

COMMUNITY PARTNERS TOOLKIT

IMPROVE OUTCOMES | RAISE AWARENESS | SAVE LIVES



BECOME A MOFFITT CANCER CENTER COMMUNITY PARTNER!

Community Partners are the heroes who organize fundraising events in support of innovative research, treatment, family support, health equity and prevention programs at Moffitt Cancer Center.

As a Community Partner, you and your organization are fully responsible for organizing and executing your event. Throughout the planning process, Moffitt's Community Partner events staff can provide guidance, encouragement and fun tips and tricks.

Moffitt has between
80–100



community partner
events annually

Community partners raise over
\$1 MILLION



for Moffitt annually

FEELING INSPIRED?

To get started hosting your own event:



Decide what kind of fundraiser you would like to host. Choose a name for your event, select a date, time, and location.



Complete the Community Partner Commitment Form. Tell us about your event, promotional plans and the fund or type of cancer research and treatment you would like to support.



After your event proposal has been approved, start planning!



Set up and design your online fundraising page for your event.



After your event, let us know how it went!

NOW, LET'S GET STARTED AND BREAK DOWN EACH OF THE STEPS!





Decide the type of fundraiser you want to host

There are a lot of different types of fundraisers that you can host! Some types include a bake sale, auction, comedy show, sporting event, fundraising dinner and more. Some of these events require a lot of planning and are simpler.

When choosing the event type, think about some of the following factors:

- **Purpose:** Why am I hosting this event?
- **Audience:** Who am I hosting the event for and what type of event would they enjoy?
- **Time:** How much time/commitment is this event going to take?
- **Goal:** How much do you want to raise at your event? How do you plan to reach your goal?
- **Budget:** What is the cost of putting on the event? How do you plan to cover these expenses?
- **Event Staff:** Who is going to help you plan and organize the event? Will you need volunteers?



Become an official Moffitt Community Partner

Completing the Community Partner form is a very important step in the process! This form will tell us about your event and help us direct proceeds to the appropriate Moffitt fund. All Community Partners must complete the form before holding their events. Once completed, we will contact you to discuss your event and its fundraising possibilities.

[CLICK HERE TO COMPLETE THE FORM](#)

If you have already completed your form, please move on to Step 3!



Get Planning!

Attendance Goal: _____ Fundraising Goal: _____

Budget: _____ Volunteer/Staff Goal: _____

Here are five easy ideas on ways to promote your event:

- Create a customized donation page for your event – our new platform makes it easy and fun! (See page X for instructions)
- Create flyers and post them around your community or workplace
- Create a Facebook event page
- Share the event on your social media or via email
- Host a local giveback night at a restaurant. Promote your event to attendees and kick off your fundraising efforts



Create Your Online Fundraising Page

Below are different fundraising pages that our foundation offers that can enhance your event.

1. Peer-to-Peer: Mobilize supporters by giving them the tools to fundraise on your behalf. Supporters can set up personal or team fundraising pages.
2. Crowdfunding: Design a landing page that tells your story and inspires support for your cause. The main call to action for supporters is to donate.
3. Ticketed Event*: Sell and manage tickets for the events you hold. Attract attendees with different ticket types and promo codes.
4. Registration with Fundraising*: Combines the power of peer-to-peer fundraising and ticketed events. When supporters register for your event, they also get fundraising pages to raise money before and during the event.

** These events require a more in-depth setup and may not be available for all interested community partners*

To learn more about these fundraising pages or to get started, please email Rachel Fredrick at Rachel.Fredrick@Moffitt.org.



Post-Event Steps

Now that the hard work is done, there are a few post-event steps to complete.

1. **Mail in any checks or cash collected at the event.** Make sure that the checks are addressed to “Moffitt Cancer Center Foundation” and the memo line includes your event name. Checks can be mailed to:

Moffitt Cancer Center Foundation
Attn: Community Partners
12902 Magnolia Dr, MBC-FOU
Tampa, FL 33612


2. **We would love to hear about your event!** A Moffitt team member will touch base to hear about your success and see pictures.
3. **Keep in touch!** For any future events you host on behalf of Moffitt, let us know so we can best support your fundraising efforts.



HELPFUL RESOURCES



How to Edit Your Personal Fundraising Page

1. **Peer-to-Peer:** <https://support.classy.org/s/article/how-to-create-and-edit-a-personal-fundraising-page>
 2. **Crowdfunding:** <https://support.classy.org/s/article/how-to-create-a-crowdfunding-campaign>
 3. **Ticketed Event:** <https://support.classy.org/s/article/how-to-create-a-ticketed-event>
 4. **Registration with Fundraising:** <https://support.classy.org/s/article/how-to-create-a-registration-with-fundraising-event>
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CONNECT WITH MOFFITT ON SOCIAL MEDIA:

Facebook: @MoffittCancerCenter
Instagram: @MoffittCancerCenter
Twitter: @MoffittNews
LinkedIn: @MoffittCancerCenter
Youtube: @MoffittCancerCenter

• IMPORTANT NOTE •

If you plan to use the Moffitt Cancer Center logo on any of your materials, please reach out to **Rachel.Fredrick@moffitt.org** so your Moffitt logo usage request and/or design can be reviewed and approved by the Moffitt Marketing Department. Please allow at least two weeks for the review.

THANK YOU

To Our Community Partners

I want to give a heartfelt thanks to all the people who work so hard to organize events and activities that support innovative research and treatment at Moffitt Cancer Center. I am grateful for friends like you who selflessly work toward a better future against cancer. We consider you Community Partners because you are striving with us to create that future. Thank you so much for your support!



Maria Muller,
EVP & President,
Moffitt Foundation