

2018 DSDN Rockin' Mom Retreat

FUNDRAISING GUIDE



Phoenix, Arizona



A GUIDE TO EARNING RETREAT PRIZES
EFFECTIVELY

THANK YOU!

We are so grateful for you taking the initiative to help support our DSDN mission, while earning some fab retreat prizes. DSDN is a 501(c)(3) nonprofit and we rely on donations to meet our program needs and goals. Your support enables us to hold our annual retreat to connect, inspire and recharge rockin' moms all over the world! Through donations and sponsorships, we are able to keep costs lower for attendees while still providing them with an incredible weekend. The donations also support our mission to connect, inform and support families throughout the year in our network or nearly 5000 families!

YOUR GUIDE

- The Basics
- Incentives
- Dos and Don'ts
- Collecting Funds
- Earning Prizes
- Support for Fundraisers
- Disclaimer

FOR QUESTIONS, CONTACT THE
FUNDRAISING TEAM:

GIVING@DSDIAGNOSISNETWORK.ORG

THE BASICS

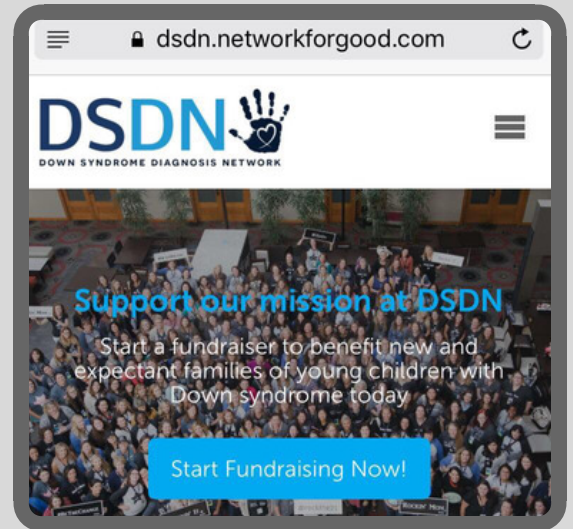


A GUIDE TO EARNING RETREAT PRIZES
EFFECTIVELY

HOW IT WORKS:

On your own, or with a partner, you will raise funds for DSDN and get fabulous retreat prizes in return! To ensure we can keep track of your donation, you must follow these steps:

- Sign up for a DSDN fundraising page. If you don't have a page, you can't fundraise! Set yours up here:
<https://dsdn.networkforgood.com/projects/37098-2018-dsdn-rockin-mom-retreat>.



- All donations must be in your fundraising account by June 1, 2018 to secure your incentive package. (Quantities are limited to the first 500 fundraisers)

- All attendees (including fundraisers) are responsible for reserving their own hotel rooms.
- All fundraisers will receive a reward card as a prize to cover hotel and travel costs.
- If you are fundraising with a roomie, let the Fundraising team know ASAP- you will each still need a fundraising page and your totals will be combined for prizes.



- You should only register when you have reached level 1 OR when you plan to make payment. If you pay for your registration and then earn level 1 prizes, your registration will be refunded.
- Set your goal and get started!



INCENTIVES



A GUIDE TO EARNING RETREAT PRIZES
EFFECTIVELY

2018 DSDN ROCKIN' MOM RETREAT FUNDRAISER INCENTIVES



RAISE

PRIZE LEVEL

\$500 - Groupie

Retreat Registration

\$1500 - Roadie

Groupie & 2 nights hotel

\$3000 - Opening Act

Roadie prizes, welcome basket & \$500 travel coupon

\$5000 - Silver Rock Star

Opening Act prizes, Griffin Room access, a 3rd hotel night & spa visit

\$7500 - Golden Rock Star

Silver Rock Star prizes & limo/car service to/from airport

\$10,000 - Platinum Rock Star

Golden Rock Star prizes, 1/2 day cabana & \$200 resort credit

**** the highest raising individual will also receive the UNICORN GOBLET and traveling trophy**

NEW THIS YEAR- FUNDRAISE WITH A ROOMMATE!

\$2000 - Karaoke Duet

2 registrations & 1 hotel room for 2 nights

\$5000 - Opening Act Duet

Karaoke Duet prizes, welcome basket & two \$500 travel coupons

\$8000 - Silver Duet

Opening Act Duet prizes, Griffin Room access, 3rd hotel night, & two spa visits

\$12,000 - Gold Duet

Silver Duet prizes & limo to/from airport

\$17,000 - Platinum Duet

Gold Duet prizes, w/ half day cabana & \$400 resort coupon

Prizes will be limited in quantity and must be occur within published fundraiser dates.

Visit our website for further details - www.dsdiagnosisnetwork.org

DOS AND DON'TS



A GUIDE TO EARNING RETREAT PRIZES
EFFECTIVELY

GUIDELINES TO REMEMBER

DO:

- Be sure to thank your donors!
- Collect funds through your NFG page or through an approved FB donation page (this is critical so that funds go to your account!)
- Use the resources in the Fundraising group to help support your efforts.
- Use pics and videos to help share your story and about why DSDN matters to your family.

DON'T:

- Create an item to sell that is trademarked or copyrighted. This is your responsibility.
- Collect funds with a FB donate button added to your posts- we cannot track them.
- Give up! March 21 is a HUGE time to get donations, so make a plan and go for it!
- Be afraid to ask friends and family or local businesses.

HOW TO COLLECT FUNDS



A GUIDE TO EARNING RETREAT PRIZES
EFFECTIVELY

COLLECTING DONATIONS

There are several ways for donors to contribute to your fundraiser account. Be sure to follow the directions below to ensure you get credit!

- Your Network for Good page is the preferred location to direct funds. Let us know if you need help finding your link!
- DSDN Paypal - heather@dsdiagnosisnetwork.org - the donor must include your name along with the donation
- Facebook "Birthday" or "Raise Money". Go to our DSDN main Facebook. Click "Fundraisers" and then click "Raise Money" and follow the set up. ***DO NOT ADD THE BUTTON TO DONATE TO YOUR POSTS . These funds cannot be tracked and will NOT be counted toward your total. It is your responsibility to let the Fundraiser team know about funds.
- Hold an online/local party with another company and they can send the donation to us in your name.
- Collect checks from businesses, family and friends made out to DSDN. They get credit and so do you!

EARNING PRIZES



A GUIDE TO EARNING RETREAT PRIZES
EFFECTIVELY

EARNING PRIZES

As your fundraiser account increases, the team will be monitoring and updating your progress. Offline donations (those not directly into your Network For Good page) will be added as donations come in. If you do a Facebook fundraiser, those funds will be added when it ends and you notify the team.

- Once you reach your first level, you will receive a message from the Fundraising team and it will be posted in the fundraiser group page.
- Our Team will use email as the primary form of communication, so be sure to check the email you used to set up your Network For Good page.
- Registration will be gifted via DSDN.
- Hotel, travel and other prizes will be gifted in the form of reward cards.
- Remember- you are responsible for reserving your own travel and lodging.
- If you do not reach your registration goal, you may pay the difference of level 1 or the \$200 fee, whichever is less.

DSDN SUPPORT



A GUIDE TO EARNING RETREAT PRIZES
EFFECTIVELY

WE ARE HERE TO HELP!

DSDN will provide:

- Documents, resources and letters to use as you seek out donations.
- A group to brainstorm and discuss fundraising progress
- Ideas to get started with
- A clear lists of incentives to work towards
- Mentors who have been successful past fundraisers to guide and answer questions
- Several ways for donors to contribute to your efforts
- Encouragement to get started and keep going

DISCLAIMER



A GUIDE TO EARNING RETREAT PRIZES
EFFECTIVELY

DISCLAIMER

Protect DSDN and yourself:

Please remember that while DSDN is grateful for your support, you are responsible for organizing and managing any fundraising activities or events. Therefore DSDN cannot accept responsibility for any liability arising from any such activity or event. It is important that you take out adequate insurance to cover your liability and you should seek advice from this from a qualified adviser, when needed.

DSDN logo usage and more:

All DSDN-related fundraising activities should aim to match the tone of our organization and support our DSDN mission. Permission should be requested, in writing, to use DSDN branding. DSDN reserves the right to remove and request contents associated with DSDN or bearing the organization's name may not be used without written permission. That permission in no way constitutes an endorsement, express or implied, of any product, service, company, individual or political position. All marketing and materials associated with DSDN must be free of vulgar, lewd or inappropriate language and approval will be necessary.

DISCLAIMER (CONTINUED)

Representing DSDN:

Anyone involved in fundraising activities must not represent themselves to third parties as acting as a member of staff of DSDN. It is important to ensure contacts understand you are supporting the charity on a voluntary basis, not as a staff member.

Disclosure:

In any publicity for your fundraising activities or events, please ensure the following is clearly stated:

“This fundraising event/activity is organized by [your name] who will be donating the proceeds of the event/activity (after costs incurred in running the event/activity) to DSDN. DSDN has no responsibility for any liability which may arise from this event/activity. Fundraising for DSDN in no way constitutes an endorsement, express or implied, of any product, service, company, individual or political position by DSDN and does not necessarily represent the views of the organization.”