
AFTD’s 2017 Food for Thought Campaign

An AFTD grassroots fundraising toolkit for event hosts, educators and eaters.
Dear Food for Thought Host,

Thank you for your interest in hosting an AFTD Food for Thought event. You are now part of The AFTD-Team, a group of “special forces” dedicated to raising awareness of frontotemporal degeneration (FTD) and raising funds to support our mission.

Your story has the power to raise awareness, and bring help and hope to others.

We are so grateful for people—like you—who have been impacted by the devastating effects of FTD in one way or another, and yet find the courage, strength and drive to give of themselves so that others may one day never hear the words: “You have FTD.” As much as this disease takes away, it also deeply binds together the families and friends of those affected. Know that you are not alone in this fight. By hosting a Food for Thought event, your actions can bring solace and hope to others facing the toughest challenge of their lives.

The following pages provide resources and information to help you organize and plan a successful FFT event. The information provided is intended as a guide, containing helpful suggestions from past experience. Please feel free to plan an event that best suits you!

Our vision is to live in a world where FTD is understood, effectively diagnosed, treated, cured and ultimately prevented. With your help, determination and commitment, we can bring that closer to reality. Thank you for your initiative, your courage, and the support you are showing to other families facing this disease.

We are proud to work alongside you as part of The AFTD-Team.

Sincerely,

Susan L-J Dickinson, M.S., CGC
AFTD’s Chief Executive Officer
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 bringing help and hope to families nationwide and around the world.

We are grateful to call you part of the Team! AFTD is a small but mighty organization, and our impact multiplies with each Food for Thought host who organizes an event and shares their story.

Your commitment to hosting an AFTD Food for Thought event will make a huge impact on our ability to fulfill AFTD’s mission. Thank you for your support!

Food for Thought: The Power of Your Story

Food for Thought (FFT) is a grassroots fundraising and awareness campaign held each year in tandem with World FTD Awareness Week. Our fifth annual campaign will take place from September 24 through October 8, 2017. Our collective effort to raise awareness is designed to draw local and national media attention, garnering powerful coverage of FTD and the people it touches.

Although frontotemporal degeneration (FTD) is a life-altering disease for those affected as well as for their loved ones, it remains little known and poorly understood. This campaign seeks to change that. Event hosts tell their stories, making people personally aware of FTD, while serving some food and raising funds to support AFTD’s mission. Hosts can hold any type of event—even an online “virtual” one—as long as food and FTD education are involved, during any date between September 24th and October 8th!

AFTD’s Food for Thought Goal for 2017: To have at least one person in every state host a Food for Thought event!

Don’t sit this one out... By sharing your story, you have a great opportunity to make a REAL difference and draw national attention to FTD. We look forward to seeing what all of our voices together can do to raise awareness of FTD!
Planning Your Event

Getting Started: We’re Here to Help!
If you are interested in hosting an event, the first step is to go to the **FFT Contact Form** and submit your contact information ([link: https://theaftd.wufoo.com/forms/wbghv9y1c4hd7](https://theaftd.wufoo.com/forms/wbghv9y1c4hd7)). AFTD staff will reach out, then assign you to a Food for Thought Volunteer Liaison. Your liaison will reach out to share additional information about the campaign, answer any questions you may have, and connect as your primary point of contact throughout the 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 you may need to incur. Because AFTD is not managing these events, we cannot legally incur any costs for them. Remember to make your event manageable to your abilities, budget and goals.

Hosting an event can be simple or as grand as you can manage! Past event examples include:

- Share recipes and FTD facts every day of the campaign via social media.
- Host a dinner in your home and show an 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 creative event ideas, refer to the “Past Event Ideas” page in your folder.

Pick a Date and Select a Location
First, choose a date, and remember, our goal is to have all FFT events take place **between September 24th and October 8th**.

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. The sooner you can reserve it, 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 Form to complete. This form will inform AFTD how many materials to send (quantities may be limited) and help us to track 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 promote the details of your event on our website and social media.

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

- A free AFTD t-shirt for you to wear as a host
- AFTD trifold brochures, AFTD bracelets and other materials

AFTD also has t-shirts for purchase. Contact your liaison for more information or see the “T-shirt Order Form” in Dropbox.

Promote Your Food For Thought Event
- Let local media such as radio, newspapers, magazines, and television stations know what you are doing. Utilize the “Tips for Successful Fundraising” packet in your folder for tips and samples. It should be sent two to four 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, tweet about it on Twitter or share a mouth-watering picture on Instagram. 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
As noted above, Food for Thought events are not formally run by AFTD and therefore, AFTD cannot incur any expenses 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

Fundraising through Food for Thought events is a powerful opportunity to accelerate AFTD’s mission. There are several ways you can 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. Please email a sample of your materials to AFTD staff 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 “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 page: https://give.classy.org/FFT2017

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 https://give.classy.org/FFT2017 to set up your personal page. Setting up a Classy page is simple – the software walks you through, 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 or Twitter to spread the word about your event and ask friends and family to make a donation to support your efforts.
- All contributions made through Classy will be receipted for the full amount of the donation.
- To collect online donations at your event, have your Classy page open on your laptop, iPad, iPhone, etc.
- Contact Bridget Graham at bgraham@theaftd.org with questions or for support in setting up your Classy 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” 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.

- Prior to moving forward with gaming at your FFT event you should check with the appropriate legal entity(ies) in your area to determine prohibition.

- A permit or license to conduct games of chance cannot not be obtained under AFTD’s name.
Available Materials

The following materials are available to you by requesting them from your liaison.

Materials in red are already printed in your host folder.

- 10 Second PSA
- AFTD Branding Standards
- AFTD Logo
- AFTD Talking Points
- Event Sign-in Sheet
- FFT Toolkit
- Food for Thought flyer
- Food for Thought Logo
- Frequently Asked Questions
- Letter of Support
- Past Event Ideas
- Photo Release Form
- Photo Release Form with Children
- Reminders
- Sample Fundraising Letter or Email
- Sample Thank You Letter
- Save the Date
- Social Media & Websites Flyer
- Tips for Attracting Media Attention
- Tips for Successful Fundraising
- T-shirt Order Form

The Association for Frontotemporal Degeneration
Opening the gateway to help and a cure

290 King of Prussia Road, Radnor Station Building 2, Suite 320, Radnor, PA 19087
267.514.7221 - Office, 866.507.7222 - HelpLine
info@theaftd.org, www.theaftd.org
Past Event Ideas

Along with food and drink, creativity is the most common ingredient for a successful FFT event! These examples may give you a basic recipe, but be sure to add your own flavors.

- **Kathy** teamed up with CenPho Advocates for Dementia Awareness to host a five-course dinner in Phoenix, Arizona.

- In Madison and Milwaukee, three restaurants hosted donation boxes and distributed educational materials. Host **Hillarie** also ensured that another restaurant, the Tip Top Tavern, donated sales proceeds.

- **Brandee** gathered friends and family in Sacramento for a combination pot-luck and catered brunch.

- In Louisiana, **Nancy**’s students motivated her to host a FFT event. She posted daily photos in memory of her sister Linda, with a recipe and information about FTD attached.

- **Brian and Sharon** encouraged participants to video-record themselves getting ready to enjoy a favorite sandwich, accompanied by an FTD awareness message.

- **Ed’s** grandkids made and sold electronic cupcakes, then baked real ones for a party with Grandma at their home.

- **Shana** in Texas teamed up with support group members and a friend who owns a pizza truck business and sold pizzas at the community center.

- **Ryan** in Illinois shared his mom’s recipes and one or two facts about FTD every day for one full week of the campaign via Facebook and email, and encouraged electronic donations.

- In Tennessee, **Lucy’s** son Chris donated 5 percent of one day’s sales from his butcher shop.

- **Bonnie** in Utah organized a reception with an FTD presentation by a local neurologist.

- **Terry** in California collaborated with two Johnny Garlic restaurant locations; each gave 25 percent of one day’s sales.

- **Ashley** in Florida held a dessert-themed dinner party and silent auction at her alma mater.

- **Susan** in Texas organized a Downton Abbey-themed English tea party and encouraged guests to dress for the occasion.

- **Eugenia** in Delaware organized an event at a local country bar, where tickets were sold in advance and guest bartenders helped raise money.

- **Emily** in Massachusetts provided FTD information with some treats to 10 nursing homes.

- **Tanya** and the HealthEast Bethesda Hospital in Minnesota planned an informational dinner for the community at the hospital.
Reminders

Links:
- Website: http://www.theaftd.org/get-involved/host-an-event/aftds-food-for-thought
- Classy: https://give.classy.org/FFT2017
- Contact Form: https://theaftd.wufoo.com/forms/wbgfv9y1c4hd7j/
- Event Details Form: https://theaftd.wufoo.com/forms/w1rxe36c1ajq8vs/
- AFTD-Team Facebook: https://www.facebook.com/TheAFTDTeam1/
- AFTD Twitter: https://twitter.com/AFTDCure

Important Dates:
- Hosts must notify AFTD of their concrete event plans by September 5, 2017 in order to ensure delivery of AFTD materials before their event.
- When you know your event details, notify your liaison. The liaison will point you to the Food for Thought Event Details Form.
- Completing the form by September 5 (IMPORTANT) will trigger on-time delivery of the materials for your event!

Packages:
- For all hosts who completed forms by September 5, requested AFTD materials will be shipped out the same week.
- If the form is not completed by the deadline, AFTD cannot guarantee materials will arrive in time for the event. Where possible, we will do our best to accommodate late submissions.

Pictures:
- Please take pictures during the event and send them to your liaison post event. Try to send the highest resolution photo you can (original size) so that we can use it in print!
- AFTD has photo release forms for adults and children.

Facebook:
- Feel free to post comments, event ideas, pictures, etc. on The AFTD-Team’s Facebook page.

Hashtags for FFT 2017:
- #FoodforThought2017
- #endFTD

Event Results:
- Host event results and fundraising totals submitted to liaisons by October 25, 2017 will be included in AFTD’s fall 2017 Newsletter.

Updates:
- If your event cannot go forward, or your plans change, be sure to keep your liaison informed! Thank you for your time and your participation.

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Frequently Asked Questions

Q: What if I want to host an event but am inexperienced or nervous?
A: If you’ve gotten this far, you’re already ready. No one is more qualified to tell your story than you are, and you’ve got this! If you still don’t feel prepared, talk to your liaison. Recruit a family member or friend to help. And remember, an event is a chance to connect with others, and not carry it all yourself.

Q: What materials will you provide me to distribute/give away at my event?
A: AFTD branded educational and awareness materials such as brochures and bracelets.

Q: When will you mail me the materials?
A: Supplies will begin going out in September. Once your plans are confirmed, your liaison will send you a form to fill out. Please be sure to complete it promptly to ensure that your materials arrive on time. Forms should be completed by September 5, 2017.

Q: Will AFTD cover upfront expenses in preparation of my event?
A: Expenses incurred for Food for Thought events are the responsibility of the host. AFTD cannot provide any overhead costs. Out-of-pocket expenses incurred for the event may be tax-deductible. Maintain all receipts and consult with your tax advisor for direction.

Q: Who should checks be made out to?
A: Checks should be made payable to the “Association for Frontotemporal Degeneration” or “AFTD”. AFTD cannot accept checks made out to Food for Thought, FFT, or the name of your event. Please refer to the toolkit for additional information.

Q: What if someone writes out a check to me instead of AFTD by mistake?
A: You can endorse the check and add payable to AFTD.

Q: Where do I send my checks?
A: Checks can be sent to:

AFTD
290 King of Prussia Road
Radnor Station Building 2 Suite 320
Radnor, PA 19087

Q: How will AFTD acknowledge donations?
A: AFTD will send a thank you/receipt for any checks or electronic donations we receive. AFTD cannot receipt individual cash donations. If you receive cash donations at your event, AFTD will send you a letter acknowledging the lump sum. This letter may be copied and distributed to anyone who contributed. It is the responsibility of the donor to work with their tax advisor to verify their contribution.

Q: Are online donations to my event via Classy tax deductible?
A: Yes. The Association for Frontotemporal Degeneration is a 501(c)3 tax-exempt organization and online donation made via Classy are tax-deductible within the guidelines of U.S. law.

Q: Are there t-shirts for purchase?
A: Yes. Ask your liaison for details.

Q: What is the best flavor of cake?
A: Tie: red velvet and chocolate.

More on back side!
Q: Does AFTD have communication tools to help me so I don’t have to start from scratch?
A: Yes. Your liaison can provide you with the following samples: fundraising letter, thank you letter, flyer, media release, etc.

Q: How can I find out how much money I raised?
A: AFTD can let you know how much you have raised. Be sure that checks are mailed in with a note or memo stating that they are for your event so we can properly credit you. If you have a Classy page, we will add any checks we receive to your page.

Q: How do I create an on-line fundraising page?
A: Classy is the fundraising platform AFTD uses. It provides simple step by step instructions to set up and create your own page. To get started go to: https://give.classy.org/FFT2017

Q: How do I re-size the logos while keeping their shape?
A: Place the cursor in one of the four corners of the logo and drag it to the size you want. The logo needs to remain the same colors.

Q: What if my question wasn’t answered here?
A: For any other questions – including specific culinary advice – please contact AFTD’s Grassroots Events Coordinator, Bridget Graham, at bgraham@theaftd.org

Food for Thought 2017

Food for Thought is a fundraising campaign focusing on food and FTD education. Beginning during World FTD Awareness Week, people around the world host bake sales, restaurant benefit nights, happy hours and much more, sharing their stories and bringing help and hope to others!

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