



# Ready to FUNdraise?

Your toolkit to hosting a successful  
3rd party special event or activity

Live & learn

# Let's Make A Difference



Thank you for supporting Live & Learn and our mission to help women break the cycle of generational poverty! A 3rd-party event is an exciting opportunity for groups, organizations, businesses, or individuals to host fundraising activities on behalf of Live & Learn.

Your efforts allow us to continue to serve Maricopa County women affected by poverty, homelessness, and domestic violence.

From yoga classes to bake sales, car washes or running a marathon, battle of the bands or hosting a golf tournament, the possibilities for 3rd-party events are endless!

While the coordination of these events rests with the hosting organizations or individuals, be assured Live & Learn is here to offer guidance.

Together, let's make a lasting impact on the women in our community.

## **A glimpse of how money you raise makes a real impact:**

\$500 provides transportation stipends for 5 women

\$1,000 provides financial coaching for 2 women

\$2,500 provides daycare stipends for 4 women

\$5,000 annual program cost for 4 women





# Strong Women, Strong Communities

The Live & Learn program is a 2-year **Highly Individualized** Economic Empowerment Program

We serve 200 **motivated** and **hard working** women each year



Upon enrolling in Live & Learn...

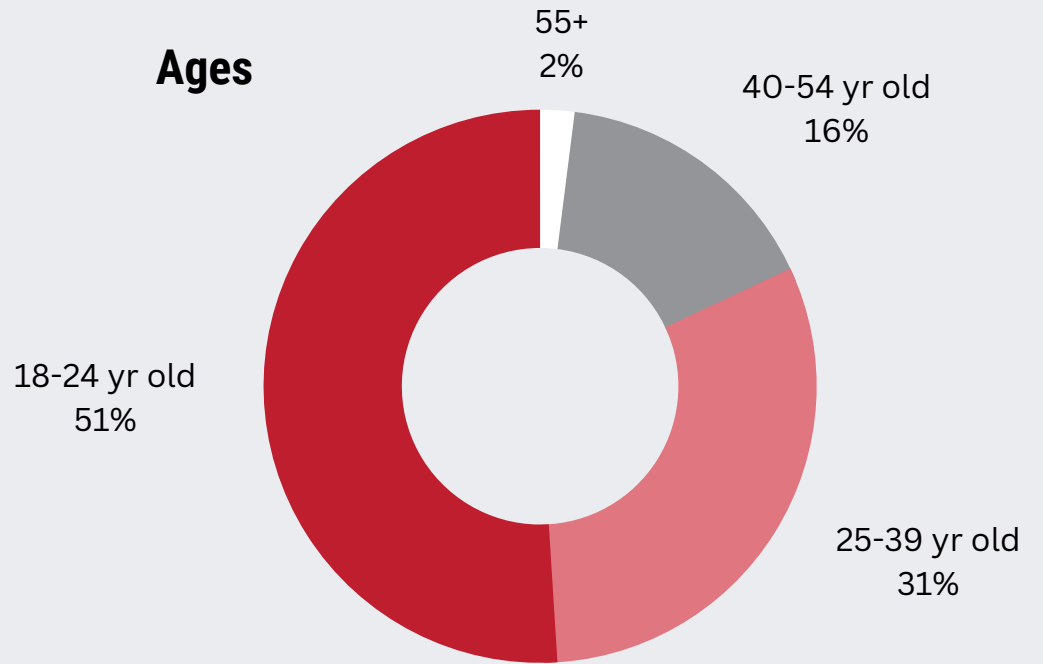
87% are Mothers

33% have no high school diploma

76% face food insecurity

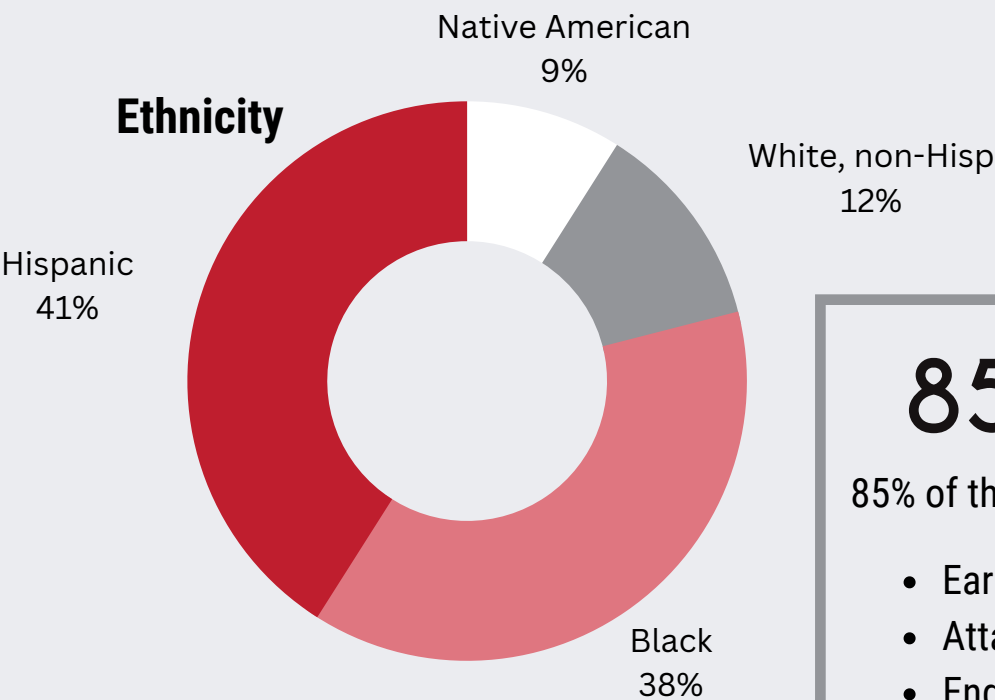
89% have housing insecurity

## Ages



We envision a world where women thrive, strengthening their families and the community.

## Ethnicity



## 85% Success Rate

85% of the women who go through the Live & Learn program

- Earn at least one post secondary degree
- Attain and sustain a job
- End reliance on Government and Nonprofit Assistance

## While in the Program, Women Receive

1:1 Personalized professional skills coaching and education planning

Ongoing workshops about financial literacy, nutrition, professionalism, parenting, and more

Transportation and Childcare stipends

"Now I see the light. Thanks to Live & Learn, things are brighter. I have peace."

-Ana, 2021 client, mother, DV survivor



# FUNdraising Ideas

- Bake Sale
- Basketball Tournament
- Battle of the Bands
- Bingo
- Car Wash
- Casino Night
- Cooking Class
- Classic Car Show
- Comedy Show
- Concert
- Cycling Event
- Dog Wash
- Fashion Show
- Food Sales
- Golf Tournament
- Goat Yoga
- Hiking Challenge
- Hotdog Eating Contest
- Ice Cream Social
- Ice Cream Social
- Lemonade Stand
- Trivia Night
- Paint and Sip Class
- Pancake Breakfast Party
- Penny Wars
- Pickleball Tournament
- Pie Throwing
- Pub Crawl
- Raffle
- Run/walk 5Ks, Half & Full Marathons
- Roast Fest
- Silent Auction
- Softball Tournament
- T-shirt Sale
- Treasure Hunt
- Volleyball
- Wing Eating Competition
- Wine Tasting

....or any other ideas you might have!



# Frequently Asked Questions

## **What is a third party fundraiser?**

A third party fundraiser is an activity or event that is organized and executed by passionate individuals, families, volunteers, community-minded students, and generous organizations, all driven by the desire to give back.

## **Where do my donations go?**

100% of donations from your event or activity will be directed to the Live & Learn program.

## **As the fundraiser organizer, what are my responsibilities?**

As the event organizer, you play a crucial role in ensuring the success of your fundraising efforts from start to finish, as it is your responsibility to handle all fundraising logistics. This can encompass a wide range of tasks, including sourcing and coordinating vendors such as venues, entertainment, and food/beverage providers. Every aspect of fundraising associated with your event rests on your shoulders, and your commitment and dedication will make all the difference in supporting Live & Learn's mission.

## **Will Live & Learn provide me a tax receipt?**

Donations made directly to Live & Learn will be provided with a tax receipt for the donation.

## **Will someone from Live & learn assist me in planning the event be in attendance at my event?**

We are available to answer questions and provide support whenever possible, however, we cannot organize or plan the event due to our limited resources. Additionally, because of our small staff, we will not always be able to have a staff member at your event.

## **Will I have access to the Live & Learn logo?**

Yes. When the fundraiser is approved, we will send you the Live & Learn logo. Please reach out to [asteinbach@liveandlearnaz.org](mailto:asteinbach@liveandlearnaz.org) for and questions regarding publicity or logo usage.

Promotional or event materials cannot be purchased by Live & Learn and it is the responsibility of the organizer. Logos must be used "In Support of" and must not be advertised as an official Live & Learn event.

## **Who is responsible for all liability and legal risks associated with my event?**

Live & Learn will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event.

## **Will Live & Learn help promote third party events?**

Definitely! We will post your event on the FUNdraise section of our website as well as Facebook. Any additional promotion is up to the event organizers.

**Live & Learn encourages events that are compatible with our mission, values, and vision. We reserve the right to withhold the use of our name and logo from any event, initiative, and/or presentation if seen as inappropriate**

# Keys to Success

## **Get Others Involved**

Think about the people who have asked you for fundraising support before or who may be connected to your cause– friends, family, neighbors, and co-workers. Brainstorm how you will reach out to each person for a donation, sponsorship, or ticket sale. This may be an email, a letter, a phone call, or a face-to-face meeting. It is helpful to give with the person you are going to approach some background on your personal motivation, why you're planning this event and why it's worth their time to support you. It's all about making them feel empowered by making a difference – big or small.

## **Make it Personal**

Let your friends and family know why you want to support our cause by sharing your feelings about why the Live & Learn mission matters to you. Share a picture of you or your fundraising team. Donate to your own campaign to get things started. Any size donation will show you believe in your fundraising campaign. Deciding on a monetary number could set the tone.

## **Establish Event Goals**

Have realistic and measurable fundraising goals, identify all possible resources of income (sponsorships, donations, ticket purchases, auction, etc.) and estimate attendance.

## **Promote your event**

It's time to get the word out! Share information about your event via social media, email, and flyers around town. In addition to the what, where, and when of the event, don't forget the why: mention that your event will support Live & Learn.

## **Organize Logistics**

Venue, food/beverage, tracking RSVP, payments, etc. Determine what the event will be and an appropriate name – be creative and make it fun for you and your guests!

## **Thank Participants and Donors**

Donor recognition and follow-up are crucial for building lasting relationships with donors. Make sure to thank your donors after the event and keep them updated on how their contributions have helped your organization. A personal touch goes a long way in building trust and loyalty with your supporters and creating a successful fundraising event.

