Become A Plummer Fundraiser!
Thank you so much for your interest in hosting a fundraiser for Plummer Youth Promise.

Fundraisers planned by volunteers are a vital source of funds that help us to ensure that all young people in foster care find safe and loving families.

We’ve created a “How-To” guide with information, mission messaging, fundraising tips and ideas, and frequently asked questions about Plummer Youth Promise’s volunteer fundraiser opportunities. Your fundraiser can be as simple as a Facebook birthday fundraiser, or more elaborate like a happy hour event! There’s no limit to the exciting ways you can help raise money and awareness for Plummer Youth Promise.

When you are ready, please fill out our online application https://plummeryouthpromise.org/get-involved/become-a-fundraiser. We will notify you of approval within 2-3 business days. If you have additional questions or need help, please feel free to contact our Community Engagement & Events Manager, Emily Lonergan at (978) 744-1099 ext. 116.

Thank you again for your interest and for your dedication to the youth we serve. They need you now more than ever! We hope you find this information helpful and we look forward to working with you in making your fundraiser fun and successful.

Warmly,

Haley Rodgers
Annual Fund Director

Emily Lonergan
Community & Events Manager
Ideas for Individuals or Groups:

**Happy Birthday**
Instead of traditional birthday gifts, make a donation to Plummer, or ask your guests to make a donation to Plummer in your honor in lieu of gifts. You can even set up a Birthday Facebook Fundraiser and choose Plummer Youth Promise as your beneficiary.

**Sweat For A Cause**
You can raise funds for Plummer through fitness all year long! We will help you set up a fundraiser so that you can walk, run, spin, or even lift for Plummer.
Check it out here: [https://give.classy.org/Sweat4Plummer](https://give.classy.org/Sweat4Plummer)

**Organize A Car Wash**
Get some buckets of water, some soap, and sponges and host your own car wash to raise funds for Plummer. You could even get your school, workplace, or sports team involved!

**Trivia Tuesday**
Host a bingo or trivia night with friends, coworkers, or family. Donate the participant fee to Plummer!

**Party For Plummer**
Host a party to celebrate a special occasion and ask for donations instead of gifts. It doesn’t just have to be your birthday!

**Get Sporty**
Hold an athletic tournament—for example, flag football or basketball.

**Summer Plummer Sale**
Donate profits from a garage sale or community yard sale.

**And So Many MORE...**
Anything can be turned into a fundraiser. Let your imagination inspire you! We'd love to hear your creative ideas.
Let's Get Started

Ideas to Involve Local Organizations and Businesses:

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<tr>
<th>HAPPY HOUR</th>
<th>PUB CRAWL FOR PLUMMER</th>
<th>CREATE A DRESS DOWN DAY</th>
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<tr>
<td>Ask the manager at your favorite restaurant if they would be willing to co-host a fundraising event in support of Plummer (i.e. 10% of proceeds from a specific night are donated to Plummer).</td>
<td>Plan your route with local breweries, charge for tickets, and invite registrants to ask for donations each stop they make. Put a fun twist on the event by adding a strict dress code. Wear Purple for Plummer, or create your own t-shirts!</td>
<td>Look into holding an office-wide dress down day to benefit Plummer. For example: “Wear Purple for Plummer!” Or “Wear Blue for Foster Care Awareness!” Donate participation proceeds to Plummer Youth Promise.</td>
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<th>SPECIALTY ITEM</th>
<th>SPREAD AWARENESS</th>
<th>COFFEE &amp; CONVERSATION</th>
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<td>Ask your favorite local restaurant or bakery to donate proceeds from a particular menu item for a month.</td>
<td>Create a Plummer can/bottle label to raise awareness and donate a portion of sales to Plummer.</td>
<td>Host a Plummer coffee hour to educate others about Plummer. Ask if they can donate a portion of sales to Plummer, and if you can set up a table with information!</td>
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Choose Your Fundraiser

What type of fundraising event do you want to have? What do you hope to accomplish?

Identify Your Audience

Who is most likely to support or attend your fundraiser - family, friends, co-workers, sports teams, schools, workplaces?

Set A Budget And Fundraising Goal

What is your fundraising goal? What is your budget? Start thinking about possible donations or sponsorships for your event to lower your costs.

Submit An Application

It is important to submit an online Plummer Youth Promise Fundraiser application on our website. Once the form has been submitted, we will be in touch shortly regarding approval.

Schedule Your Fundraiser

Schedule your fundraiser for a date, time and location that fits your audience. Remember to consider other community events in the area, and a possible rain date if your event is outdoors.

Spread The Word

It’s time to promote and publicize your fundraiser! Invite your attendees via phone, e-mail, mail, or social media. You can also consider posters, save the dates, or adding your event to community calendars and news outlets.
FUNdraising
Tips & Tricks

Use All Platforms To Share Your Fundraising Event

See Where You Are
There are many different types of communities that each present their own potential for fundraising. Church, school, neighborhood, family, old classmates, work, and sports teams are just a few ideas.

Own The Mission
Make your event description a showcase of your motivation in helping change the lives of youth in foster care! Use our organization profile to help with talking points and conversation starters.

Always Follow-Up
It's super common for people to put things off or forget about things. That doesn't mean they don't want to attend or donate! A little reminder nudge if they don't donate during your event never hurt anyone!

However, we recommend an entry fee, ticket or registration of sorts for events so you don't have to track people down as much!
Do’s & Don’ts

• Do create a fundraiser that aligns with our mission
• Do use clear language to highlight Plummer Youth Promise as the beneficiary of the event (We will send this to you upon event approval)
• Do share your materials for our team to review before distributing and going live with your event
• Do share any and all links so we can promote your event on our channels
• Do ask us for promotional materials in advance so we can make sure we have the amount you request available
• Do read our FAQs to know what Plummer Youth Promise can and cannot provide
• Do send thank you notes to your participants and donors
• Do tell your story. Let supporters know why you are doing what you are doing. They want to know, so share your passion
• Do HAVE FUN planning, creating and hosting your event

• Don’t use our logos or Plummer Youth Promise branded materials without permission
• Don’t imply your event is sponsored or co-sponsored by Plummer Youth Promise
• Don’t go at it alone! Get your friends and family involved, or form an event committee
• Don’t hesitate to reach out to us with questions - we are happy to help you
Frequently Asked Questions

What is third-party fundraising?
Third-party fundraising is any type of fundraising event or program hosted by an individual, group or organization where the Plummer Youth Promise is the beneficiary. Fundraising can be done in the form of a special event, peer-to-peer fundraising or as proceeds of sales.

Who can conduct a fundraiser?
Individuals, teams, businesses/organizations, religious organizations, or schools. Any community member or team (local or afar) can fundraise to support Plummer!

Where will my donations go?
Your fundraiser donations will support Plummer Youth Promise, a non-profit organization serving young people who are in or at risk of entering the foster care or juvenile justice systems. Plummer works to make sure every young person it serves has a family – someone unconditionally committed to nurture, protect and guide them to successful adulthood.

Who can I contact for support at Plummer?
- For support or questions about hosting your own fundraising event, please contact our Community Engagement & Events Manager Emily Lonergan at elonergan@plummeryouthpromise.org or 978-744-1099 x 116.
- For support or questions regarding general donations, please contact Jordan our Development Coordinator at jcaress-wheelwright@plummeryouthpromise.org

Can a Plummer staff help me plan my event? Or attend and/or speak at my event?
Yes! We are happy to provide guidance and help set you up for success! We can help you with things like setting goals, brainstorming and defining your audience.

However there are some services we are unable to provide:
- Our tax exemption number
- Insurance or liability coverage
- Permits and/or licenses
- Mailing list of donors and/or vendors
- Funding or reimbursement of your expenses
- Guaranteed attendance of organization staff or clients

How do I collect donations at my event, and where do I send them after my event?
- We are happy to provide donation forms and envelopes.
- All donation checks should be made payable to Plummer Youth Promise and sent to the address below. **Note: Donations for your fundraiser are not charitable tax deductions unless the donor writes a check directly payable to Plummer and the check is not related to event tickets, prizes or auctions.**

Plummer Youth Promise
Attn: Jordan Caress-Wheelwright
37 Winter Island Road
Salem, MA 01970

- Can also give online at PlummerYouthPromise.org by clicking our yellow donate button.
- We can also help you set up a Fundraising platform through our Classy account if this fits to your fundraiser!

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