



DINING FOR DOLLARS TOOL KIT

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NATIONAL FOUNDATION FOR
ECTODERMAL DYSPLASIAS



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Photo Release Form

I hereby grant to the to the National Foundation for Ectodermal Dysplasias, OWNER, the irrevocable right and unrestricted permission to use and publish pictures that he/she has taken of me or in which I may be included with others, to copyright the same, in whole or in part, individually or in any and all media now or hereafter known, and for any purpose whatsoever, for illustration, promotion, art, editorial, advertising and trade, or any other purpose whatsoever without restriction as to alteration

I hereby release and discharge Owner from any and all claims and demands arising out of or in connection with the use of the photographs, including without limitation any and all claims for libel or invasion of privacy.

I am of legal age and have the right to contract in my own name. I have read the above and fully understand the contents thereof. This Release shall be binding upon me and my heirs, legal representatives, and assigns.

Printed Name: _____

Signature: _____ Date: _____

Signature of parent (if subject is a minor): _____

Birth Date Minor: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Introduction

You can help people affected by ectodermal dysplasias have a brighter future by raising funds for National Foundation for Ectodermal Dysplasias (NFED) programs and services. Fundraising events have an added benefit. They help raise awareness for the different types of ectodermal dysplasias and the NFED. The more people who know about ectodermal dysplasias in the medical and dental communities and the general public, the more likely people will help advance our mission.

The most powerful way we can raise funds and awareness is through you—our volunteers. You are our champions. You are the one making your mark. Your circles of relatives, friends, co-workers, and neighbors, your knowledge, your personal journey, and your commitment cannot be matched by anyone outside of our community. This guide walks you through the steps to set up your own Dining for Dollars fundraising event and explains how the NFED can help.

Dining for Dollars is a simple and easy-to-execute fundraiser that you can hold in a restaurant and can be successful by simply inviting family and friends to attend. Your guests can order directly from the menu and a portion of their bill will be credited to your fundraiser, or your guests can pay a cover charge and will receive benefits in return. Regardless of how you structure it, you work directly with your chosen restaurant manager or owner to define the details.

Let the party begin! Supporting you, supporting each other.

If you have any questions, contact Lea Richardson at 618-566-6871 or lea@nfed.org or Seth Ferris at seth@nfed.org

Thank you for supporting and advancing our mission to empower and connect people touched by ectodermal dysplasias through education, support and research!

Easy to Follow Steps

Choose a Location

The most important consideration when choosing a restaurant is the level of cooperation and collaboration by the owner or manager and what he or she can do to help you raise the most money possible.

Here are some tips:

- **Choose a chain restaurant or a restaurant that is family-owned.** Some chain restaurants offer good fundraising opportunities, but often the percentages they return to a charitable organization are small. In contrast, family-owned restaurants are more likely to work with you on the details of your fundraiser and are more open to larger percentages benefiting our foundation. In many cases, this is because family-owned businesses are not governed by corporate rules and regulations.
- **Choose a restaurant that a lot of people visit regularly and is reasonably priced.** You can raise more money if they already have a great customer base. Maybe seek a location that is a fan-favorite with your family and friends.
- **Decide if you want to have your event at a restaurant with a meal or during happy hour with only drinks and appetizers.** A driving factor in your decision should be which type of event will be more attractive to those you know.

Get Permission

Almost any restaurant requires you to get permission. To do this, you need to identify a contact person at the restaurant. Next, call or email this person and explain to them that you are a volunteer for the NFED, a non-profit 501 (C) (3) organization and you would like to set-up a fundraiser to create awareness and funding. Find out if there is anything specific you need to do to obtain permission, like complete an application or get a permit. Ask if they have experience with fundraisers, what types they have done in the past, or if they have any programs in place.

Outline The Details Of Your Fundraiser

Work with your contact person at the restaurant to determine what type of fundraiser you are going to have.

Here are some suggestions:

- **Percentage of sales** - The restaurant may be able to donate a percentage of the sales on a particular day during a particular time frame. For example, on Sunday, November 6, for all guests that come in from 2 p.m. to 6 p.m., 20% of their check will be donated to the NFED.
- **Percentage of restricted sales** - If the restaurant isn't as generous as you had hoped, or has limitations on what it can do for you, offer that any person that comes into the restaurant with your event flyer has 20% of their check donated to the NFED. This is similar to the first option, except you will have to hand out flyers to your friends, family, and co-workers ahead of time and they will have to bring the flyer into the restaurant for the donation to be made. Many chain restaurants already have fundraisers like this in place.
- **Restaurant Donations** - If you are having your event at a restaurant where a percentage of sales might not raise the most money, consider asking the manager/owner if they will donate benefits to your guests. For example, have the restaurant donate one or two alcoholic or non-alcoholic drinks per person, along with a selection of appetizers or give it to you at reduced price. This will help attract business to the restaurant and you can charge your guests a set cover charge of \$20, \$25, or \$30, in exchange for the benefits. If the restaurant is willing to donate, you keep the cover charge you collect as a full donation. If not, then the cost needs to come out of your cover charge. It is a win-win situation.

Suggestion: An event held in a restaurant is even better when there is entertainment. See if you could secure the donation of a local band, a guitarist/singer or pianists/singer etc. and bring them in to perform at your event with prior permission of the manager/owner.

Schedule A Date And Time

It is important to work with your contact person at the restaurant to set the date and time. Besides giving you permission, he or she can advise you on when the best times are, what month, day of the week, or time of day and when they are busiest. Also, remember to pick a day and time that is best for your friends and family to attend.

Publicize Your Fundraiser

Now that you have a place, a date, a time, and permission, you need participants! Hopefully, your restaurant has a built-in customer base, but you want to attract a bigger crowd than that. Always start with people you know. Inviting friends, family, and co-workers is the best way to make your event a success. Of course, getting your community involved is also fantastic.

Here are three ways to help spread the word:

- **Online** - Post on Facebook, tweet, email everyone you know. Tell them what you're doing, when and where, and don't forget the why. Tell people how important it is to you to raise awareness about ectodermal dysplasias and maybe your specific syndrome. Ask them to promote your event by sharing on their social media. Don't forget to tag the restaurant in your post or tweet for added exposure. And let us know at the NFED. We can publicize your event on our website, in our newsletter, and on our social media.
- **Flyers** - Contact us to help you create a flyer and info sheets and then ask businesses, stores, and organizations in your community to post them. Schools, libraries, hospitals, grocery stores, nail salons and more, if they have a window or a bulletin board, it can't hurt to ask!
- **Invitations** - Make postcards or written invitations. People like to get mail and receive an invitation. If you present the event as a party, they might be more likely to attend!

Recruit Helpers

You can make this fundraiser more fun and more effective by having a team of volunteers available to help set up, staff it, and clean up afterwards. If your event is small or does not need much organization, one or two friends or family members may do the trick. Depending on how long it runs, you may want to schedule them in shifts of two or three hours each. Try to get people who are friendly and outgoing so they are comfortable welcoming people and thanking them for supporting the fundraiser. Contact us for our key messages about ectodermal dysplasias or your specific syndrome and the NFED, which you can share with your volunteers. If you're recruiting volunteers who aren't familiar with ectodermal dysplasias, be sure to take a little time before you set up to share key messages about ectodermal dysplasias or your specific syndrome with them. You don't need to turn them into experts, just give them some basic information so they can explain to other people why they are there.

Final Preparations

Some other details to remember in advance of your fundraiser:

- **Bring some balloons (might need to bring air machine to inflate balloons), bags for awareness materials, brochures and other goodies, and a box with additional supplies, like pens, tape, trash bags.**
- **Make sure a table and two chairs are available.** Ask your restaurant contact person if he or she can provide them. If not, bring a 6' rectangular folding table with two collapsible chairs, so you have enough room to display all your materials.
- **Plan to take lots of pictures.** Bring a camera and ask all your volunteers to bring theirs (or

smartphones with cameras) so you can get lots of pictures of your fundraiser in action. Request a photo release form from the NFED to be signed by those in the pictures. Ask permission of patrons who are dining before taking their picture.

- Remember to post pictures in social media as your fundraiser is going on to attract last minute supporters.
- Confirm volunteers and review schedules.

Have fun!

Now it's time to get out there and help raise funds and awareness about ectodermal dysplasias and the NFED.

Here are some tips to make "Dining for Dollars" a success:

- **Arrive early.** Make sure you have enough time to set up so you are ready at the scheduled start time. Check with your contact person on how early you can get there.
- **Make your event look organized and neat.** Make sure signs are displayed so that the event runs smoothly.
- **Be friendly!** Welcome people to your event and thank them for coming.
- **Tell people what you are doing and ask if they have specific questions. Imagine yourself as the host at a party and they are your guests.** Hand out your goodie bags with awareness material on the way out of restaurant.
- **Take lots of pictures.** The best photographs are of people, so try to get pictures of volunteers at the table as well as talking to people, interacting, etc. When the event is over, send your photos to us at lea@nfed.org and seth@nfed.org, so we can share your activities with our NFED community!
- **Clean up.** When it's time to go, be sure you clean up, take your leftover supplies, and properly dispose of trash.
- **Thank everybody, including your restaurant contact person, your volunteers, and anybody else who was helpful.**
- **The number one thing to remember is why you are doing this.** Do you have ectodermal dysplasias? Is somebody you love affected by ectodermal dysplasias? Why do you feel it is important to raise awareness? Share this with the people who come to your event—they will be more supportive if they understand why you are holding the fundraiser and how much their participation and support matters.



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Photo Release

I, _____ ,
consent to the National Foundation for Ectodermal Dysplasias using
photographs of me and/or my family (list names here) _____

taken at the _____(name of event)

and hereby irrevocably grant the National Foundation for Ectodermal
Dysplasias the perpetual right to use his name and likeness as incorporated in
any such photographs. I agree that National Foundation for Ectodermal
Dysplasias shall own all right, title and interest to such photographs and that
you may edit, modify, and distribute such photographs without limitation, and
without compensation, further permission or notification from me.

I hereby waive any inspection or approval of use. I also waive and release
National Foundation for Ectodermal Dysplasias from any claims based upon
invasion of privacy or right of publicity.

Print Name

Date

Address

City State Zip

Email





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FRIENDS ASKING FRIENDS FUNDRAISING PAGE REQUEST

Please fill out the following information so that we may design your personalized website.

NAME	
ADDRESS	
PHONE	
EMAIL	

EVENT NAME	
LOCATION	
ADDRESS	
SPECIAL DIRECTIONS	
DATE	
EVENT DESCRIPTION <i>Please include a short description of your event.</i>	
\$ GOAL	
# OF EXPECTED PARTICIPANTS	
EVENT CONTACT	
PHONE	
EMAIL	
REGISTRATION FEES	
EVENT SCHEDULE	
VOLUNTEERS NEEDED <i>Please list any volunteer jobs you will have available and the hours they are needed.</i>	
DONATION LEVELS <i>Do you have donation levels you would like to use or would you like to use the NFED levels?</i>	
GOAL ACHIEVEMENT NOTE <i>Please write a quick note to send to participants that hit their fundraising goals.</i>	



<p>SPREAD THE WORD <i>Please write a generic email message that people can use to share the website.</i></p>	
<p>HOME PAGE INTRO <i>Please include your relationship to ectodermal dysplasias and why you are fundraising for the NFED.</i></p>	

Please email this completed form along with any of the following items to Kayla at kayla@nfed.org or Lea at lea@nfed.org.

- Logo or flyer for your event, if you had these made.
- At least 6 pictures to use on your page. (Anything related to your event; can be of family, pets, event location, etc.)
- Sponsor logos and web addresses.

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Contact us at NFED.org, info@nfed.org or 618-566-2020