

## FRIENDRAISER Toolkit



We're thrilled you're considering supporting the **Philadelphia Education Fund** by hosting a Friendraiser!

This toolkit will help you create an engaging event that introduces our mission to new supporters and increases the visibility of our work in Philadelphia. Thank you!

We encourage your creativity and resourcefulness in hosting a small or large party, which could take place in your home, office, restaurant, club, or community center. You don't need fundraising or event planning experience to pull off a successful party. We will provide you with tools, donation/pledge cards, and guidance to make your event a success.

This event will rely on your initiative, networks, and creativity. It helps to have a vision for what you want your party to be. This includes:

- Think about what kind of event works best for you, the number of people you want to host, and who you'd like to invite
- Identify a space that matches the kind of event you want to host
- Brainstorm creative ways to invite guests and promote the event
- Calculate what the event will cost and how to pay for expenses (you might be able to secure donations of refreshments)
- Create an achievable fundraising goal – we're happy to help! Your event builds awareness of our mission and helps us better serve Philadelphia students!

**Don't forget to let us know about your event! We can send you the materials you need, and if possible, we'll have a Philadelphia Education Fund representative and student attend your event to answer questions about our work.**

FOR MORE INFORMATION, PLEASE CONTACT:  
Alyse Szur, Development Manager  
(215) 665-1400 ext. 3311 ★ [aszur@philaedfund.org](mailto:aszur@philaedfund.org)

## SAMPLE INVITATION

Your invitation can be as simple as a text email. The content below is a SAMPLE email. Feel free to personalize the wording to suit your event and group. We do find it helpful to share specific donation requests in the invitation so your guests have a clear understanding of expectations. Although requesting monetary support isn't required, every dollar makes a difference! All contributions are tax-deductible! If you prefer to send invitations through the mail, that's great, too!

Sample Email Text:

**Subject:** Friends – Please Join Me!

Wine & Cheese Tasting To Support  
The Philadelphia Education Fund  
Alex Goodpeople 323 Xyz Street, #4 Philadelphia, PA  
Monday, April 4, 2020 6:30 to 8:30 PM  
RSVP by March 25  
(215) 111-1111 or [alex@goodpeople.com](mailto:alex@goodpeople.com)

I hope you can attend and join me for this cocktail reception benefitting the Philadelphia Education Fund!

I'm excited to share my belief in the mission and work of the Philadelphia Education Fund, an organization that creates a college-going culture in Philadelphia public high schools through consulting with school leaders, embedding full-time professional college counselors in the schools, training teachers in STEM education, and helping students persist through college by providing Last Dollar Scholarships and mentors.

All of the Philadelphia Education Fund's programs are free of charge for the students, administrators and teachers they serve.

It's my goal to gather donations for the Philadelphia Education Fund and raise \$X in support of their important mission! Donation receipts will be provided by the organization following the event.

If you can't attend, please consider making a gift online: [www.philaedfund.org/donate](http://www.philaedfund.org/donate) OR Mail To:  
Philadelphia Education Fund, 718 Arch Street, Suite 700N, Philadelphia PA 19106

Visit and 'like' the Philadelphia Education Fund page: <https://www.facebook.com/PhilaEdFund>

If you'd like to learn more before the event, visit: [www.philaedfund.org](http://www.philaedfund.org)

Fondly,  
Alex Goodpeople

## SAMPLE TIMELINE

This is a SAMPLE timeline to use as a guide. You can put something together in less than a week, or plan for several months – it's truly about the type of event you want to host!

### Six Weeks Out

- Decide upon format, place and time for your Friendraiser and if you need or want a co-host(s)
- Let the Philadelphia Education Fund know about the event, so we can get you everything you need in the way of materials, and if you like, request to schedule a representative to speak at your event
- Consider if you need or would like food and/or beverage donations, and reach out to potential donors

### Four Weeks Out

- Create your invitation list and invitation wording
- E-mail, send hard copy invitations, and/or post on social media
- Reach out to restaurants, bakeries, etc, if seeking donated food and drinks. Sometimes, Whole Foods or Trader Joe's donate food for non-profit events. We're happy to send you our tax-exempt letter if requested.

### Two Weeks Out

- Call or email everyone who has not RSVP'd. Ask if they're coming and keep a list of who is attending
- Ask a friend or two to serve as greeters and answer door, take coats, help with sign ins and collect donations
- Contact the Philadelphia Education Fund and request materials for the amount of guests you are expecting

### One Week Out

- Decide who will speak about the Philadelphia Education Fund and finalize your agenda
- Review our website, [www.philaedfund.org](http://www.philaedfund.org), so that you're able to answer questions

### Week of Event

- Remind greeters of their duties and the time they need to arrive
- Purchase and prepare refreshments and/or arrange a time to pick up any donated food and drink
- Print enough sign-in sheets to accommodate your estimated number of guests
- Consider whether you want music playing and if so, create a playlist
- Send a final short note to confirmed guests with directions, any parking or access instructions
- Think through finishing touches: possibly you'd like to have nametags, an icebreaker, or other fun activity

### Day of Event

- Set up early and expect the unexpected – inclement weather, the corkscrew disappears! Have a Plan A, B, C, D!
- Gather extra pens for pledge cards and sign in
- ENJOY yourself! Your time and generosity CHANGES LIVES!
- Take photos!

### After the Event

- Please send the donations collected and completed sign-in sheet(s) to PEF
- Once we receive the contributions, we will send your guests thank you letters and donation receipts
- Send a follow up note to guests thanking them for their support and include the link reminding it's not too late to donate or host a friendraiser of their own
- Share photos with the Philadelphia Education Fund and post event pictures on social media
- Pat yourself on the back and know how much we appreciate all the work you've done to raise friends, donations and critically needed funds for the Philadelphia Education Fund! You change lives!

## CHECKLIST

All items will be sent to you the week of your event once your total number of guests is confirmed. Please supply ample pens at your event:

- Sign In sheet (all guests sign in on one sheet)
- Philadelphia Education Fund Information folders (one for each guest)
- Pledge cards (one for each guest)
- Individual contribution envelopes (one for each guest)
- Collection envelope (all individual contribution and pledge envelopes are placed in this envelope, and it is returned to the Philadelphia Education Fund with the completed Sign In Sheet)

## SAMPLE AGENDA

6:30 pm	Guests begin arriving.
7:15 – 7:20 pm	Host welcomes guests, thanks them for coming, explains why they are involved with the Philadelphia Education Fund, (if requested and available, introduces the PEF representative(s), who will either be a staff member or board member and a current Philadelphia Scholar)
7:20 – 7:30 pm	Brief Presentation: Host (and PEF representative) share Philadelphia Education Fund’s current goals, objectives, programs and needs ‘call-to-action’
7:30 – 7:40 pm	Q&A
7:40 – 7:45 pm	Host (thanks PEF representative) thanks guests for their attention and donations, encourages them to visit the website and asks them not to leave without filling out a pledge form. (“Please support PEF. You can make a difference tonight by completing these donor pledge forms [hold one up] and placing it in the envelope! Remember to take a folder with information and visit <a href="http://www.philaedfund.org">www.philaedfund.org</a> for more information”)
7:45 pm	Party resumes
8:30 pm	Guests depart

## POST EVENT FOLLOW-UP

After your event, don’t forget to send an email or handwritten note to all attendees thanking them for attending. You could let them know that there is still time to contribute online.