

# COMMUNITY FUNDRAISING

## ★ ★ ★ BEST PRACTICES ★ ★ ★

### ★ PLAN:

#### FUNDRAISING PLANNING RESOURCES

An Internet search will populate many sites on fundraising tips and how-to's.

#### RECRUIT

- » A volunteer committee can help with planning, securing sponsors, promotion, and running the fundraiser.
- » On the day of your fundraiser, give volunteers a clear agenda for the day.  
**Reminder:** *Have fun and remember why you chose to support WWP!*

#### BUDGET

Be sure to make a realistic budget for your fundraiser.

**Reminder:** *Only donations made directly to Wounded Warrior Project® will receive a tax acknowledgment.*

To help keep your expenses down, ask businesses to donate items and materials in exchange of free advertising on your event materials.

#### USE OF THE WOUNDED WARRIOR PROJECT LOGO

Registered fundraisers are allowed exclusive access to the WWP Proud Supporter logos and word marks. To access these images, log in to view your fundraising page and **Download Center**. Before placing the logo on any materials, items or apparel, be sure to read the logo guidelines document.

### ★ PROMOTE:

#### SPREAD THE WORD AND SHARE YOUR GOAL

- » Consider sending a save-the-date. Don't forget about the registration date deadline, email follow-up, posting flyers around community areas, and using social media.  
**Reminder:** *WWP provides a press release template in the Download Center.*
- » Engage community members, local media, friends, family and co-workers with you fundraiser. Don't forget to include your fundraising page URL in your communications!
- » Be sure to reach out well in advance: Start with your circle of friends and acquaintances and think about other fundraisers in the area that may be fundraising at the same time.  
**Reminder:** *WWP provides a Letter of Support in the Download Center.*

#### UTILIZE SOCIAL MEDIA

##### FACEBOOK – [facebook.com/wwp](https://facebook.com/wwp)

- » Post your fundraising page to your social media platforms.
- » Utilize WWP social post templates and cover photos available in the Download Center.
- » Post your fundraiser on WWP's Facebook page.

##### INSTAGRAM – [Instagram.com/wwp](https://instagram.com/wwp)

- » Ask your friends to “donate a post” about your fundraiser.
- » Establish a catchy hashtag for your fundraiser.

## CREATE SPONSORSHIP OPPORTUNITIES

Local businesses likely want to support your efforts and raise awareness in the community. Offer incentives to local businesses in exchange for a donation. It is up to you to decide what each sponsorship level will look like. Be creative and have fun!

Ask local businesses if they would like to donate to your auction or raffle, or through your fundraising page.

### IDEAS FOR SPONSORSHIP WOULD INCLUDE:

- » Signage at your fundraiser
- » Speaking opportunities
- » On-site engagement at your fundraiser

## ★ POST-EVENT:

### THANK ATTENDEES, VOLUNTEERS, SPONSORS & DONORS

- » Let your supporters and sponsors know you plan on coordinating the fundraiser again next year. Ask them to share their experience!
- » Send thank-you emails to those who donated to your fundraising page. To access these emails, log in to your page and click on the "Emails" tab.
- » Send a thank-you note to your sponsors, attendees, and volunteers.
- » Brainstorm with your committee or team about what worked well and what didn't. Make changes for the next event, if necessary.

### SUBMITTING DONATIONS BY MAIL

All checks and/or money orders should be payable to WWP or Wounded Warrior Project.

When mailing donations, please do the following:

- » Include your Donation Tracking Form available in your confirmation email
- » Mail the donation(s) with your Donation Tracking Form to:

Wounded Warrior Project  
P.O. Box 758525  
Topeka, Kansas 66675-8525  
ATTN: Community Fundraising

### REGISTRATION INFORMATION

We encourage you to register your fundraiser with us each year so that we can assist you with your efforts, provide a new event ID, updated materials, and that you are able to create a new fundraising page.



**WOUNDED WARRIOR PROJECT** | Attn: Community Fundraising  
4899 Belfort Road, Suite 300 | Jacksonville, Florida 32256  
[communityfundraising@woundedwarriorproject.org](mailto:communityfundraising@woundedwarriorproject.org) | [woundedwarriorproject.org](http://woundedwarriorproject.org)