

INDEPENDENT EVENTS PROGRAM

Sporting Events: Guide and Tips



Yoga for a Cause
St. Louis, MO



Dodgeball
Gettysburg, PA

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Welcome Letter, Thank You!

Dear Event Host,

Thank you for hosting an event to raise critical funds to drive research to develop multiple myeloma treatments that will extend the lives of patients and lead to a cure! We cannot complete our mission without supporters like you whose personal connections are vital to driving research and awareness. The MMRF is one of the most highly regarded cancer foundations in the world. The MMRF directs nearly 90% of its total budget on research and related programming.

Hosting an event is all about your passion! You do not need to be an event planner to build a successful event, it is truly all about organization, attention to detail and a stick-to-it attitude with a focus on raising funds for a cure.

The following pages are simple guidelines provided by the MMRF to assist you in planning your event. You will find a social media info, sample email template, as well as information about the MMRF and multiple myeloma. The MMRF stands with you to help shape your event, consult with you, and guide you as much as possible.

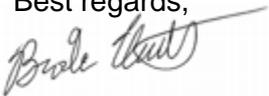
Our new website platform will be very helpful in promoting your event and keeping track of donations. In addition, you can send out emails and keep in touch with your participants. Tell your story, add videos and photos and receive messages from your participants. We urge you to utilize the website as well as contact us with any questions or comments you have at any time.

Questions: Contact Brooke Roberts, MMRF Independent Events Manager at:

- Phone: 203.652.0215
- Email: RobertsB@themmr.org

We are looking forward to assisting you in planning your event. Together we will ensure it is both enjoyable and successful.

Best regards,



Be Inspired. Accelerate a Cure.

Meet A Fellow Sporting Event Host.

Event Type: Yoga Event

Event Name: Yoga for a Cause

Location: St. Louis, Mo

Timing: June 2017

About:

In December 2011, Kristin's dad, William "Uncle Bill" Brueckmann passed away from multiple myeloma. For Kristin, practicing yoga was always something she loved and it also helped her through her journey. She now hosts each summer a 2-day yoga event in St. Louis' famed Forest Park to honor her father and raise awareness while raising critical funds for myeloma research!



Sporting Event Ideas

Want to Host a Sporting Event But Not Sure What? We Can Help!

Below are Some Sporting Events Created By People Just Like You



- Basketball
- Baseball
- Badminton
- Barre
- Billiards/Pool
- Bowling
- Boxing
- Corn Hole
- Cycling
- Dodgeball
- Fishing
- Frisbee Golf
- Field Hockey
- Four Square
- Foosball
- Golf
- Hockey
- Kayaking
- Kick Ball
- Lacrosse
- Ping-Pong
- Pilates
- Putt-Putt
- Rugby
- Skiing/Snowboarding
- Soccer
- Smash/Slam Ball
- Tennis
- Volleyball
- Water Polo

Getting Started: Planning



Getting Started: Planning

The Planning Committee



- **Who to Ask?:**

- Ask a trusted group of family and friends to be on your planning committee. Don't be afraid to ask for help! They know how much this cause means to you, and will want to help.

- **Specialized Roles:**

- Create specialized roles for committee members, examples:
 - Venue: location, food/beverage
 - Sponsorships: prizes, auction items
 - Marketing: advertising, flyers, signage, social media, emails

Location and Timing



- **Location and Timing:**

- Ideally, you should start this process about **six months before your planned event**.
- Location: research, and shop around. Let them know you are hosting a charity event and ask if they will waive any fees if you include them as a sponsor of the event.

Getting Started: Planning

Goals



Goals:

- Establish goals for the event, and create a timeline of reaching each goal with your committee members. As you plan your event it's key to work towards milestones prior to the event.

Budget



Budget:

- Plan carefully and keep an eye on expenses from start to finish.

Fundraising Tips



Fundraising Tip: Giving is Personal

Tell Your Audience How Their Support can Make a Difference, and
Why the MMRF Matters to You!

- **Below are Some Key MMRF Facts:**

- **Mission:** As a **patient-founded organization**, **we stand together** with those who are battling multiple myeloma—patients, families, physicians, researchers, and investors. At the same time, we stand apart with our **innovative approach**. We are the ones who generate, interpret, and activate the largest collection of high-quality data, accessible to all. We are the ones who orchestrate the people, the programs, and the technologies necessary to **speed the discovery of a cure – for every patient**.
- MMRF is a world-recognized **leader in cancer research**.
- Together with its partners, the MMRF has created the **only end-to-end solution in precision medicine** and the single, **largest genomic dataset in all cancers**.
- Funds raised through MMRF events have helped to:
 - Nearly **triple patient survival**
 - Deliver **ten new treatments in a decade**
 - Launch over **70 new clinical trials**



Fundraising Tip: Giving is Personal

Tell Your Audience How Their Support can Make a Difference, and
Why the MMRF Matters to You!

- **Key MMRF Facts:**

- **Financials:**

- Raised nearly \$400 million and directs nearly 90% of the total funds to research and related programs.
- Has received the “Best in America” Seal of Excellence from the Independent Charities of America and Charity Navigator’s 4-star rating for twelve years.
- The MMRF has also been recognized by Philanthropedia as one of 16 expert-identified, high-impact nonprofits in the field of cancer.



Fundraising Tip: Sponsorships

Approach Local Businesses for Sponsorships and/or Donations.

Two types of Sponsorships:

- **In-kind:** Will your event have a photographer? Catering? Signs? Seek local donations for these services and/or goods. It's a great way to showcase a local event to the community by including their logo on materials and mentioned in your day-of program.
- **Monetary:** A donation through credit card, check or cash.



- **Tip:** Remember LinkedIn is a great social network to talk about your event and to solicit and promote sponsorships.

Fundraising Tip: Matching Gifts

Matching Gifts are an Easy and Great Way to Gain Donations for Your Event!

Many companies offer a Matching Gifts program, whereby employers match contributions made by employees. This is a BENEFIT for the employees. Be sure to use it. (Note that the match is made by the company that your DONOR works for, not your company.) The MMRF has a quick and easy tool to help determine which employers have Matching Gifts programs. Check out our Matching Gifts Search tool: <https://www.themmrf.org/donate-to-mmrf/matching-gifts/>



\$100

+

your company \$100

\$200

Fundraising Tip:

Where Do I Send Donations

- All checks should be made out to the “Multiple Myeloma Research Foundation”, and please write the name of your event in the memo, example: “Brooke’s Bowling”.
- If you receive cash, please purchase a money order, or write a check for the cash.
- All gifts should be mailed to:
Multiple Myeloma Research Foundation
Attn: Brooke Roberts
383 Main Ave, 5th Floor
Norwalk, CT 06851

Marketing Your Event



Marketing: Website

The MMRF Offers A Dynamic Event Fundraising Page for You to Register and Utilize as an Event Headquarters. **Visit:** www.themmr.org/independent



- Utilize your dedicated MMRF event page to:
 - Provide all event details and provide updates to your supporters
 - Send emails leveraging your custom URL
 - Emails: Remember communication is the key

Marketing: Email

Sample Email



Tips:

- Remember Independent Events are Personal!
- Email your supporters often to give them updates about your event: how many people have registers, funds raised, information about the event.
- And don't forget to send a thank you email post-event.

Dear [Name]:

This year I am proud to be hosting [Name of Event] to support the Multiple Myeloma Research Foundation (MMRF).

Taking on the challenge of this fundraising endeavor is both exciting and inspiring. I am making a commitment to raise funds and awareness for multiple myeloma because [Share your personal reason here, example "my dad Stephen Pettit was diagnosed in 2015, and I want to support his courageous fight by raising critical dollars for a cure"].

The MMRF is one of the most highly regarded cancer foundations in the world. Nearly 90% of the MMRF total budget goes directly towards research and related programming. The MMRF has received the "Best in America" Seal of Excellence from the Independent Charities of America and Charity Navigator's 4-star rating for the past twelve years. The MMRF has also been recognized by Philanthropedia as one of 16 expert-identified, high-impact nonprofits in the field of cancer.

I'm asking for your support in to cure cancer. My personal goal is to raise [fundraising goal]. Please help me reach my goal by making a contribution now. You can visit my [Name of Event] fundraising page at [URL] to make a secure gift online. All donations made to my event page are tax-deductible.

Thank you in advance for your generous support to helping accelerate a cure for cancer!

Sincerely,
[Your Name]

Marketing: Social



- Post why you are hosting an event, and ask friends to share your link to your event fundraising page.
- Share meaningful photos of why you are hosting an event, and pictures of your planning and day of event pictures!
- Ask your sponsors, partners, and venue to post on your behalf
- Be sure to use official MMRF hashtag (#mmrf)

A screenshot of a social media post from Burl Oaks Golf Club. The post is dated 8 Nov 2016 and contains the following text: "Come out November 19th to support @theMMRF and hear live music from @timmahoneymusic It will be a great night supporting a great cause!". Below the text is a large graphic for the Multiple Myeloma Research Foundation (MMRF) featuring the letters "MMRF" in black and purple, with "SM" in the bottom right corner. The event details are listed below the graphic: "When: Saturday, November 19th, 2016", "Where: Burl Oaks Golf Club", "What: A benefit for Multiple Myeloma Research Foundation featuring music from The Tim Mahoney Band, light appetizers, cash bar and a silent auction.", "Time: 7:00 PM-11:00 PM", "Cost: \$60/person (all proceeds go to MMRF)", and "RSVP required or for more information." The post is framed by a thick orange border.

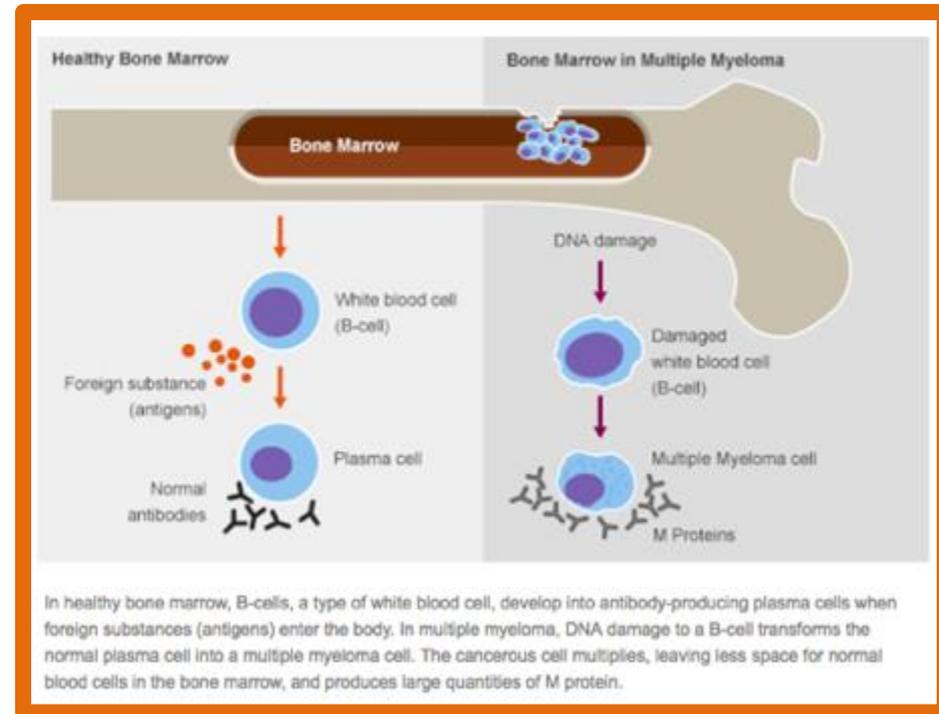
About Myeloma



About: Multiple Myeloma

As an Independent Events Host you are on the frontline of meeting families touched by myeloma, the next two pages contain information about myeloma and resources for patients and supporters:

- Multiple myeloma is a cancer of the plasma cell
- It is the second most common blood cancer
- An estimated 30,280 adults (17,490 men and 12,790 women) in the United States will be diagnosed with multiple myeloma in 2016 and an estimated 12,590 people (6,660 men and 5,930 women) are predicted to die from the disease.



MMRF: Resources

- As an Independent Events Host you are on the frontline of meeting families touched by myeloma, below are some helpful resources for patients and supporters:



Attend a Multiple Myeloma Patient Summit

Learn about standard and emerging therapies including stem cell transplant, promising clinical trials, and more for optimal disease management. Attend a complimentary symposium for all the information you need to make well-informed decisions about your treatment and care.

To register, view past summits and the complete calendar, visit:
themmrf.org/patient



View Past Programs On Demand

Access our archive of recorded Patient Summit symposia and webcasts. Hear expert perspectives on key clinical research and the rapidly evolving myeloma treatment landscape.

All available online, and free, at:
themmrf.org/education

Featured titles include:
Navigating Myeloma Therapy
Choices in the Rapidly Changing Treatment Landscape



Contact an MMRF Nurse Specialist for Support

Our Registered Oncology Nurses are available to help answer your many questions.

Let us help you navigate:

- Clinical trials and understanding the process
- Available resources
- Finding a treatment center

Monday – Friday: **9am – 7pm ET**

Phone: **1-866-603-6628**

Email: patientnavigator@themmrf.org

Questions?:



MULTIPLE MYELOMA
Research Foundation

Thank You!

Additional Questions?: Please contact one of our team members and we would be happy to help:

Brooke Roberts

Manager, Independent Events Team

Robertsb@themmrf.org

203.652.0215

Jenny Pettit

Independent Events Team

Pettitj@themmrf.org

513.253.4545

