
- Set goals
- Make budget
- Select a location, date, and time
- Create online Facebook event or other distributable event marketing
- Recruit additional volunteers, if needed

PLANNING THE EVENT

- Develop a timeline
- Contact local authorities to check on permit/licenses
- Try to recruit a local spokesperson/ media outlet to promote the event
- Make a list of potential sponsors
- Contact Jett Foundation office for marketing materials to be distributed at event (brochures, etc.)
- Finalize details with vendors
- Create master event timeline

EXECUTION OF THE EVENT

- Confirm volunteer duties
 - Event setup
 - Greeters
 - Emcee
 - Materials Manager
 - Cleanup
- Make the most of the event
 - Engage attendees
 - Enjoy yourself!
 - Take photos! They are a great way to remember the event and help Jett Foundation spread the word about the terrific work you did. Send in your favorite photos to gabriella@jettfoundation.org.
 - Share on social media – even if your event is in-person, sharing on social media helps alert your network to the event.

FOLLOW-UP

- Pay all expenses and compile income and expense reports for Jett Foundation
- Send thank you notes to participants, sponsors, donors, media, and venue

SAMPLE FUNDRAISER EVENT TIMELINE

Below is a sample timeline for preparing for your event, which may help to organize your thoughts and to-do list leading up to your event. If your event is smaller or does not require as much planning, that's okay too!

3-4 MONTHS BEFORE THE EVENT:

Identify your target audience based on demographics, interests and location, and develop a targeted list. If you are hosting a movie night at your elementary school, your ideal list of people to contact will include school officials, parents groups, a pizza shop to donate pizza for the night, etc.

4-6 WEEKS BEFORE THE EVENT:

Send out materials that outlines the day, time, and purpose of the event. This may include flyers to hand out, Facebook and social media posts, emails to individuals you want to attend, and (for larger events) sending out a media alert to local newspapers and news stations.

2 WEEKS BEFORE THE EVENT:

Make follow-up calls and send e-mails as a reminder about the event. This may include people who are donating baked goods or food items, reminding the park or school where you are hosting an event, the mayor's office if you are inviting local government officials, etc.

1-2 DAYS BEFORE THE EVENT:

A gentle reminder never hurts! Send out emails to folks who said they were coming, friends, family, community members, etc. and post on social media, as well. You can also send a reminder email and/or fax a media alert (template included in packet) with the basic information about your event (who, what, when, where and why) to local news stations and newspapers.

AFTER THE EVENT:

Let everyone know how the event went! You can share photos and a brief description on social media; also sending thank you emails or calling attendees can be a great way to let them know how much you appreciated their support.

FUNDRAISER IDEAS: ONLINE FUNDRAISING

Online fundraisers are a very effective way to share message far and wide with minimal effort. They can work as stand-alone money raisers or in conjunction with your event! Jett Foundation may be able to help you set up a fundraising page—please contact info@jettfoundation.org for assistance.

VIRTUAL EVENTS

With COVID-19, people across the country are spending more time than ever on their computers and smart phones. While fundraising during this time can feel challenging, there are some great ways to still bring people together for a good cause while being safe.

Some ideas include:

- Hosting a performance (comedian, musician, etc.) on Zoom and charging an entrance fee
- Host a Trivia or Jeopardy Night – participants “pay to play” with a winner receiving a prize. There are some great free tools online for designing trivia games for groups.
- Host a Paint n’ Sip event with a local artist or painter.
- Have a virtual dance or exercise class to move your muscles for Duchenne.

FACEBOOK FUNDRAISER

Facebook fundraisers are a simple way to use your online network to raise funds and awareness for Duchenne. In just a few steps, your fundraiser can be live from the comfort of home.

1. **Set Up Fundraiser on Facebook:** Visit <https://www.facebook.com/fund/jettfoundation/> to start a Facebook fundraiser benefitting Jett Foundation.
2. **Set Your Goal:** Pick a goal amount to raise that you feel comfortable with – you can always adjust the amount, if needed!
3. **Think About Your Message:** Crafting an effective message will help you raise more money and engage more people. Start by outlining why you are raising money for Jett Foundation. What matters most to you? How has Jett Foundation helped you and your family? What are your favorite programs at Jett Foundation and why (Camp Promise, Jett Giving Fund, Porch Nite)? Including a personal message helps readers understand why this is so important to you and the impact that a gift will make for those impacted by Duchenne.
4. **Share, Share, Share!** Sometimes people see your fundraiser and then get busy and forget to donate. Or maybe they missed it the first time. Sharing your fundraiser a few times (or more!) reminds people how important it is to you.
5. **Thank Your Supporters:** It can be as simple as a “thank you to everyone who donated” on your Facebook page or you can write messages to those who gave to your fundraiser. It’s a simple and effective way to show appreciation for a gift, big or small!

OTHER ONLINE PLATFORMS

If you prefer using another platform like JustGiving, GoFundMe, etc., those are great too! You can set up your fundraiser directly on their website and share your fundraiser via your social media accounts and by email with friends, family, and community members.

We have provided some sample social media images in the Resources section of this packet that you are welcome to use!

FUNDRAISER IDEAS: SPORTING EVENTS



The #1 way to use athleticism in your favor is to participate in one of our many Go! for Duchenne events. From long distance rides to triathlons and scenic runs, there is something for everyone. Don't see a Go! event in your area? Start one! All you need is a small group of participants and you can enter most local athletic events and races. See our Go! for Duchenne webpage for more details.

SPORTS TOURNAMENT

What is it: Grab your family and friends to fundraise by putting together a fun sporting event! Organize a tournament based around your favorite sport and have participants play a fee to participate in the event. The participants can solicit support from neighbors and co-workers to bring in additional revenue.

What you'll need: a field, court, or other place to host your sporting event, sporting equipment, signage, players and teams

Some past examples: Clay Shooting, Softball tournament, Cornhole and Beer Tasting

"THON" EVENT

What is it: Participants pay a fee to participate in an activity for a predetermined amount of time, and then solicit pledges from family and friends for support. The activity could be board games, dancing, hula-hooping, or anything else that can be done for a long period of time. For example, host a dance-a-thon where participants form teams and at least one member of the team is dancing at all times for 24 hours straight.

What you'll need: a large area to host the event, a band or other form of entertainment, a way to keep track of time, an audio/visual system to make announcements, pledge sheets

Some past examples: Dancing for Duchenne, Bike-a-thon

FITNESS

What is it: Get moving and raise funds by hosting your own fitness event! This could be playing basketball, swimming, running, or any of your own favorite workouts. Participants pay a fee to participate in the event and then solicit pledges from their supporters to raise funds. A pledge could be done as a certain dollar amount per point scored, lap swum, or lap run.

What you'll need: venue (such as a field or a pool, depending on your type of event), participants, pledge sheets, tally board

Some past examples: Pool Laps for Duchenne, Tennis for Duchenne

EXERCISE CLASSES/GYM

What is it: If you attend a weekly boot camp, Zumba, yoga, or CrossFit class, work with your gym or facility to see if they would allow all fees for a certain class to be directed to your fundraiser. Increase the funds raised by adding elements such as sponsors, a drawing, or a silent auction. Some gyms will have a charity of the month and will donate a certain amount of money for every Facebook check-in the gym gets!

What you'll need: a place to host the class, marketing materials, signage, method to collect the class fee

Some past examples: Check-in for Charity, hosting CrossFit or spin class

FUNDRAISER IDEAS: FAMILY & FRIENDS

THEME PARTY

What is it: A theme party is a fun event that brings people together to celebrate a holiday and can include costumes. It could be any type of party including: Christmas Party, Haunted House, Hayrides, New Year's Party, 4th of July Picnic/BBQ, St. Patrick's Potluck, Send-a-Valentine. World Duchenne Awareness Day is September 7th every year—maybe start an annual party!

What you'll need: venue, food, beverages, volunteers, games, invitations, decorations, costumes, ticket sales, auctions, sponsorship, drawings

GARAGE/YARD SALE *What is it:* Dust off your old clothes, sporting equipment, and knick-knacks in the basement, and use them to raise valuable money for the Jett Foundation! A yard sale is a fun way to involve the whole neighborhood and translate old items into a wonderful gift for Jett Foundation. Another idea is a fashion resale event. Sell unused articles of clothing online or to family and friends and contribute the proceeds to the Jett Foundation. *What you'll need:* items for sale, a safe area to sell them, price stickers, signs to advertise the event, a posting on a local website

MINI GOLF

What is it: Everyone enjoys playing mini golf, so why not turn this fun activity into a fundraiser? Whether it's run at a local course, or you rent an indoor mini golf set, get your family and friends together and play a game to raise money for the Jett Foundation.

What you'll need: a mini golf course, players, a good time

GAME NIGHT

What is it: Love poker and other high stakes games? It can be a great way to have fun with friends and give back to a great cause. You can have people pay an entry fee or donate a portion of the winnings.

What you'll need: Decks of cards, poker chips, and a winning attitude!

FRIENDS ASKING FRIENDS

What is it: An event does not need to be a complicated affair. It can even be as simple as asking your friends and family to make a gift to support the Jett Foundation. Whether it is through a letter, a webpage you set up through the Jett Foundation, or word of mouth, let them know the important work that is being done at Jett Foundation and what they can do to get involved. You'll be surprised at how generous people will be when they are asked!

What you'll need: Jett Foundation facts, persuasive talking points (we can help with that!), letters, website, or simple discussion

DINNER

What is it: this is an easy one—have friends and coworkers together for a local dinner where they can learn about Duchenne and make donations. Choose a venue and food that is either affordable, or the venue is willing to donate.

What you'll need: a place to host the dinner, food, marketing materials, signage, method to collect the donations

Some past examples: Dining for Duchenne

CRAFTING

What is it: if you are blessed with a crafting ability, put it to use! Get people together to assemble, knit, sketch, or otherwise create items that can be sold with the proceeds going to Jett Foundation!

What you'll need: Depends on the project!
Some past examples: Wreath-making, scrapbooking

NIGHT OUT

What is it: If you are curious about a Paint N' Sip event, want to go see a baseball game, or want to try out the new brewery or restaurant in town, it can be an easy way to pull together a group of friends and family and make a night of it with a donation.

What you'll need: A destination ! If going to a concert or event, think about organizing a tailgate beforehand with a donation opportunity for those that stop by.

FUNDRAISER IDEAS: COMMUNITY EVENTS

AUCTION/OPPORTUNITY DRAWING

What is it: An auction or an opportunity drawing can be a simple and fun way to raise money. Auctions can be held live or silent. Items can be donated by local businesses, or could be a fun talent that one person can offer, such as quilting. Participants can bid on a co-worker who offers a one-hour cooking session, or a neighbor who offers one hour of babysitting. While raffles are not permitted by Jett Foundation, we do encourage opportunity drawings.* A drawing, with just a few items, can generate a huge amount of interest and revenue.

What you'll need: bid sheets (which we can provide a template for!), auction/drawing items, storage, mailing boxes

***What is the difference between an opportunity drawing and a raffle?** *The difference between an opportunity drawing and a raffle is that no payment is required to participate in an opportunity drawing.*

SCAVENGER HUNT

What is it: A scavenger hunt is the perfect way to get a large group to participate in an event together. A list is provided to all participants and they travel around a certain area (it could be one park, or a whole city) to collect or photograph items on the list. Ask each team to raise a minimum amount in order to participate in the event.

What you'll need: a location large enough for plenty of people to run around, a list of items needed, items (unless they're available naturally), a willing group of participants

FUNDRAISER IDEAS: CORPORATE EVENTS

SCHOOL/WORK-FOCUSED EVENT

What is it: There are a wide array of events that a school or work group can participate in together. These events foster collaboration among students or coworkers, and can be a fun activity any time of year.

Examples of possible events include:

- **Penny drives:** have a collection canister at the school or workplace and ask for spare change to be dropped in every day
- **Send-a-flower:** this could be done at Valentine's Day, or any other time of year. For a small gift, each participant can choose who they would like to send a flower or valentine to
- **Class or inter-department competitions:** generating friendly competition between different classes or departments can be a great way to generate revenue. Whether it's athletic events or a cook-off, each team would be able to raise their own funds
- **Jeans Day:** having each student or colleague make a certain size gift so that they wear jeans on a prescribed day.

LOCAL BUSINESSES

What is it: Work with your local businesses to get them to donate a percentage of each purchase to Jett Foundation that week/month. See if businesses will make an in-kind donation of space or services to support an event you have planned. See if a restaurant will temporarily feature a special Jett Foundation item!

PROFIT SHARING

What is it: Many large well-known companies have programs that give back to charity (Tupperware, the Pampered Chef, etc.). If you have a party for one of these companies in your home, they will donate back a portion of the sales! Most companies provide a representative who will run the show, so you're just responsible for providing attendees and snacks!

FUNDRAISER IDEAS: KID-FRIENDLY EVENTS

BAKE SALE

What is it: A bake sale is a fundraising activity where baked goods such as cupcakes and cookies are sold. This can be done practically anywhere: at a sporting event, schools, family gatherings—the list goes on!

What you'll need: volunteers to bake and sell goods, table, signage, cash box

BACKYARD CARNIVAL

What is it: A backyard carnival features fun games and activities for kids and adults. This could include cotton candy machines, bouncy houses, arts and crafts, and face painting. Use your imagination!

What you'll need: a backyard venue, food, games and activities, music, colorful decorations

CAR WASH

What is it: A car wash is a fundraising activity where cars are washed in exchange for contributions to the Jett Foundation. Grab a group of friends and a collection of colorful signs; find an approved location and start washing!

What you'll need: an approved location to hold the car wash, a group of people to wash the cars, cleaning supplies, signs, cash box to collect money and make change

CREATE AND SELL

What is it: Create arts and crafts and sell them to family and friends. This can range anywhere from duct tape wallets, note cards, and jewelry, to many other creative ideas.

What you'll need: materials to craft your project (string, paper, scissors, glitter, duct tape, beads, etc.), customers (you can ask family and friends if they will help you sell some of your crafts)

Other ideas include:

Breakfast Event: To start the day off right, you can host a breakfast (or provide items for sale) that everyone can enjoy.

Pajama Day: To add some fun to the day, you can organize a “pajama day” at school where participants can donate to be able to have a casual Friday!

Movie Night: Host a movie night in the school auditorium or at the office for employees and their families. Sell popcorn, homemade treats, drinks, and candy.

Sporting Events: You can add a fundraising element to a sporting event being held at school with a 50/50 raffle or selling items. At work, think about corporate events and functions and how a raffle or a simple donation jar might be incorporated into the event.

Walk-A-Thon: Walk-A-Thons are a great way to get a large group together to get outside, move their muscles, and work together. You can do laps around the school or office building or host it at a local park with prizes for participants.



RESOURCES

SAMPLE MATERIALS FOR FUNDRAISING SUCCESS

The next few pages contain samples of emails, letters, press materials, graphics, and social media posts. Feel free to use or modify these in your fundraising journey!

DONATION REQUEST LETTER

Dear **XXXX**,

On June 28, 2021, I will be participating in the annual Cohasset Triathlon. While I am personally excited to participate in this event, I am racing for a reason greater than my love of the sport. I have committed to run, bike and swim on behalf of the thousands of youth and families supported by Jett Foundation.

Jett Foundation provides services and programs to people affected by Duchenne muscular dystrophy. Kids with Duchenne lose the ability to walk by the time they are in high school, and many succumb to the disease in their early 20s. I am running, swimming and biking for the kids who can't.

My goal is to raise **\$XXXX** to support the programs and services offered to the youth and families Jett Foundation serves in the United States. This funding provides the necessary resources to:

- Provide more than 200 youth and young adults year-round programs and summer camp sessions
- Provide educational webinars and workshops to hundreds of families across the country
- Offer emotional support groups to parents and caregivers as they navigate their journey with Duchenne
- Gift vans, stair lifts, and other unaffordable items to families through the Jett Giving Fund

These are just some of the ways Jett Foundation will be able to use the **\$XXXX** I am planning to raise. Today, I ask for your support with a gift of **\$XXX**. Every dollar raised fuels my motivation to run longer, swim faster and bike harder—all on behalf of young people who wish they could have this experience too.

Thank you for your support.

Sincerely,
Your Name

Quick tip: Don't be afraid to follow up with a reminder if you haven't heard back!

THANK YOU LETTER

Dear **XXXX**,

Thank you for your gift of **\$XXXX** to support me in the **2021 Tri4Jett**. Your gift will go directly towards supporting the thousands youth and families served by Jett Foundation.

Jett Foundation is committed to providing people affected by Duchenne with the support, resources, and programs needed to enhance and extend their quality of life. With your help, Jett Foundation is able to provide summer camp, mentors, education, and advocacy to thousands of people this year.

I am deeply grateful to you for supporting me in **my Tri4Jett journey**; even more, it is your belief in the work of Jett Foundation that inspires me to race on June 28.

With sincere thanks,
Your Name

Quick tip: Thank your donors by tagging them on social media to make them feel extra special and inspire others to give!

EMAIL FOR NEWS STATION

Dear **XXXX**,

On June 28, 2021, I will be hosting a fundraiser at the 99 Restaurant in Des Moines, Iowa, to benefit the Jett Foundation, which provides life-changing services and programs to people affected by Duchenne muscular dystrophy. Kids with Duchenne lose the ability to walk by the time they are in high school, and many succumb to the disease in their early 20s.

My goal is to raise **\$XXXX** to support the programs and services offered to the youth and families Jett Foundation serves in the United States. This funding provides the necessary resources to:

- Provide more than 200 youth and young adults year-round programs and summer camp sessions
- Provide educational webinars and workshops to hundreds of families across the country
- Offer emotional support groups to parents and caregivers as they navigate their journey with Duchenne
- Gift vans, stair lifts, and other unaffordable items to families through the Jett Giving Fund

These are just some of the ways Jett Foundation will be able to use the **\$XXXX** I am planning to raise. Today, I ask for your support with a gift of **\$XXX**.

We would really appreciate if a team member from **[news station]** joined us to highlight this important event and to help us raise awareness for Duchenne.

Thank you for your time.

Sincerely,
Name

If you have a press release and media alert drafted for your event, be sure to attach them to your email!

Quick tip: Research your local TV and newspaper reporters to see who is writing stories about community efforts and nonprofit events. Their emails and recent pieces are often posted right online. This lets them know you've taken the time to get to know their work and share a story that aligns with their focus area.

FOR IMMEDIATE RELEASE

Local Easttown Family to Host 5K for Duchenne Muscular Dystrophy

Headline

All proceeds to benefit nonprofit Jett Foundation in honor of local boy impacted by Duchenne.

Summary

Easttown, PA - July 1, 2021 - The Friedman family of Easttown, PA invites members of the surrounding communities to sign up for their first annual "5K for Duchenne" event at Conestoga High School's Teamer Field on Saturday, August 21, 2021. Participants can register online at www.WEBSITE.com.

Lead paragraph: include your most important information.

The "5K for Duchenne", sponsored by ABC Company, will benefit Jett Foundation, a national nonprofit providing life-changing services and programs to people affected by Duchenne muscular dystrophy. Registration for the event is free. All participants will receive a "swag bag" filled by event sponsors with a complimentary event t-shirt for those participants who raise \$100 or more.

Details: keep sentences and paragraphs short like a news story. Cover who, what when, where why, and how questions.

The event begins at 10:00AM, with sign-in for sponsors and participants beginning at 9:00AM. Day-of registration is allowed and will be available at the sign-in tent at the Teamer Field entrance. Viewing stations and tents will be set up along the field for spectators and supporters. Sponsors and volunteers will also distribute water to participants at stations along the track.

"This is our first time ever hosting this event and we are already blown away by the outpouring of support. The event was our 10-year-old son Joshua's idea; he wanted to do something for his best friend and classmate, Kevin, who lives with Duchenne muscular dystrophy," said Stacey Friedman. "With the help of the community, our goal is to raise \$20,000 to donate to Jett Foundation in Kevin's name."

Include a quote to personalize your release.

Following the event, participants are invited to a complimentary BBQ, generously provided XYZ Restaurant and entertainment by local band, ABC. Prizes will be awarded for the most pledges raised, first to cross the finish line, and most enthusiastic walker.

For more information or to register or donate online, please visit www.WEBSITE.com.

Use the last paragraph to summarize key details, like how to participate.

About Duchenne muscular dystrophy

Diagnosed during childhood, Duchenne is a progressive neuromuscular disorder that causes a loss of motor, pulmonary, and cardiac function, and premature death. It affects every one in 3,500 live male births and some females. Duchenne has no cure. Children with Duchenne are born seemingly healthy and decline over time, usually losing their ability to walk around the age of 12 and succumbing to the disease in their early to mid-twenties.

Boilerplates: You are welcome to include additional background information in this section. If your company is hosting, you may want to include their boilerplate here.

About Jett Foundation

Since 2001, Jett Foundation, located in Plymouth, Mass., has worked to find treatments and a cure for Duchenne muscular dystrophy while improving and enriching the lives of those impacted. Jett Foundation is a registered charity with 501(c)(3) status from the IRS; all donations are tax deductible. www.jettfoundation.org.

Media Contact for Event

Stacey Friedman, Smith, (email), (phone)

###

Be sure to include contact information before finishing up with "###" to mark the end of your release.

Quick tip: Press releases make sharing your story online super easy for media outlets so its a great idea to make sure it already written the way you would want your event information to be shared if someone copy/pasted it.

MEDIA ADVISORY

Contact: Susie Ross
email
phone

Chili Cook Off for Duchenne Muscular Dystrophy Coming to Plymouth

June 1, 2021

WHAT “Chili Cook Off for Duchenne Muscular Dystrophy” event is raising funds for Duchenne, a rare and life-threatening form of muscular dystrophy. Duchenne affects nearly 20,000 children and adults in the United States. Born seemingly healthy, children with Duchenne lose their ability to walk by their teens, require 24-hour care and often experience a shortened life-expectancy. There is no cure for Duchenne.

All event proceeds will benefit nonprofit Jett Foundation, which offers life-changing direct service programs to those impacted by Duchenne.

WHEN June 1, 2021 from 12:00 PM to 2:00 PM; media welcome to arrive between 11:45 AM and 12:00 PM

WHERE Lubbock Elementary School 1 Main Street, Plymouth, MA 02360

WHO **Children and adults with Duchenne muscular dystrophy** along with family and other community members

Mayor Bloomfield and other local officials

About Jett Foundation

Since 2001, Jett Foundation, a nonprofit located in Plymouth, MA, has worked to extend and enrich the lives of individuals affected by Duchenne muscular dystrophy and other neuromuscular disorders. It does this by partnering with families impacted by Duchenne muscular dystrophy through empowering educational programming, transformational direct service experiences, and by accelerating development of life-changing treatments. For more, visit www.jettfoundation.org.

Media Contact for Event

Susie Ross, email, phone

###

Quick tip: Think of your media alert as an invitation! They are a simple, effective way to give local newspapers and news stations a heads up about your event and the opportunity to help shine a light on those impacted by Duchenne.

SAMPLE FLYERS/INVITATIONS

RESOURCES

Jett FOUNDATION
Empowering families. Fighting Duchenne.

RAISE the DOUGH for JAVON

Flat Rock Pizza,
712 Upward Rd.
Flat Rock, NC 28731

Saturday, March 28, 2020
4pm - 9:30pm

Come support a young man from our community, 13 y Javon Clark, as his family and friends waitress for tips Javon was diagnosed with Duchenne Muscular Dystop the age of 8. Losing his ability to walk a couple of yea there's one obstacle standing in their way from provid amazing quality of life-accessible transportation.

Here's where we come in! They have recently been Jett Foundation which will MATCH donations for their handicap accessible van. This will be life chaning for t

DUCHENNE DUCKY DERBY
9.28.19

SEPTEMBER 28, 2019 | 12:00-5:00PM
MESQUITE GROVES AQUATIC CENTER
5901 S. Hillcrest Drive, Chandler, AZ 85249

This event is handicap accessible and open to family, friends, and the public!

RACE A DUCKY

1 DUCK	\$10
3 DUCKS	\$25
6 DUCKS	\$50
12 DUCKS	\$100

Prizes for 1st, 2nd, & 3rd place!

Buy your duckies online at jettfoundation.org/duchenneduckyderby

For more information, please contact:
MELISSA MOGENSEN
480-815-1424 | missymp1@gmail.com

Duchenne is a progressive neuromuscular disorder that causes a loss of motor, pulmonary, and cardiac function, and progressive weakness. Duchenne h...

Proceeds from this event benefit Jett Foundation, a 501(c)(3) nonprofit fighting Duchenne muscular dystrophy.

Jett FOUNDATION
Empowering families. Fighting Duchenne.

Jett FOUNDATION
Empowering families. Fighting Duchenne.

JAVON'S BBQ

LIVE MUSIC | CAKE WALK | AUCTION
\$1 RAFFLE TICKETS | KID'S GAMES & PRIZES

AVERY CREEK COMMUNITY BUILDING
899 SE GLENN BRIDGE RD., ARDEN, NC 28704

SATURDAY 12:00PM **22** FEBRUARY 2020

\$10 BBQ PLATES | \$5 BBQ SANDWICHES
(Plate includes: smoked BBQ, chips, baked beans, slaw, bun, & a drink)

A very special young man in our community needs our help. 13 year old Javon Clark was diagnosed at age 8 with Duchenne Muscular Dystrophy. DMD is a rare genetic disease. This wonderful family has centered their life around his needs but one major obstacle standing in their way is getting handicap accessible transportation.

Here's where we come in! They have recently been selected by Jett Foundation which will MATCH donations for their very own handicap accessible van. This will be life changing for him.

With a little help from our community & a lotta help from above, we can come together and help them reach their goal. Please join us for a family friendly fundraiser event!

If you want to know more about Javon's story, DMD, and Jett Foundation, please follow the link below. All donations are tax deductible!

jettfoundation.org/jgf2020-javon-clark

SAMPLE SOCIAL MEDIA POSTS

Before an athletic event:

I'm excited to share that I will be participating in the Boston Marathon this year! I will be running to benefit a cause that is near to my heart -@Jett Foundation and their work providing services and programs for those impacted by Duchenne muscular dystrophy. As I train and prepare for race day, your support would mean the world to not only me, but to kids, young adults, and families impacted by Duchenne muscular dystrophy-a fatal, currently incurable form of muscular dystrophy. Thank you! {Fundraising Link} #StrongerThanDuchenne

Sharing your event:

Make a difference in Duchenne and get your game on! Join us next month for a Left Right Center tournament at the Veteran's Center! In honor of our nephew Cam, all proceeds will benefit @Jett Foundation and their work providing services and programs for those impacted by Duchenne muscular dystrophy. Cam attends Jett Foundation's @Camp Promise each summer and has an absolute blast. Help us support this amazing program and organization! Register now at {Registration Link}. #StrongerThanDuchenne

Thanking donors:

What an awesome night! A heartfelt thank you to everyone who came out for some wine and trivia tonight. Thank you to all who purchased action items, donated from afar, and helped with all our yummy treats for the evening. We had a blast raising money and awareness for Duchenne muscular dystrophy and @Jett Foundation. We've raised a total of \$5,000 in support of Jett Foundation... thank you! If you didn't make it but would still like a chance to support, you can do so at {Fundraising Link}. #StrongerThanDuchenne



Jett Foundation Hashtags:

#StrongerThanDuchenne
#JettFoundation
#CampPromise
#GoForDuchenne

Quick tip: Images perform really well on social media! Try to include a meaningful photo with your event link or details each time you share. This could be one of you getting ready for race day, attending a Jett Foundation event, volunteering at camp, etc.

Jett Foundation social handles, logos, graphics, and program photos are available at jettfoundation.org/fundraising-toolkit.



Sample Facebook Event

BEER & CORNHOLE TASTING & TOURNAMENT FOR DUCHENNE

AUG 7 6:30PM | CRUE BREW 95 RYAN DRIVE #6 RAYNHAM, MA

Proceeds support Tyler's Falmouth Road Race and benefit Jett Foundation's work to fight Duchenne muscular dystrophy.

AUGUST 7, 2019 AT 6:30 PM - 9:30 PM

Beer and Cornhole for Duchenne
Crue Brew Brewery

Details

2 people going, including Gabriella Costa and Tyler Diniz

Crue Brew Brewery

August 7, 2019 at 6:30 PM - 9:30 PM

Private - Only people who are invited

Please join us for a Beer Tasting and Cornhole Tournament for Duchenne muscular dystrophy! Bring a friend! The more the merrier!

August 7, 2019 | 6:30pm
Crue Brew Brewery
95 Ryan Drive #6 | Raynham, MA

Tickets: \$30 per person includes a beer flight of 4 pours, tasty apps, good company, and support of a great cause

Under 21 invited to join the Cornhole Tournament and enjoy some apps!

Cornhole Tournament:
\$15 per team of two players
Grand Prize: 50% of cornhole entry fees!
Let us know your team name by August 3 by registering online or by messaging it to us and paying at the door.

To purchase tickets, register for the cornhole tournament, or buy raffle tickets, please visit <https://www.jettfoundation.org/beertasting>. Cash or check will also be accepted at the door.

Can't make it to the event but still want to help? You can support by sharing this event with a friend or by donating here: <https://www.crowdrise.com/o/en/campaign/jett-foundation/tylerdiniz>.

Thank you all and hope to see you for some tasty brews!

About the Cause:
Duchenne (pronounced dü-'shen) muscular dystrophy (DMD) is the most common fatal pediatric disorder. Duchenne is a progressive neuromuscular disorder that causes a loss of motor, pulmonary, and cardiac function, and ultimately, premature death. Duchenne has no cure.

Tyler is running the Falmouth Road Race this August 18th in support of Jett Foundation's work to fight Duchenne muscular dystrophy. All proceeds from his fundraising benefit Jett Foundation's incredible direct service and educational programs, such as Camp Promise, national educational Family Workshops, Jett Giving Fund, and more. Learn more about Jett Foundation at jettfoundation.org.

Jett Foundation, Inc. is a 501(c)3 registered tax-exempted nonprofit organization; Federal Tax ID is 04-3563445.

Crue Brew Brewery