Take Time with Friends and Family. Take Action.

AFTD’s 2021 Food for Thought Campaign

An AFTD grassroots fundraising toolkit for event hosts, educators and eaters.
A Message from AFTD's CEO
Page 3
Welcome to the AFTD-Team!
Page 4
Planning Your Event
Pages 5 – 6
Handling Expenses & Donations
Pages 7 – 8
Gaming Regulations
Page 9
Available Materials
Page 10
Ideas from Past Events
Page 11
Host a Virtual Food for Thought
Page 12
Frequently Asked Questions
Pages 13 – 14
Reminders
Page 15
Dear AFTD Volunteer,

Thank you for your interest in hosting a Food for Thought event! For the past eight years, volunteers like you have brought much needed FTD awareness to local communities – while raising critical funds to drive a mission we all share.

In 2020, determined volunteers found ways to host events, despite the challenges of a pandemic. This year, as restrictions ease in many parts of the U.S., it will be possible for some of our volunteers to return to hosting in-person Food for Thought events. Still, for a variety of reasons – including personal, family, and attendee safety – some AFTD volunteers will wish to host virtual events. Events can range from a simple “10 Minute Food for Thought” held via Zoom, to a full-on gathering, depending on local conditions. Again: what matters most is what works for you and your family.

Whichever form of event you choose, Food for Thought 2021 offers a chance to build connections with friends, family, and others in your area. Most importantly, it offers a chance to take action, demonstrating the power of a community all in to end FTD.

This toolkit offers guidance and examples for both in-person and virtual events. Whatever event you plan to host this year – be it a gathering at home, a restaurant benefit night, an email, letter, or social media campaign sharing a favorite family recipe, or a virtual cooking tutorial – this toolkit can provide valuable support and information. Building from the lessons of past campaigns, the guidelines and suggestions in this toolkit will serve as a recipe for success.

When you host an event for AFTD, you are joining the AFTD-Team: a passionate and active collection of volunteers dedicated to raising awareness and raising funds to fight FTD. Your fundraiser can ensure help and support for families, when they need it most. It can advance research, and drug discovery, or simply support the full breadth of AFTD’s mission.

Now, pull out your cookbooks, kitchenware, or laptops. Let’s take time with family and friends, and take action. Most importantly, let’s make the 9th Annual Food for Thought Campaign the most impactful one yet!

Sincerely,

Susan L-J Dickinson, MSGC
AFTD 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 ninth annual campaign will take place from September 26 through October 10, 2021. 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 incorporating some food and raising funds to support AFTD’s mission. This year, we’ll be working together in circumstances altered by COVID-19, and we encourage you to choose an event option that is comfortable and safe for you. This toolkit has guidelines and examples to help you to host an amazing event, while prioritizing safety for yourself, and your family and friends between September 26th and October 10th.

AFTD’s Food for Thought Goal for 2021: 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 this disease, help other families on this journey, and advance a future free 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. AFTD staff will reach out, then assign you to a volunteer Food for Thought 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 What Type of Fundraising Event to Have
Host a Food for Thought event that best suits your interests, the time you have available to commit, and ensures safety for you, your family, and your guests. 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.
• Record yourself cooking/baking your favorite recipe, sprinkle in some FTD education, and share it with your contacts.
• Host a dinner in your home and show an AFTD video to friends and family.

For additional creative event ideas, please refer to the "Host a Virtual Event" or "Ideas from Past Events" pages in this toolkit.

Pick a Date and Determine an Event Format
First, choose a date, and remember, our goal is to have all FFT events take place between September 26th and October 10th.

Your health and safety as an AFTD volunteer are important to us! Hosting an in-person Food for Thought is voluntary. When hosting an event, you will be required to adhere to specific COVID-19 safety guidelines, as set forth by local and state guidelines, and CDC guidelines. These and other guidelines are subject to change as your event nears. We ask that you proactively monitor local conditions, and consider participation with your own safety and health and that of your family as a priority.
Provide Your Event Details
Once you have confirmed a date and concept for your event, your 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 virtual, open to the public or 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 brochures, bracelets and other branded materials

AFTD also has t-shirts for purchase. Contact your 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. Ask your liaison for the “Tips for Successful Fundraising” document 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 a digital flyer to promote your event and ask different local community groups in your area to post on their online forums. If you belong to a place of worship, ask if they can send your digital flyer out on your behalf. Your liaison can provide you with a sample.

- Use hashtags like #FoodforThought2021 and #EndFTD to promote your campaign.
Handling Expenses

**Event-Related Expenses**

As noted previously, 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 advisor 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 regarding the amount they contributed and deductibility. AFTD will not be able to send individual donation acknowledgments 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.
- **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 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 your 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 “AFTD.”
• Donations made payable to AFTD are tax-deductible.
• Donations made directly to AFTD will receive an acknowledgment 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/FFT2021

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/FFT2021 to set up your personal page. Setting up a Classy page is simple – the platform 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.
• For support in setting up your Classy page, contact Brittany Andrews at bandrews@theaftd.org with questions.

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 their Human Resources office to inquire.
Gaming Regulations

“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 auction, as is seen so frequently at events, falls under the definition of gaming. These rules apply for both virtual and in-person events.

- 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 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:

AFTD
2700 Horizon Drive
Suite 120
King of Prussia, PA 19406
Available Materials

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

Materials in red are pages inside this toolkit.

• AFTD Branding Guidelines
• AFTD Logo
• AFTD Talking Points
• FFT Recipe Card
• FFT Logo
• Frequently Asked Questions
• FTD Fast Facts
• Host a Virtual Event
• Media Alert Example
• Media Release Template
• Ideas from Past Events
• Photo Release Form
• Photo Release Form with Children
• Public Service Announcements

• Reminders
• Sample Ask Letter
• 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
• Using Social Media to Fundraise

AFTD’s 2021 Food for Thought Campaign

Join us in celebrating the life of Tim LaFone and raising awareness about frontotemporal degeneration. A Food For Thought Event

SAT OCT 10th – 5 TO 8PM – NASH STREET TAVERN PARKING LOT AND FACEBOOK PAGE
Ideas from Past Events

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.

- In Colorado, **Debbie** hosted an at-home gathering with friends and family. The event featured a taco bar, silent auction, and live music.

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

- **Brian and Sharon** from New York 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 in Connecticut.

- **Kyle** from Illinois hosted a virtual cooking class and invited family and friends via Zoom. Participants listened to Kyle’s FTD story, learned more about the disease, and cooked some delicious mushroom risotto together.

- **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.

- **Diane** from Pennsylvania held a “happy hour” for members of her support group at a local brewery owned by Diane and her family. Donations were made in memory of her husband, Bill.

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

- **Molly and Chase** from Pennsylvania called on family and friends to donate and in return, they baked yummy treats and delivered them to their donors along with AFTD brochures and bracelets.

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

- **Colleen** and her family from Massachusetts posted an update on their Classy fundraiser every day of the campaign with a family recipe, an anecdote of their loved one with FTD, and a few pictures. A physical cookbook was created with the recipes and stories and sent to family and friends.

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

- To honor her stepmother, **Elizabeth** co-hosted an event in New Jersey. She sold her stepmother’s favorite sugar brownies and beauty products provided from a local company with proceeds going to AFTD.

- **Eugenia** in Delaware hosted an online fundraiser and asked her friends to donate. She then spread awareness by having a local newspaper and radio program feature her FTD story.

- **Shana** from Texas hosted a dessert and coffee function at a local coffee shop that allows nonprofits to host events for free. During the event, there was a silent auction, information about AFTD, and three guest speakers who are all medical professionals in the field of neurology.

- **Sharon**, took advantage of the cold and rainy days in Pennsylvania, by advertising “stocking up the freezer” through a 12 day soup sale. Soup quarts were donated by 14 local restaurants and caterers.

If you don’t see an idea you like, stay tuned!

AFTD will be promoting additional in-person and virtual opportunities that may inspire your own participation and/or event going forward.
AFTD’s 2021 Food for Thought Campaign

Host a Virtual Food for Thought

Virtual events are a safe and inclusive way to host an event this year and a chance to bring family and friends together, near and far! If local and state regulations — as well as your own sense of comfort and safety — allow it, in-person events remain an option. Whatever you choose, we hope you’ll be sure to take time with friends and family, make connections, and rally together to #endFTD.

Going virtual can be as simple as hosting an online fundraiser, posting FTD facts on social media or “sharing a meal” with members of your community via a video call. You can raise FTD awareness from wherever you are and in a comfortable way that best suits your current situation.

We have included some ideas to get you started, but please feel free to get creative while still involving food and FTD education. All we ask is that you host your virtual event within the campaign timeline of September 26 – October 10, 2021.

Virtual Food for Thought Ideas:

• Make your favorite, homemade specialty dish and take “to-go” orders from family and friends using AFTD’s preferred fundraising platform, Classy. Then, arrange a safe time and place for your guests to pick up their food orders (or go one step further and offer to deliver). Include AFTD educational and awareness materials in each order to amplify awareness.

• Host a virtual dinner with family and friends via a video sharing platform (FaceTime, Zoom, Skype, Facebook Messenger, Google Hangouts, WhatsApp, House Party, etc.) to connect and share facts about FTD. Leading up to the event, ask your network to help aide AFTD’s mission by asking them for donations through your personal fundraising page on Classy.

• Create a fundraiser on Classy and everyday during the two-week campaign, share an FTD fact along with your favorite recipe or a picture of a meal you made/ate that day.

• Ask your favorite local restaurant to host a giveback night for all to-go (and/or dine-in as appropriate) orders with a portion of proceeds going to AFTD. Invite your family and friends to order takeout from that restaurant. To further spread FTD awareness you can create a short video or social post about FTD education and thank everyone that got takeout that night.

• Gather a group on a video sharing platform for a virtual “cooking together” night and agree on a recipe to make from your respective homes. As you cook the meal, share your FTD story while raising awareness about the disease.

• Start a Facebook fundraiser, title it “Food for Thought 2021” and share recipes, pictures, FTD facts—whatever you’d like with your social network and easily accept donations on each post.

The important part about hosting a virtual Food for Thought even is to get creative and have fun! Anything that combines family/friends, food and FTD education/awareness will do. If you’re still unsure on how to host a virtual Food for Thought event, please contact your liaison for more support.
Frequently Asked Questions

Q: What platforms can I use to host a virtual event?
A: FaceTime, Zoom, Skype, Facebook Messenger, Google Hangouts, WhatsApp, House Party... Your Food for Thought event could also be something as simple as a food-themed Classy or Facebook fundraiser, where you share a loved one’s favorite recipe and raise funds in their memory or honor.

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 7, 2021.

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 page 8 in this 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
2700 Horizon Drive
Suite 120
King of Prussia, PA 19406

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 regarding the amount they contributed and deductibility.

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 donations 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 meal of the day?
A: All of them!

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.
AFTD's 2021 Food for Thought Campaign

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 off-line.

Q: *How do I create an online 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/FFT2021

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 Fundraising Coordinator, Brittany Andrews, at bandrews@theaftd.org

Q: *Can AFTD sign or obtain a contract or permit for my event?*
A: No, any contract or permit that needs to signed or obtained is the responsibility of the host, and cannot be signed or obtained by or on behalf of AFTD. This is included in the rules and regulations associated with Gaming, on page eight.

Q: *Can AFTD help me solicit in-kind donations?*
A: Yes, AFTD can provide you with examples and templates for in-kind donation asks—however, AFTD cannot directly solicit in-kind donations for your event.
Reminders

Important Dates:

• Hosts must notify AFTD of their concrete event plans by September 7, 2021 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 7th (IMPORTANT) will trigger on-time delivery of the materials for your event!

Packages:

• For all hosts who submit Event Details Forms by September 7th, 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 your 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.

Hashtags for FFT 2021:

• #FoodforThought2021
• #EndFTD

Event Results:

• Host’s event results and fundraising totals submitted to liaisons by October 19, 2021 will be included in AFTD’s fall 2021 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.

Links:

• Website: https://www.theaftd.org/get-involved/host-an-event/food-for-thought
• Classy: https://give.classy.org/FFT2021
• Contact Form: https://www.theaftd.org/fft2021contactform
• Event Details Form: https://www.theaftd.org/fft2021eventdetailsform
• AFTD Facebook: https://www.facebook.com/TheAFTD
• AFTD Twitter: https://twitter.com/AFTDHope
• AFTD Instagram: https://www.instagram.com/theaftd

AFTD’s 2021 Food for Thought Campaign

Take Time with Friends and Family. Take Action.

The Association for Frontotemporal Degeneration
FIND HELP • SHARE HOPE

2700 Horizon Drive, Suite 120, King of Prussia, PA 19406
267.514.7221 · Office, 866.507.7222 · HelpLine
info@theaftd.org, www.theaftd.org