



Child's Play Fundraising

Introduction

If you are reading this document, you may be interested in organizing a fundraiser for Child's Play, so let us start off by saying thank you! Child's Play relies strongly on independent fundraising efforts, and is proud to have benefited from community gaming marathons, tournaments, donations drives and many other events and fundraisers.

This document is not meant to be a requirement; see it as a guide. We have provided some specific examples and frequently asked questions, but be creative and plan an event that will be fulfilling and fun for you as well as the participants.

Your feedback is always important. If you have questions, or would like to provide comments, please contact Jamie Dillion at jdillion@childsplaycharity.org

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Quick FAQ

Just need that one quick question answered? Below are our most common inquiries. If you have additional questions, read on through the document. If your question still isn't answered, feel free to contact us!

What's your Paypal address?

donate@childsplaycharity.org

What's your mailing address?

Child's Play
123 NW 36th St Suite 210
Seattle, WA 98107

Are you a registered 501(c)3?

Yes. Our ID is 20-3584556

Are there policies or restrictions I should know about?

We take special care to ensure that we're up front regarding fundraisers. Our policy is only to participate in fundraisers where 100% of the proceeds are being donated to Child's Play. If you have questions regarding this policy, or to find out if your fundraiser fits, please feel free to contact us.

Along those same lines, we ask that digital fundraisers send donations directly to our Paypal address. This absolves event organizers of tax requirements, guarantees donors that their full donation will go directly to the cause, prevents doubling up on digital transaction fees, and so on. If you have any questions about your fundraiser and how it fits in to our policy, please email Jamie. (jdillion@childsplaycharity.org)

Concepts

Figuring Out Your Idea

Child's Play fundraisers are the most imaginative and creative events for fundraising. A good fundraising approach is to create a platform for donors to become participants in an event. Whether it's an online broadcast or a live charity concert, the best events make the donor feel a part of something great.

Big or small, it's best to get your idea down on paper. Think through it in as much detail as possible in advance, and you'll run into fewer speed bumps and have an easier time planning. If you have questions about a fundraising idea, contact us! We can let you know how it fits into our mission/policy and if we see any red flags.

Basic Categories of Fundraisers

- Selling an item*
 - Auctions
 - Raffles
 - Product sales
- Internet Telethon
 - Game marathon
 - Online tournament
- Local Event
 - Local tournament
 - Theme game night
 - Dinner event
- Other Ideas

Your event does not need to fall into any specific category listed here! These are just examples.

**If you have a product you would like to sell and donate the proceeds to Child's Play, please refer to our fundraising policy. Please do not use our logo/name on a product before speaking with us.*

Getting Started

Goals

There are a few types of goals important to running a fundraiser. One can be a fundraising goal- how much would you like to raise? Be realistic, but optimistic, and don't get discouraged if you don't reach it!

Another important goal to consider is the event itself. How do you want the event to play out? What do you want people to remember about it? Once you can visualize the end product, it's much easier to determine the steps needed to get there.

Costs

Running an event can have associated costs. Depending on the type of event, you may be able to get corporate donations/sponsorships to cover event needs (for example, a school may donate an auditorium space or a restaurant may donate food), be able to use free services, and so on.

Planning the Event

Now that you have a rough idea of what your event is, it's time to nail down the specifics! What is your event about? What are you going to do? How are you going to engage an audience to your event and contribute to Child's Play? Mentally run through your event/fundraiser and take note of all of the elements - will you need to rent tables to play games on? Will you need to borrow Rock Band instruments? Will you need to get a food handler's permit? Planning an event can seem extremely daunting. Break it down in to smaller tasks (example below), and before you know it, one big event turns into many smaller, achievable tasks.

Example task list:

Research Venue: Jamie's task, due 5/25

Marketing Materials: Kristin's task, due 6/15

Borrow PS3s: Jamie's task, due 6/15

And so on... until you're done! Please see the "Other Resources" section for more tips geared toward specific event types.

Contact Child's Play!

Child's Play would like to know about your event before you start! Email Jamie to fill us in on what you have planned. (jdillion@childsplaycharity.org)

Managing Money

Internet Only Donation Drives

If you're running purely as an Internet based fundraiser, it is absolutely imperative that you link directly to the Child's Play PayPal account (donate@childsplaycharity.org) though ChipIn. ChipIn allows you to collect metrics on how much your fundraiser collected without having to "touch" the money. By "touching" the money, you are technically accepting money privately and then deciding to contribute the funds to Child's Play, which can have tax implications and more. Keep it simple, go through ChipIn! If you don't feel ChipIn will work for some reason, get in touch and we'll try to help.

eBay auctions and GivingWorks/MissionFish

We are registered as an eBay GivingWorks charity. This means that anyone can sell pretty much anything on eBay (using their MissionFish charity system) and the proceeds from those auctions go

directly to Child's Play. We've set this up so that people can still help out with their used games and systems and other unconventional items and services.

In order for those proceeds to go to Child's Play, please list the auction through their MissionFish Charity system. When you begin the listing process, make sure you're in the "advanced view." There is an option when you're setting the price to select a non-profit to benefit, and what percentage you're planning to donate. **Note: eBay auctions fall under the same policy as other fundraisers. 100% of proceeds must benefit Child's Play, or the auction will be canceled.**

A search for "Child's Play" will turn us up. eBay will ask you to register for a MissionFish account (if you don't have one already), but it's straightforward. You'll need a credit card to complete the process. Please read through eBay's Giving Works website for more information (www.ebaygivingworks.com/), so you that understand how you will be billed when the item is sold.

eBay doesn't allow charity auctions outside of MissionFish, so it's a requirement if you're planning to donate this way.

Getting the Word Out

Fundraising Policy

With Child's Play roots in our community, we take special care to ensure that we're up front regarding fundraisers. Our policy is only to participate in fundraisers where 100% of the proceeds are being donated to Child's Play. If you have questions regarding this policy, or to find out if your fundraiser fits, please feel free to contact us.

Child's Play Website

You are able to submit your event to be included on the Child's Play event calendar. To submit your event, please fill out the form at the bottom of Events page: <http://www.childsplaycharity.org/events> .

We approve all submissions before they appear on the calendar, and ask that you submit your event **seven days or more** before it begins to give us appropriate time to review. Be thorough, and if you have any questions please contact us.

Event Website

A website for your fundraiser can be an important aspect of getting the word out. From there, social media like Facebook and Twitter are great ways to spread the word. If you have the financial support to create a website that is highly customized, has its own hosting and domain name - that's great! If not, we recommend at least creating a blog (WordPress, Blogger, etc.) and customizing the template for your event. You can still create an effective website for low to no cost.

Facebook

Facebook is designed for organizations to set up a "Page". Pages come with a large set of tools to engage and manage your presence. If you are doing an annual or reoccurring event, you should create a Page. Pages allow you to do most of the things an individual can use Facebook for like Events, but without the need to confirm people to see and participate with your content.

Twitter

Twitter is an awesome way to get the word out about your event. Make sure your message is appropriate and that you're not accidentally spamming your followers.

Running the Event

Plan. Plan. Plan. Do whatever you can to plan for the whole event as much as you can, including testing your plan and making back up plans. Planning out an event is vital regardless of whether it is an online or in-person event.

Schedule of Events

Having a schedule of when things need to happen is extremely helpful. Not just of when outward-facing events happen, but when the behind the scenes actions need to occur.

Test your Tech

If you're doing an online event, test! Test your stream (audio, visual), your bandwidth, your chat- make sure everything is running smoothly to prevent day-of panic.

Have fun!

Perhaps the most important part! Have fun running your fundraiser.

Sending the Money to Child's Play

Unless you ran donations completely via Chip-in, you now have to send the money to Child's Play. There are two ways to do so: online via PayPal or mailing it directly. If you do chose to mail the money, send a check, money order, or cashier's check to and the following:

1. A Letter addressed to Child's Play including:
 - a. The amount listed on the check.
 - b. A brief overview of the event itself.
 - c. Return mailing address and other contact information
 - d. If possible, a link to any photos of the event.

2. The check itself, made out to Child's Play. Please mail it to us at:

Child's Play
123 NW 36th Street
Suite 210
Seattle WA 98107

If you would like to donate via PayPal, the account address is donate@childsplaycharity.org.

Child Play's Tax ID Number

Each hospital's charity tax ID number is included in the information section on its wish list. Use your confirmation email as a receipt. If you are making a cash donation, Child's Play's own tax ID number is 20-3584556. If you have any questions about how this works, please ask your tax advisor.

Contact Information

Jamie Dillion, *Project Manager*

Contact Jamie for donation inquiries, corporate sponsorships, media inquiries, community fundraisers and event information

jdillion@childsplaycharity.org

Kristin Lindsay, *Foundation Coordinator*

Contact Kristin for hospital enrollment and inquiries and wishlist requests

klindsay@childsplaycharity.org

(More) Frequently Asked Questions

Hopefully by now we've answered most of the fundraising-related questions you have. Here are a few of the most common questions related to Child's Play as a whole.

Q. Does Child's Play charge administrative fees?

A. We try our best to have every dollar that comes in go right back to the hospitals, but there is a slight administrative cost that does get paid for with donations (for example, shipping \$200,000 worth of Nintendo DSes to dozens of hospitals worldwide is not free, sadly). Historically, these charges have not exceeded 5%. It's true that we're a non-profit, but unlike most non-profits, we're not in it to create a self-sustainable entity. We do it to give.

Q. How will these toys be used?

A. Items like the video game systems and games will be given to the hospitals and a child will essentially be able to check it out and have it placed in their room. Obviously the more systems and copies of each game they have the better. Other toys though will be given to individual children as presents. Something they can keep and take with them when they leave.

Q. Can the proceeds of our event go to a specific hospital?

A. Sure! When you send your check or PayPal donation, make a note to what hospital you would like your funds to benefit.

Q. Do you have any brochures/banners/posters/marketing information that we can use?

A. We currently do not have any marketing materials available for the general public. Please feel free to refer to our website (<http://www.childsplaycharity.org>) for information about the charity.

Additional Resources

If you're looking to do a game marathon, we highly recommend checking out the Mario Marathon guide to marathon planning. They include information on putting a team together, costs, and setting up a video feed. <http://www.mariomarathon.com/howto.html>

The g33kwatch crew has also created an outline for planning an event:
<http://www.g33kwatch.com/CPC.pdf>

We cannot accept used games. If you or someone you know would like to donate used games or game equipment, please consider an alternate game charity:

- GameSchool (<http://www.stargameschool.org/>)
Contact: Jarrod Wolkowitz (gameschool@starinc.org)
- DonateGames (<http://www.donategames.org>)
Contact: support@DonateGames.org
- Vinny's Kids (<http://www.vinnyskids.org>)
Contact: vinnyskids@gmail.com

Child's Play has a Wikipedia page that remains up-to-date.
http://en.wikipedia.org/wiki/Child's_Play_Charity