



FIREFIGHTERS BURN INSTITUTE

3101 Stockton Blvd., Sacramento, CA 95820 | (916)739-8525 | www.ffburn.org

Third Party Fundraiser - Frequently Asked Questions

What is a Third Party Fundraiser?

A third party fundraiser is a fundraising activity held by a non-affiliated group or individual benefiting the Firefighters Burn Institute. It is planned and executed independently of the FFBI and the FFBI has no fiduciary responsibilities of said event.

Why fundraise for the FFBI?

Approximately every 60 seconds, someone in the U.S. obtains a burn injury serious enough to require treatment. Our mission is to ensure that the best possible burn treatment and burn recovery programs are available in not only California but also surrounding states and countries. All our post recovery and prevention programs are free and accessible to burn survivors regardless of their financial background. YOU can help with this mission while simultaneously increasing burn awareness in your community by supporting our nonprofit and its programs. To learn more please visit our website at www.ffburn.org.

I want to organize a fundraiser but am not sure what to do?

Here are some great and common options:

- **Donation Drives:** Designate a day or an occasion for friends and family to come together and donate for our non-profit organization.
- **Restaurants/Businesses:** Set up an option for customers to donate to our cause during check out or donate a portion of the proceeds from a day or time frame to the FFBI.
- **Community Events:** Bake sales, block parties and more!
- **Contribute proceeds from Annual Events:** Already have an annual event that generates funds and want to have it benefit a great cause? Give us a call!
- **“Fill the Boot for Burns” Boot Drive:** Are you a firefighter or do you have any contacts with your local fire department? You may be eligible to host a “Fill the Boot for Burns” Boot Drive in your area! Please contact sarah@ffburn.org, Events & Marketing Coordinator at sarah@ffburn.org or 916-739-8525.

What is the application process like?

1. Please contact Sarah Valentine, Events & Marketing Coordinator; to submit a Third Party Fundraiser Application at least 30 days before your proposed event date through email: sarah@ffburn.org, fax: (916)455-4376, or mail: 3101 Stockton Blvd., Sacramento, CA 95820.
2. If approved, a Letter of Understanding (LOU) outlining the specifics of your fundraiser will be sent to you to be signed.
3. Send in signed LOU, receive necessary materials or logos (if requested).
4. Begin fundraising!

What would I be responsible for?

- All permits and licensing
- Creating and printing all promotional material (promotional materials must be approved by FFBI)
- Soliciting all donations and sponsorships
- Attending and supervising the event

- Following up and thanking donors who made contributions to your fundraiser that weren't directly made to the FFBI.

What can/can't the FFBI do to help with my fundraiser?

CAN:

- Potentially attend events or check presentations.
- Acknowledge direct contributions to FFBI.
- Provide FFBI pamphlets, informational material, giveaways (if current stock allows).
- Help with promoting event through FFBI social media outlets and website.
- Provide thank you letters for contributions/donations that are made directly to the FFBI.
- Help brainstorm or discuss event ideas (call us at our office: 916-739-8525).

CANNOT:

- Endorse any product/service/business.
- Solicit sponsorships or donations for third party fundraisers.
- Provide funding or reimbursements for expenses.
- Guarantee attendance of staff, firefighters, board members, or volunteers.
- Release information of any individuals associated with the Firefighters Burn Institute.

What are ways that I can maximize donations for my event?

Host a raffle or silent auction, charge an entry fee, solicit sponsorships, or set up donation buckets.

How do I solicit donations?

This wording may help when initiating a conversation with a potential donor: "I am a part of (Group Name) and we are organizing an event in benefit of the Firefighters Burn Institute, a nonprofit organization in Sacramento". In addition, we would be happy to provide you with pamphlets and brochures outlining what we do to assist you in this process.

I need help finding volunteers, what do I do?

Calling out to friends, family, and coworkers is a great way to start your volunteer base for your event. Remember, you are standing behind a great cause and chances are there are like-minded individuals within your circle who are more than willing to help! If you still need help and would like to request the assistance of the FFBI in recruiting volunteers, please provide us with a detailed list of the number of volunteers needed, volunteer position descriptions, and the hours required at least 30 days prior to your event. Please keep in mind that we cannot guarantee volunteers and requests are dependent on the availability of the volunteer coordinator.

How do I create a flyer?

If you are unsure of how to create a flyer, you can access many free template websites online or find a free template from Canva, Microsoft Word or Publisher. In terms of content, flyers will typically include event title, event information (date, time, location, cost, and contact information), information on who the beneficiary of the event is and how much of the proceeds are going to them (see marketing section for wording).

What types of activities require a permit, license, or insurance certificate?

Please check in with local government agencies for further details on regulations in your area.

What if I want to host a non-monetary fundraiser (ex. Toy drive, food drive)?

Please call the office to check to see what the current needs are for our programs and services.