



Community Fundraising Toolkit

Fostering recovery, building independence and changing destinies



About Coleman Professional Services

Coleman Professional Services is a nationally recognized nonprofit provider of behavioral health and addiction recovery services.

Founded in 1978 with a single Kent, Ohio location, Coleman has expanded to over 25 locations in counties throughout the state.

Coleman's Social Enterprise Business Model helps diversify our funding streams while philanthropic efforts enhance our ability to support our mission-critical and award-winning clinical services.

Our Vision Is:

Fostering recovery by removing barriers to access for services, regardless of a person's ability to pay.

Building independence by ensuring the homeless and mentally ill have permanent, safe places to live.

Changing destinies by helping clients achieve employment and succeed through supportive services.

Community Fundraiser

A community fundraiser is any individual(s) or organization that raises funds for Coleman Professional Services. Anyone can become a community fundraiser – this includes schools and businesses, private foundations and even the families of grateful clients. From bake sales to galas, to golf outings and anything in between, any fundraising can make a difference at Coleman and the Resource Development team is available to help along the way.

How will members of the community benefit from the funds raised?

Funds raised through a Coleman Cares Community Fundraiser can benefit many areas at Coleman Professional Services. Below is a brief list; if you have a specific designation in mind, contact the staff.

Coleman Professional Services General Fund – benefits the area of greatest need

● Fostering Recovery

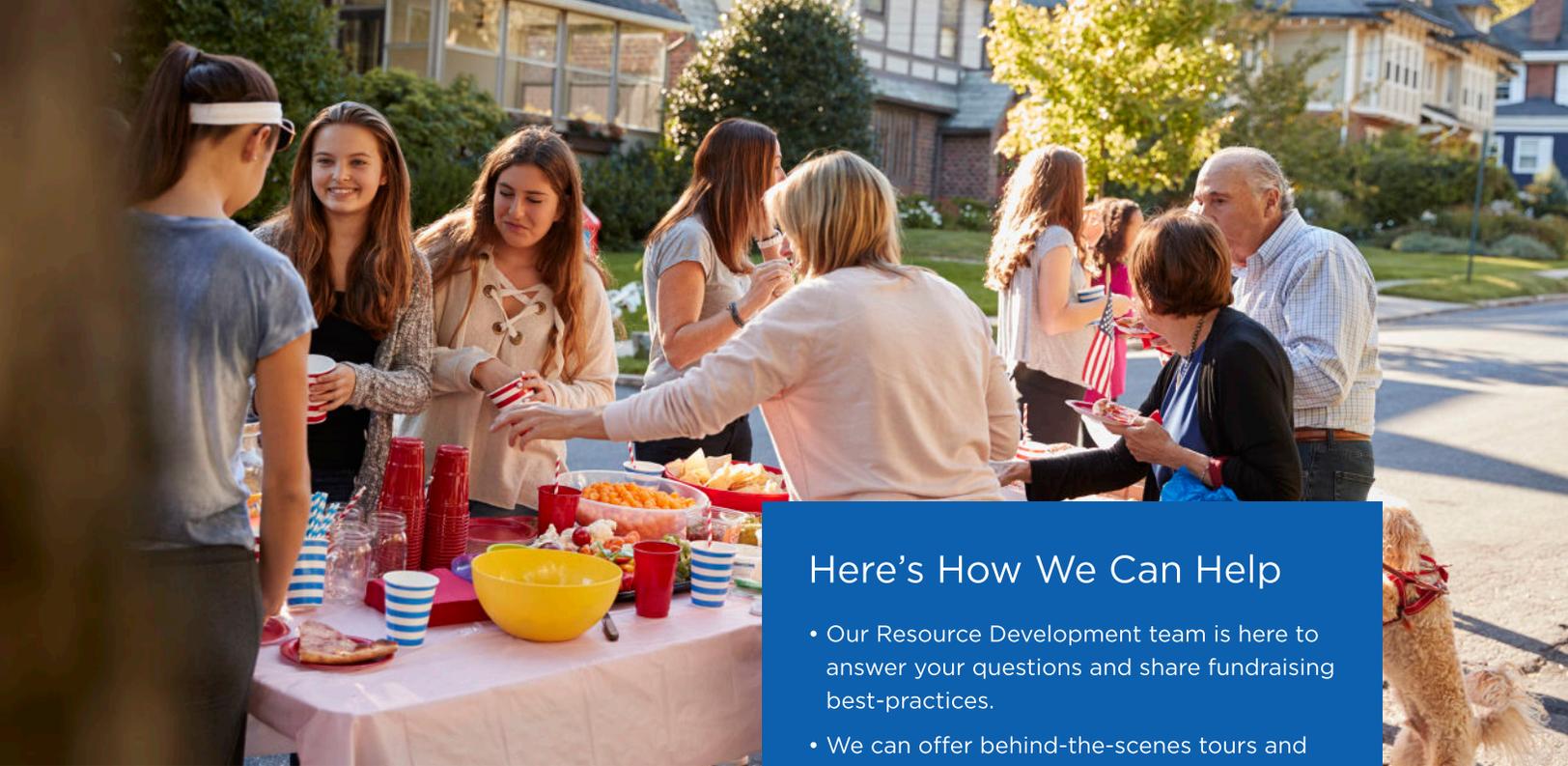
- Mental health and crisis intervention services for adults, children and adolescents
- Substance Use Disorder treatment
- Counseling

● Building Independence

- Crisis Stabilization
- Residential group homes and supportive housing
- Transitional Age Youth apartments
- Adult Day Services

● Changing Destinies

- Social Services including Adult Protective Services
- Mediation Services
- Eldercare Navigation
- Coleman Pregnancy Center
- Vocational Rehabilitation & Employment Services



We are truly grateful to those who believe in the mission of Coleman Professional Services, who want to make a difference in the lives of our clients, and are eager to support us through a **Coleman Cares Community Fundraiser**. Our **Coleman Cares Community Partners** are those who care enough about our cause to host independent fundraisers benefiting Coleman Professional Services. All fundraisers, whether large and small, help us raise awareness for our mission while providing much-needed philanthropic support for Coleman Professional Services, ensuring our ability to foster recovery, build independence and change destinies for those we serve.

Whether this is your first time organizing a fundraiser or you are a seasoned expert, careful planning and execution of fundraiser logistics are vital to your overall success. The information provided by the Coleman Resource Development Team's Community Fundraising Toolkit will help you organize and host an effective fundraiser to benefit Coleman Professional Services.

Here's How We Can Help

- Our Resource Development team is here to answer your questions and share fundraising best-practices.
- We can offer behind-the-scenes tours and meetings with select Coleman staffers to help you discover the area of Coleman Professional Services you wish to support.
- We provide guidance, including budget planning, fundraiser timelines and examples of creative materials that you can use to help organize your fundraiser.
- Give you the tools to create an official fundraising web page for your unique fundraiser to share with your supporters throughout your circle of influence, allowing you to see up-to-the-minute progress of your fundraiser.
- Help publicize your fundraiser on the Coleman Cares Community Fundraisers Page of our website, e-newsletter and social media.
- Provide a letter of support from Coleman Professional Services to assist you with your solicitation efforts.
- Coordinate Coleman Professional Services staff representation or check presentation, as appropriate.
- Offer tips on securing volunteers for your fundraiser.
- Provide Coleman Professional Services collateral materials, including:
 - Benefitting Coleman Professional Services community fundraising logo.
 - Collateral for area supported by fundraiser (if available).

About Coleman Cares Community Fundraisers

As a Coleman Cares Community Partner, you are responsible for:

- All expenses related to the fundraiser. Please deduct fundraiser costs from the funds raised prior to submitting your donation to Coleman Professional Services to ensure 100% of your donation supports your area of interest.
 - Advertising, promotion and marketing your fundraiser
 - Designing and producing all fundraiser-related materials including posters, invitations, and banners. Coleman Professional Services reserves the right to review and approve all marketing materials prior to distribution.
 - When designing your fundraiser marketing materials, please reference Coleman Professional Services as the beneficiary of your fundraiser.
 - Coleman Professional Services should not be used in the fundraiser title but rather listed as beneficiary.
 - Creative materials may not suggest that your fundraiser is sponsored, co-sponsored or produced by Coleman Professional Services.
- Approved examples:**
- *Run to End Homelessness* benefitting Coleman Professional Services.
 - *Comedy Night for Recovery* benefitting Coleman Professional Services.
- Creating mailing lists for invitations. Due to patient, client and donor privacy policies, Coleman Professional Services will not provide, share, rent or otherwise make available mailing lists of donors, patients, clients, staff and/or employees for fundraising purposes and is unable to mail information to the above referenced persons on behalf of your fundraiser.



- Recruiting and managing fundraiser volunteers
- Obtaining any/all permits, including liquor licenses, and signing contracts for venues or entertainment on behalf of your fundraiser
- Products or promotional materials (i.e. fundraiser t-shirts, giveaways)

Let the Fun(draising) Begin!

Our **Coleman Cares Community Partners**, like you, make a difference in the lives of those we serve. Here's a timeline to support your special fundraiser planning:

- 1. Form a Fundraiser Planning Committee** – bring together a group of people who are just as enthusiastic about Coleman Professional Services as you are AND have the time necessary to help make your fundraiser a success. Understand your team's strengths and delegate roles to get the work done, without having to do everything yourself. Schedule and host fundraiser planning strategy meetings throughout the planning process, leading right up to fundraiser day to ensure your fundraiser goes smoothly.
- 2. Choose the Type of Fundraiser** – this is the fun part! Choose a fundraiser/theme that gets your committee excited – use our Fundraising Ideas to brainstorm or harness the power of the internet to get fun ideas from other like-minded fundraiser volunteers. Select a fundraiser venue that can accommodate the type of fundraiser you envision – choose a location that is convenient, visible and safe. When selecting



a fundraiser date, avoid weekends when other well-established fundraisers in your community are taking place.

- 3. Let Us Know!** Fill out our **Coleman Cares Community Fundraising Application** located on colemanservices.org/giving/community-fundraisers as quickly as possible to begin receiving support from the Resource Development team. After your application is approved, you will receive a formal approval letter from Coleman that you can use with your solicitation efforts, information about how to get your fundraiser listed on our website, and other fundraising best-practices from our team. A link to our fundraising page will also be included.
- 4. Create a Budget** – Develop a detailed budget of projected expenses, actual expenses and income. Try to keep expenses low to maximize the final donation to Coleman Professional Services – industry standards suggest no more than \$0.50 expense for each \$1.00 raised. Identify items in your budget that could be donated by local businesses such as auction items or rentals. Use your Planning Committee's network of friends to expand your reach when asking for donations from local businesses.
- 5. Create an Online Fundraising Page** – Personalized fundraising pages can help you maximize your fundraisers potential, making it easier to share fundraiser details with your network of friends. (See the *Online Fundraising Page* for more details).

- 6. Market! Market! Market!** Get the word out and let the rest of the community know about your fundraiser. Make the most of your marketing budget by determining your audience in advance and how to best reach those most likely to attend. (See *Promotional Tips* for more information).
- 7. Create a Media Distribution List** – Develop a press release or media alert, and create a spreadsheet of names/emails/phone numbers of local newspaper editors, television news assignment desks and online editors. Please review proposed press release/media alerts with Coleman Professional Services marketing team prior to distribution to local news outlets.
- 8. Determine Fundraiser Revenue** – depending on the type of fundraiser you plan, there are different ways to raise money for Coleman Professional Services such as silent, Chinese or live auctions, collecting pledges, charging admission, fundraiser sponsorships, underwriting or selling goods/services. Please review and adhere to all state/local laws and ordinances pertaining to fundraising, raffle ticket sales and gaming. Don't forget to put the FUN in fundraising!
- 9. Celebrate!** Congratulating, acknowledging, recognizing and thanking yourself and your planning committee for organizing a successful fundraiser is a must. Send thank you letters and emails to participants, sponsors and supporters to let them know the impact they've made by supporting your efforts. This extra attention may lead to even more donor support year-after-year. (See *Thank You letter template* in the back of this toolkit).
- 10. Make the Gift** – Please send all funds raised (less expenses) in one check payable to Coleman Professional Services and mail to CPS/Resource Development Office, 5982 Rhodes Road, Kent, OH 44240. Please indicate the donation is proceeds raised by the name of your Coleman Cares Community Fundraiser.
- 11. Share Your Story** with the Coleman Resource Development team so we can help tell how your fundraiser raised both money and awareness for Coleman Professional Services – you may see your fundraiser featured on our website, annual report or in a news story in your community.
- 12. Schedule a review** with your Planning Committee to assess what worked and what didn't. And don't forget to schedule a date for next year's fundraiser!

Creative Fundraising Ideas

There are many ways to create an exciting fundraiser to help make a difference for Coleman Professional Services! Fundraisers come in many forms and no matter how large or small, can make a big difference to those we service right here in your community.

Here are some fundraising ideas to get your creativity flowing

- 50/50 Raffle
- Anniversary Party
- Art Exhibition
- Bake Sales
- Bike-a-Thon
- Birthday Party
- Black Tie Gala
- Book Sale (New or Used)
- Car Wash
- Casual for Coleman
- Dress Down Day
- Coin Drive

- Concert
- Cook-Off
- Dance Marathon
- Dine Out for a Cause
- Donations in lieu of:
- Fashion Show
- Football Game
- Gala Ball
- Garden Party
- Golf Outing
- Holiday Theme Party
- Ice Cream Social

- Jewelry Sale
- Lemonade Stand
- Luncheon/Brunch
- Penny Wars
- Recipe Book
- Restaurant Promotion
- Retail Promotion
- Run/Walk Fundraiser
- School Fundraiser
- Sports Tournament
- Staff Olympics
- Spin-a-thon

- Swim-a-thon
- Talent Competition
- Turn virtually any competitive fundraiser into an "A-thon"
- Wedding
- Wine & Cheese Party
- Yoga Fundraiser



Personal Fundraising Pages

Create an Online Fundraising Page to compliment your **Coleman Cares Community Fundraiser!**

Add an online fundraising page and increase your total donation to Coleman Professional Services. Personal fundraising pages make it easy to share your fundraiser with your network of friends, family, and colleagues. 100% of every donation will be applied directly to our cause.

Online Fundraising Pages helps you:

- Create a personalized page about you, your fundraiser and set fundraising goals
- Customize email templates to easily recruit participants, request donations and send thank-you notes quickly
- Share your fundraiser with your email contacts
- Accept credit card donations online from sponsors and participants
- Track up-to-the-minute donations and monitor your fundraising success
- Link your fundraising page to social media sites like Facebook, Twitter and Instagram
- Find immediate access to many FREE online fundraising tips and tactics

Fundraising Pages

Here are 5 things you can do right now after creating your fundraising page:

1. **Personalize your page** by adding your own text and pictures. Tell others why you are hosting your fundraiser and/or creating the fundraising page for Coleman Professional Services. Your contacts and connections will be interested in learning why you are a Coleman Cares Community Partner.
2. **Make the first donation** to your fundraising page. By making your personal gift, others will see your dedication to your cause and are more likely to make a gift too.
3. **Set a realistic fundraising goal** – then try to beat it! Fundraising best-practices suggests a \$500 fundraising goal but feel free to set your personal fundraising goal. Try setting a weekly goal to make certain your fundraising stays on track. Send notifications to your network toward your goal attainment – add a sense of urgency and excitement to get others to donate too!
4. **Set a deadline** – by establishing a timeline to reach your fundraising goal, you establish that urgency in others; make sure you communicate the end date to your efforts with your contacts.

5. **Build momentum** by reaching out to those closest to you first as they are those most likely to support your efforts – explain how their donation will help you support the important work at Coleman Professional Services.

The screenshot shows a fundraising page for 'Choose Hope' by Coleman Professional Services. The page features a header with the Coleman logo and 'Start Fundraising' button. The main content area includes the 'Choose Hope' logo, a progress bar showing '\$265 raised by 11 supporters', and a 'Donate' button. Below this, there is a 'Be a fundraiser' section with a 'Start Fundraising' button. The page also displays a list of supporters, including Theresa Lauck (\$25.00), Andy Wendel (\$20.00), and Tiffany Kayser (\$30.00). The page is set against a purple background.





PROMOTION – Local Newspapers, Radio & Television

Here is a basic timeline to help you promote your fundraiser:

6 – 8 Weeks Before Your Fundraiser

- Apply to become a Coleman Cares Community Partner.
- Develop a media list spreadsheet of names, emails and phone numbers for local newspaper editors, radio and television news assignment desks and online editors to distribute news releases and media alert. Send copy of press details to Coleman Professional Services marketing team prior to submission.

4 – 6 Weeks Before Your Fundraiser

- Create a pre-fundraiser news release and send a copy to the Resource Development team at HowToHelp@colemanservices.org for helpful tips and feedback.
- Email or fax your pre-fundraiser news release to local media including daily and weekly newspapers, radio and television to increase awareness about your fundraiser. Follow up with a phone call to ensure its receipt. Request to have your fundraiser added to their community fundraisers calendars or if they are willing to post your fundraiser-related information on their social media assets such as Facebook, Twitter and Instagram.
- Reach out to local online community outlets in your area who may be more likely to post, follow and feature community fundraisers.
- Include the names/zip codes of your Planning Committee members for greater geographical reach.

2 Weeks Before Your Fundraiser

- Update your pre-fundraiser news release with additional details and information such as estimated attendances, additional sponsors, headliners or VIPS and deadlines to participate. Email revised release and follow up as mentioned above.
- Share press releases with your sponsors and ask if they would include your fundraiser information on their social media assets (Facebook, Twitter, Instagram).

Day Before Your Fundraiser

- Email and/or fax media alert with final basic information about your fundraiser (who you are, what is your fundraiser, where is it being held, when and why) to your media contact list. Follow up with a call to encourage fundraiser participation and media coverage, include a cell phone for media questions.

After Your Fundraiser

- As soon as your final fundraising total is available, send a post-fundraiser news release with details to your media contact list. Include attendance counts and final dollars raised. Add photos taken during the fundraisers. Call your media contacts to confirm they received the information and ensure your ability to answer questions.



PROMOTION – Social Media

Social Media has become an extremely powerful, easy and FREE way to promote your Coleman Cares Community Partnership fundraiser to your friends and family!

Tips & Tricks for Social Media

- Easily tell your story to family, friends and followers about why you are a Coleman Cares Community Partner for Coleman Professional Services including fundraiser time, date and location, as well as specific details on how to participate. Share your fundraising goal and how it will make a difference to the clients served by Coleman Professional Services.
- Engage your followers and get them energized and excited to learn more about your fundraiser. Post consistently before, during and after your fundraiser
- Post updates such as new sponsors, finalized entertainment, or secured food vendor. Post photos and details of exciting auction items. Share photos of hard-working Planning Committee members. During and after the fundraiser, don't forget to tag and thank your committee, sponsors and participants. Create a hashtag to keep your fundraiser trending – when you tag a supporter or trend a hashtag, it increases awareness of your fundraiser as it appears on their newsfeeds as well.
- When posting to social media, always include a link to your personal fundraising page – this will allow your followers an opportunity to support your fundraiser, even if they cannot attend.

SAMPLE POST: In honor of Mental Health Awareness Month, I am hosting a Run for Recovery 5k and Fun Run at Our Local Park to raise money and awareness for Coleman Professional Services. As a Coleman Cares Community Partner fundraiser, 100-percent of proceeds from my fundraiser will support their mission of fostering recovery, building independence and changing destinies for those challenged by behavioral health issues, homelessness and addiction.

To participate, please visit runforrecovery.org. If you're unable to attend, I hope you'll consider supporting me by making a gift today at ([insert personal fundraising page link here](#)).

Your gift will truly make a difference for the clients of Coleman Professional Services!



Frequently Asked Questions

Q: I want to be a Coleman Cares Community Partner! How do I know if my fundraiser is approved by Coleman Professional Services?

A: The Coleman Resource Development team will respond to your application within 10 business days to either approve your fundraiser or request further information.

Q: Can I use Coleman Professional Services tax exemption number?

A: As the charitable beneficiary, Coleman Professional Services is not hosting your fundraiser, which is considered to be held by a third party. As such, Coleman Professional Services is not able to provide you its tax ID number, nor are you allowed to use Coleman Professional Services 501c3 tax exempt status to apply for funding as this would endanger our nonprofit standing with the IRS. However, if a business would like a tax-exempt number for tax purposes or to verify the tax status of Coleman Professional Services, the Resource Development team would provide this information directly to the business upon request.

Q: Can someone from Coleman Professional Services help me plan or execute my fundraiser?

A: Because of the large number of community fundraisers and limited number of staff, members of the Coleman Professional Services team are unable to help plan your fundraiser. However, we are happy to answer questions, provide guidance and offer fundraising best-practices to get you started or keep you on track throughout your planning process.

Q: For tax purposes, what can I give individuals who donate to my fundraiser?

A: Individuals who make donations with a credit card through Coleman Professional Services online personal fundraising page platform receive an automatically generated receipt that should be sufficient for their use. Offline donations, such as checks, should be **made payable to Coleman Professional Services** and mailed to the Resource Development Office at 5982 Rhodes Road, Kent, OH 44240 for proper gift processing; a receipt will be mailed directly to the donor. Cash gifts should always be handed directly to Coleman Resource Development team members and never sent through the mail.

Q: Can you guarantee the attendance of a Coleman Professional Services staff member at my fundraiser?

A: Due to the number of requests and limited staff, we cannot guarantee representation from Coleman Professional Services in attendance during your fundraiser. Please request staff representation when initially submitting your Coleman Cares Community Fundraiser application.

Q: Who can I call if I have questions?

A: Please contact our **Resource Development Team at Coleman Professional Services** at HowToHelp@ColemanServices.org, or by calling (330) 676-6876.

Templates

Visit colemanservices.org/giving/community-fundraisers to download additional Coleman Cares Community Fundraising online templates.

THANK YOU!

[Organization Logo]

[INSERT DATE]

Dear [Donor Name],

I want to personally thank you for supporting the [INSERT NAME OF YOUR EVENT], that generated by the proceeds raised, [INSERT AMOUNT RAISED] to benefit clients at Coleman Professional Services.

As a non-profit provider of behavioral health, rehabilitation, and addiction recovery programs, Coleman Professional Services relies on the generosity of friends like you to help us continue to improve the lives of the people they serve. Please know that every contribution to the organization is appreciated and makes a difference.

On behalf of Coleman Professional Services, thank you for your support.

Sincerely,

[INSERT YOUR NAME]

THANK YOU!!

[Additional handwritten signatures from the event committee]

Thank You Template

[INSERT YOUR LOGO HERE]

MEDIA ALERT
PHOTO/VIDEO OPPORTUNITY

Contact: [EVENT CONTACT NAME]
Phone: [CONTACT PHONE NUMBER]

FOR IMMEDIATE RELEASE

[INSERT EVENT HEADLINE]

WHAT: [Describe what will take place at your fundraising event]
WHO: [Include number of attendees and connection to Coleman Professional Services]
WHERE: [EVENT DATE AND TIME]
WHERE: [EVENT LOCATION - Include full address and details about parking]
WHY: [INCLUDE EVENT FUNDRAISING GOALS]

About Coleman Professional Services
Coleman Professional Services is a nationally recognized, non-profit provider of behavioral health, rehabilitation, and addiction recovery programs that serve over 51,000 individuals annually across nine Ohio counties. It is the organization's mission to improve the lives of people it serves, regardless of their ability to pay. Coleman supports and empowers its employees through continuous improvement.

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Media Alert Template



Coleman Cares Community Fundraising Budget

Fundraising Goal	\$ _____
Total Income	\$ _____
Total Expenses	\$ _____
Actual Income	\$ _____
<small>(Total Income - Total Expenses = Actual Income)</small>	
Amount to Goal	\$ _____

Income	Expenses
Donations	Decorations
Pledges	Entertainment
Raffles	Food
Sale of Goods	Labor
Sale of Services	Printing/Graphics
Sponsors	Rental Fees
Tickets/Admission	Supplies
Underwriters	Postage
Other	Other
Total Income	Total Expenses

Budget Template



Coleman
CARES

Community
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