



**an FTD grassroots fundraising toolkit for  
educators and eaters**



Radnor Station Building 2, Suite 320  
290 King of Prussia Road Radnor, PA 19087  
[www.theaftd.org](http://www.theaftd.org) 267.514.7221 866.507.7222

**Welcome to The AFTD-Team!** As a Food for Thought event host, you are joining an elite group of special forces, driven by a common goal of funding research, care, treatment and ultimately a cure for FTD, known as “The AFTD-Team.”

**We are grateful to have your support!** AFTD is a small but mighty organization, and our impact multiplies with each Food for Thought host who shares his/her story and organizes an event.

**Your commitment** to organizing and hosting an AFTD Food for Thought event will make a huge impact on our ability to fund care and a cure.

**Thank you again for your support!**



## **Food for Thought Overview**

**Food for Thought** (FFT) is a grassroots fundraising and awareness-raising campaign designed to rally as many supporters of AFTD as possible during FTD Awareness Week, the first week of October (4th – 11th, 2015), across the U.S. Our collective effort to raise awareness will hopefully draw the media’s attention and garner some great press for FTD.

As we all know, frontotemporal degeneration (FTD) is a life-altering disease for those affected as well as for their loved ones. Yet it is little known and poorly understood. This campaign seeks to make more people aware of FTD while involving some food/drink and a little education. **Event hosts can plan and organize any type of event as long as food is included.**

**AFTD’s Food for Thought Goal:** To have at least one person in every state host a Food for Thought event!

So...are you hungry enough to take a bite out of FTD? Ready to join people from Maine to Alaska who will share a meal and provide some FTD education with their friends and family (and hopefully the media)? If so, we want to hear from you – see **Getting Started!**

**We’re looking forward to seeing what all of our voices together can do to raise awareness of FTD! Don’t sit this one out...we have a great opportunity to make a REAL difference and draw national attention to FTD.**

## Planning Your Food For Thought Event

### Getting started

If you are interested in hosting an event, the first step is to go to the **FFT Contact Form** on the AFTD webpage at <http://www.theaftd.org/get-involved/host-an-event/aftds-food-for-thought/food-for-thought-form> and fill in your contact information. After submitting your information, AFTD staff will assign you to a FFT volunteer liaison. Your volunteer liaison will reach out to share additional information about the campaign, answer any questions you may have and be your primary point of contact throughout your planning process.

### Decide on what type of fundraising event to have

Host a Food for Thought event that best suits your interests and the time you have available to commit to the event. Take into account any costs that you may need to incur. Because AFTD is not managing these events, we cannot legally incur any costs for them. Remember to make it manageable to your abilities, budget and goals.

Some event examples include:

- Share recipes and FTD facts every day of the campaign via Facebook
- Host a dinner in your home and show the AFTD video to friends and family
- Ask a restaurant to host an event with a percentage of proceeds going to AFTD
- Hold a bake sale with your kids at your church/synagogue or community center

For additional successful and creative event ideas refer to the FFT page at:

<http://www.theaftd.org/get-involved/host-an-event/aftds-food-for-thought>

### Pick a date between October 4 -11, 2015 and select a location

Decide where you want to have your event. Consider a location that works well for your event, like your home, local restaurant or a community center. After you choose a location, you will need to determine whom to contact in order to receive permission to hold the event there. If it's a privately owned location, such as a restaurant or shopping area, speak with the business owner or manager. If it is a public location, such as a park or school, inquire with the town or other public agency that manages the location. Remember, the goal is to have all of the FFT events take place **between October 4th and October 11th**. The sooner you can reserve the location the better. This will help ensure that you can have the location you desire for your special event.

### Provide your event details

Once you have confirmed a date and location for your event, your volunteer liaison will forward you a **Food for Thought event details Wufoo form** to complete. This form will inform AFTD how much of the materials to send (quantities may be limited) and it will help track the events across the

country. The form also lets AFTD know if your event is open to the public or if your event will be private. If your event is public, AFTD will post the details of your event on the website and on Facebook.

Prior to your event, AFTD will mail you a package which includes:

AFTD-Team! t-shirt for host	Volunteer flyers
AFTD bracelets	AFTD trifold brochures

AFTD also has t-shirts for purchase. Contact your volunteer liaison for more information.

### **Promote your Food for Thought event**

- Let local media such as radio, newspapers, magazines, and television stations know what you are doing. AFTD has a media guide on the FFT page of the website to help you get started. In addition, your liaison has a sample press release you can use for creating your own event-specific media release. It should be sent 2-4 weeks in advance of your event, depending on the media outlet. AFTD welcomes the opportunity to be interviewed.
- Utilize social media to promote your event. Post your event on Facebook and tweet about it on Twitter. Social media is free and a quick and easy way to let family and friends know about your event!
- Create flyers to post at local convenience stores, libraries, and other public places that have bulletin boards. If you belong to a place of worship, ask if you can place a blurb about your event in the bulletin or newsletter. Your liaison can provide you with a sample flyer.

## **Handling Expenses**

### **Event-Related Expenses**

Food for Thought events are not run by AFTD and therefore, AFTD cannot incur any expense related to the event.

- Expenses incurred for Food for Thought events are the responsibility of the host. AFTD cannot provide any money for overhead costs.
- Out-of-pocket expenses incurred for the event may be tax-deductible. Maintain all receipts and consult with your tax professional for direction.
- Contributions of cash that do not come directly to AFTD can be used to offset the cost of event expenses; at the end of the event, AFTD will send an official letter on AFTD letterhead acknowledging the donation of the cumulative balance that you forward us. This can be copied and shared with anyone who made a cash donation. They must work with their tax advisor to document what portion of the cumulative amount they contributed. AFTD will not be able to send individual donation acknowledgements for cash donations to AFTD.

## **Donations**

There are several ways in which to collect donations for your event.

### **Event Sponsorship**

AFTD can provide the following items to support you in securing corporate sponsors (financial and in-kind gifts) for your event. Your liaison is available to answer your questions and provide you with the items below as needed.

- Letter of Support: a letter on AFTD letterhead stating that you are hosting an event to benefit AFTD and that AFTD is a non-profit organization that has an annual grassroots fundraising campaign called Food for Thought. This letter is to be used in soliciting sponsorships as well as in-kind donations of goods and services.
- Thank you letter to any company donating goods/services to your event. Ask your liaison for a copy.
- Thank you letter from AFTD to any individual/organization/corporation whose donation is made payable to “AFTD” via check or credit card.
- AFTD logo: You may use the AFTD logo and AFTD Food for Thought logo on flyers, posters, websites...however you'd like to promote your event. There are some guidelines to be aware of when using AFTD's logo. These guidelines will also be emailed to you by your liaison. Please email a sample of your materials to your Food for Thought volunteer liaison for a final check before printing/distributing. Using the logos will add to the credibility of your event and let potential sponsors know you are indeed raising funds on behalf of AFTD.

### **Checks**

- Checks should be made payable to “The Association for Frontotemporal Degeneration” or “AFTD”.
- Donations made payable to AFTD are tax-deductible.
- Donations made directly to AFTD will receive an acknowledgement letter.
- If you receive a check made out to you personally, you can endorse the check and add “payable to AFTD”. AFTD cannot accept checks made out to “Food for Thought”, “FFT”, or the name of your event if you choose to call it something else.

### **Credit Cards**

Credit card donations are accepted at this AFTD FFT Givezooks link:

<http://theaftd.givezooks.com/campaigns/food-for-thought-2015>. Contact your liaison if you need additional information.

- Please note AFTD cannot accept credit card donations through cell phone scanners.

## **Online Donations/Fundraising**

You can create your own personal online fundraising page. This option is especially convenient for those who may not be able to attend, but want to support your event.

- Visit <http://theaftd.givezooks.com/campaigns/food-for-thought-2015> to set up your personal page. Setting up a Givezooks! page is simple – the software walks you through the set-up, step by step.
- Use the link to your page to invite people to attend your event and to accept online donations.
- Utilize social media such as Facebook to spread the word about your event and ask friends and family to make a donation to support your efforts.
- All contributions made through Givezooks! will be receipted for the full amount of the donation.
- To collect online donations at your event, have your Givezooks! page open on your laptop, iPad, iPhone, etc.
- Contact Liz Neal, [eneal@theaftd.org](mailto:eneal@theaftd.org) with questions or for support in setting up your Givezooks! page.

## **Matching Gifts**

- Ask your donors if their company has a Matching Gift program.
- If donors are unsure of whether their company has a matching gift program direct them to the Human Resources office to inquire

## **Gaming as Fundraisers**

“Gaming” is defined by the Internal Revenue Service (“IRS”) as “include(ing) bingo, beano, raffles, lotteries, pull-tabs, scratch-offs, pari-mutuel betting, Calcutta wagering, pickle jars, punchboards, tip boards, tip jars, certain video games, and other games of chance.” So, by this definition, even a simple Chinese auction, as is seen so frequently at events, falls under the definition of gaming.

- Before holding a fundraiser raffle or drawing, it is necessary to check whether the activity is prohibited in your location.
- Prior to moving forward with gaming at your FFT event you should check with the appropriate legal entity(ies) in your area.
- A permit or license to conduct games of change cannot not be obtained under AFTD’s name.

Send all monies (be sure to include your name and event information) immediately following your Food for Thought fundraising event to:

The Association for Frontotemporal Degeneration  
Radnor Station Building 2, Suite 320 290 King of Prussia Road Radnor, PA 19087  
[www.theaftd.org](http://www.theaftd.org) 267.514.7221 866.507.7222

**Serve some food. Share your story. Spread the word.**