

MIGHTY ABBY TRIVIA NIGHT

On September 21, 2019, family and friends of KIF1A kid Abby hosted **Mighty Abby Trivia Night** to raise nearly \$25,000 for KIF1A.ORG. Abby's parents, Tony and Susan, share their insights and event planning details in this Fundraiser Playbook so you can easily replicate a similar event without starting from scratch. We thank the entire Mighty Abby Team for dedicating their time and energy to supporting our mission at KIF1A.ORG!



9-12 MONTHS OUT

• Fundraising Committee: Host a "call to action" meeting to build your fundraising committee (it takes a village). We hosted this in our home, and invited all friends and family to attend—whoever wants to help. We ended up with around 30 people. At this meeting, we asked our friends/family to participate in a fundraiser with us. We brainstormed, laid out our ideas, and formulated a gross timeline of when we wanted to host the fundraiser. Many suggestions were brought up, including hosting a gala, mouse races (betting on mice running in a race), and a trivia night. A format should be chosen at this meeting. You will want to find an MC for your event, and bring them onto your team as well.

Keep in mind this is a TEAM EFFORT—all of these tasks were split up and we delegated tasks to our friends based on their skills/talent and desire to help! Ask "who wants to help with X?" You're not in this alone and your friends are there to help you!

- Communication Board: Delegate someone to create a communication board where all members of
 your committee can communicate progress and ideas. We used a private group on Facebook. Have a
 few facilitators too so this responsibility is shared!
- **Schedule Meetings:** Schedule monthly meetings with your committee (schedule next meeting at the close of the current meeting), at a minimum, to keep an open dialogue, stir interest, and stay on task. We communicated these meetings with committee members through Facebook invites as reminders. Notes were posted to the Facebook group after each meeting for those who could not attend to keep everyone up to date.
- **Sharing Documents:** All marketing/sponsorship documents were made available to download and print from Facebook fundraiser committee page, in case team members ran out of hard copies in between meetings.



Set Date & Location: Secure a location to hold your event and lock down a date. Give yourself a minimum of 6 months to put the event together. We paid for the deposit out of our own funds, as a donation to KIF1A.ORG. Things to consider when choosing a venue:

Cost

- Accessibility/Parking

- Capacity
- Set Up Time
- Audiovisual

Food/Alcohol Rules

We chose the venue we did because they offered a large seating capacity, and allowed people to bring their own alcohol and food. They did serve beer on tap, which we purchased. Most establishments wouldn't allow any alcohol to be brought in, and some establishments allowed the participants to bring all of their own alcohol. Be wary of cash and open bars—this can be a big drain on your event's profits.

- Banking & Nonprofit Status: Connect with Kathryn Atchley (kathryn@kif1a.org) and John Siemer (john@kif1a.org) to get information and paperwork on KIF1A.ORG's nonprofit status and discuss logistics and options for donation processing.
- Branding: Create a catchy name for your event—make sure it's easy to remember so people can find you on Facebook/online. Use basic resources like Microsoft Word or Canva.com to create marketing materials (e.g. logo, flyer, social media assets, etc.). Include the event date, location, time, and cost on your flyer. Search flyer designs on Canva or elsewhere online for inspiration. If you need help with branding/marketing, look for graphic designers or marketing professionals in your network.
- Set Your Price: When considering the cost for guests to attend Trivia Night, research similar local fundraisers and remain in the market average. Look for differences between your events, and adjust the price accordingly.
 - Example: Trivia nights in our area run \$150 for a table of 8 when they don't serve alcohol. We were serving alcohol, and estimated 40 people could drink 1 keg of beer. We adjusted the price of our table to \$200 to reflect that cost, and to profit from it at the same time.

If a portion of donations will go toward covering the costs of your event, you must be forthright and disclaim that to your audience in event communication and marketing materials, e.g., "All profits benefit KIF1A.ORG."

Donation Request Letter: Create a document that explains why you are hosting a fundraiser—what's your WHY? This is your opportunity to show pictures and express your need. This document will be given to prospective sponsors and donors. Canva.com is a good resource for this.



Donation Request Letter sample available in the Appendix

Donation Receipts: Create/print donation receipts. You must document receipts for all donations. You can fill this out and take a picture on your phone for your/KIF1A.ORG's records. You can also use a receipt book like this to easily create 1 copy for our records and 1 copy for the donor's records. Always offer a receipt to the donor, even if they don't request one.



- **Sponsorship Levels:** Discuss and brainstorm with your committee ways you can attract sponsors to cover the costs of your event, and create a Sponsorship Levels Flyer for potential donors. Be creative! We created 3 sponsorship levels:
 - Level 1 Sponsor: cost \$250, which included a half-page ad in the silent auction brochure
 - Level 2 Sponsor: cost \$500, which included a half-page ad in the silent auction brochure as well as their logo on an event banner displayed at event entrance
 - Level 3 Sponsor: cost \$750, which included a half-page ad in the auction brochure, logo on large banner, and logo on each trivia round slide (displayed on projector) as well as logo on answer sheet for a round of trivia

All sponsors were given an advertisement/Facebook post as well. We did have a graphic designer to help with ads, etc.—but think of things you can offer these sponsors! Even logo placement options would be easy to do!



Sponsorship Levels Flyer sample available in the Appendix

Online Presence: We created a Facebook page and one of our committee members created a website
for our event—Mighty Abby Fundraiser on Facebook and www.MightyAbby.org. We used this to create
a place where we could tell people our story, promote our event and advertise for our event
sponsors. Having social media and a website also helps potential donors easily check you out and
helps create legitimacy.

SOLICITING DONATIONS

- **Tell Your Story:** You don't have to have sales or fundraising experience to pursue donations for Trivia Night. Fundraising can be intimidating, but remember our cause. Tell your story and why you're so passionate about supporting the mission of KIF1A.ORG. You'll find people are moved by our story and eager to contribute.
- Pursuing Local Donations: All hands-on deck for this step. Begin soliciting sponsors and donations ASAP. Never turn down a donation (within reason and the law of course), even if you don't think you can use it. Take your documents (Donation Request Letter, Sponsorship Levels Flyer, tax-exempt information, donation receipts) with you wherever you go and ask businesses for help—and we do mean everywhere you go! You will be surprised by who is willing to help: all stores, service providers, family, and friends. Most of our sponsors were people we do business with and who our family knows/does business with. Ask—people will surprise you!
- Pursuing Large Corporate/Foundation Donations: If you want to pursue a donation from a nationwide or international company or foundation (e.g. The Coca-Cola Foundation, Walmart, Target, etc.) via an online charitable giving portal, reach out to Kathryn at kathryn@kif1a.org. We must coordinate these requests. Many companies/foundations will ask if the organization has sought a donation within the last year, or whether the organization has ever received a past donation. Kathryn can provide guidance and accurate organizational information to include in these online applications.

- Tracking Requests & Responses: We used a shared Google sheet that was accessible to everyone
 on our fundraiser committee and KIF1A.ORG leadership to document which companies/foundations we
 were pursuing for donations and their responses. This avoids repeat requests to the same
 company/foundation (which makes us look unorganized) and helps us keep track of pledged and
 confirmed donations.
- **Silent Auction Baskets:** While soliciting for donations, keep in mind what would make a desirable basket, and build it with your donations. For our event, date nights were the most popular (e.g., hotel stay, event, dining gift certificate and a bottle of wine), followed by tool baskets and golf baskets.

6-9 MONTHS OUT

- **Keep Up the Fundraising:** Be relentless! This is very important. Not everyone you ask will say yes. Our records suggest around 30% of asks resulted in a donation. But don't get discouraged. The more people and businesses you ask, the more "yes's" you'll receive.
- Save the Date: Send out a Save the Date reminder on Facebook. You can create an event and use all the information from your flyer.
- **Selling Tables:** To attend Trivia Night, guests had to purchase a ticket to join a table. Tables had to be paid for in advance of registering for the event. All committee team members had to contact the Event Coordinator prior to accepting payment and taking a reservation, especially as table availability became limited, to ensure we didn't overbook the event.
- Event Coordinator & Tracking Table Sales: Assign someone from your team to be the Event Coordinator. Their responsibility will be to accept payments (Square over the phone, check, or cash) for table sales and create receipts. This person should maintain a spreadsheet of tables sold, like this:

#	Head of Table – Name	Phone	Email	Form of Payment	Date of Payment
1	First & Last Name	XXX.XXX.XXXX	email@email.com	Cash	1/1/2019
2	First & Last Name	XXX.XXX.XXXX	email@email.com	Check (#1223)	1/4/2019
3	First & Last Name	XXX.XXX.XXXX	email@email.com	Credit Card	1/7/2019

The Event Coordinator's contact information should be displayed on your event flyer and online marketing materials. We maintained our tables sold spreadsheet on a separate Google sheet—everyone could see it, but only one person had editing access to avoid overselling tables.

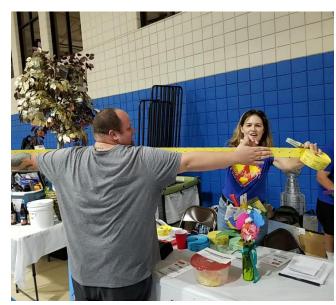
<u>Google Voice</u> is a nice resource to create a phone number that you can safely share publicly. Consider using one for your Event Coordinator contact information.



- Fundraising Activities: Begin working on the finite details of the event night. Decide what types of games to play that can raise revenue. We did activities such as a 50/50 raffle, lottery tree, wheelbarrow filled with booze, prizes for best table decoration, and prize for the winning team. There are laws governing what you can and can't raffle. Some governments consider a 50/50 raffle a lottery, so <u>you must</u> check what is legal.
 - **50/50 Raffle:** Sell raffle tickets throughout the night. Near the end of the evening draw a raffle ticket. The winner receives half of the kitty, and the organization keeps the other half. Usually the winner donates their share back as well (ours did!), but this doesn't always happen.
 - Lottery Tree: We purchased a cheap ornamental tree (check out Craigslist/friends/Goodwill) and painted it gold, placing \$200 worth of lottery tickets on the tree appearing as branches. We sold raffle tickets at \$10 per chance. Draw the raffle near the end of the evening. We sold \$800 worth of raffle tickets for this item. The tree and tickets were donated to the event by our family.
 - Wheelbarrow of Booze: Many breweries, distributors, and liquor stores and manufacturers gladly give to charities. We filled a wheelbarrow with these donations and had each committee member give a bottle of liquor/beer and raffled it away. We sold tickets at one ticket for \$10, or three tickets for \$20. We sold \$600 worth of tickets.
 - **Prize for Best Decorated Table:** This builds excitement by letting people use their creativity to support your theme. Not everyone will participate, but that's okay. We used donated gift cards (8) that we couldn't use in a basket or auction on its own as the prize.
 - **Prize for Trivia Winners:** The winner receives their table value back, \$200. In turn, they donated the money back to the organization **3**.
 - Other: We had about six gift certificates for a local restaurant that did not go with any baskets. We had the MC make up fun contests throughout the night: who has a paper clip, who can sing this song on the spot, etc., to win these to keep the crowd excited. Everyone loves free stuff and this became a big hit!









• **Printing:** Find a printer to sponsor your event or to offer a reduced printing rate. Let them know why you need their help: they will likely be glad to work with you. Our printing needs—including brochures, answer sheets and a large banner—were discounted and paid for out of our profits/sponsor donations. Although we had to fund this printing, we came out ahead by selling ads to these businesses. Win/win.



Brochure, Answer Sheets & Banner samples available in the Appendix

3–6 MONTHS OUT

- Relentless Fundraising: Continue asking for donations from businesses. Make sure you are recontacting businesses and owners who said they would call you back. Be relentless!
- Auction & Prizes Brochure: Delegate someone to create a brochure that includes:
 - Raffle prices & prizes
 - Auction details (live &/or silent)
 - List of auction baskets/items
 - Information about KIF1A.ORG & our mission to cure KAND
 - Advertisements from sponsors (optional)

This brochure may go through a few updates as you receive additional auction items and sell advertisements leading up to the event. You can easily promote this brochure online to share the latest version, in addition to printing small quantities for in-person distribution. Print these at home or professionally (ask about discounted rates, an in-kind donation, or a sponsorship to offset the cost). See the <u>Appendix</u> for sample pages of our Trivia Night brochure.

- **Brainstorm Trivia Questions:** Delegate an individual or small group to create trivia questions: 8–10 rounds of 10 questions. Make the questions fun! Try mixing in music or short video segments with written questions for a more interactive, memorable experience.
- Honoring Our Superheroes: Think of ways to honor our superheroes and remind everyone why we're
 here. We printed pictures sent to us by friends in the Family Support Group, and displayed framed
 photos on a table. We also had slides in our PowerPoint and brochure dedicated to describing KAND.



1-3 MONTHS OUT

- Even More Relentless Fundraising: Continue pushing for donations. This is the timeframe when many donations will start pouring in—be prepared. The more donations you get, the more successful your fundraiser will be. Be relentless!
- Trivia Question Materials: Delegate an individual or small group to create the following:
 - ☐ **Trivia Question PowerPoint:** We had a welcome slide describing KAND, rules of participation, 1 round of trivia (10 questions), followed by a stop slide, and then a review of the questions with their answers—repeat this slide section for each of the rounds.
 - □ **Scoresheet:** An Excel sheet used to show teams where they are in the standings. Display regularly.
 - ☐ **Answer Key:** Create an answer key to the trivia questions and provide one copy to each scorer.
- Silent Auction Materials: Delegate an individual or small group to create the following:
 - □ **Bid Sheets:** Each silent auction basket/item needs a bid sheet with information about the basket/items and room for people to write their bids.
 - ☐ Winners Spreadsheet: Create a list of each silent auction basket/item and room to note the highest bidder for each basket/item, to be filled out and displayed after auction comes to a close.



Scoresheet & Bid Sheet samples available in the Appendix

• Raffle Materials: Purchase raffle tickets in varying colors based on raffle items. Make sure tickets are double sided: 1 side for the customer, 1 side for the raffle basket. We chose yellow tickets for raffle baskets, red tickets for 50/50, green tickets for the lottery tree, and blue tickets for the wheelbarrow of booze.





ASSIGNING JOBS

Assign jobs to members of your team for the night of the event. Make sure you have some people floating to give breaks! We had over 20 committee members working the event as follows:

1 MC: Outgoing entertainer hosts the event and draws raffles. Must adapt to keep event running on time. Overages on time often carry a fee with the event venue, and you want your attendees to leave at a reasonable time!
1 Timekeeper: Helps MC remain on schedule and takes requests/concerns to MC.
1 IT Person: Runs PowerPoint and plays music. May also help the IT person backstage.
4 Scorers: Scores answer sheets. 1 scorer will enter scores into spreadsheet to display for the players. These people were also backstage.
4 Score Sheet Collectors: A good opportunity for kids to help by collecting score sheets between rounds. Or, you could have 1 person from each table deliver the score sheets.
4 Cashiers/Check-In Crew: Responsible for the following duties:

- Check people in, answer questions, and send them to correct table number.
- Take payments for mulligans, raffle tickets, live auction items, and silent auction items.
- Credit/debit payments were taken with Square readers. We had 4 readers for the event but only used 3. 1 checkout line should be strictly cash.
- Keep total of event sales and put overflow money in safe box.
- Complete silent auction Winners Spreadsheet.
- □ 4 50/50 Raffle Salespeople: Walk around tables and work the crowd, trying to sell chances on the 50/50. Must keep these sales separate from all others with a running total of cash and credit 50/50 sales. Half will be given to the winner.
- ☐ 1 Cupcake Salesperson: Sell donated cupcakes to guests.
- □ **2 Servers:** The facility came with 2 people who served beer/soda to attendees.
- □ 3+ Silent Auction Watchers/Floaters: Watch over baskets/items to make sure nothing walks away. Responsible for bidding up baskets to maximize donations and pulling bid sheets at MC's request at the auction's conclusion. Bid sheet pulls will need help from other areas to accomplish in minimum amount of time.
- ☐ **Host/Hostess:** Walk around and offer thanks, advocate for KAND. Put out fires to ensure the event runs smoothly and everyone has a great time.





1 MONTH OUT

REVIEW INVENTORY & GATHER SUPPLIES

Perform an inventory of supplies, and determine what is missing for Trivia Night. It's important to be resourceful and try to get supplies at little to no cost. Ask for people to donate or loan items. Items needed for our event were as follows:

□ Printed Materials

- Event Brochure
- Registration/Attendee List
- Diagram of Table Assignments
- Table Numbers
- Bidding Sheets for Silent Auction
- Winners Spreadsheet for Silent Auction
- Trivia Answer Sheet for Tables to Complete
- Trivia Answer Key for Scorers
- Volunteer Itinerary with Job Descriptions
- Banner

□ Office & Other Supplies

- Pens (enough for players to fill out trivia sheets, bid sheets & extra at check-in table)
- "Just in Case" Supplies (tape, rope, scissors, basic tools, duct tape—you never know!)
- Raffle Tickets

□ Volunteer Snacks

 Snack Arrangements for Volunteers (invite them to participate in a potluck!)

□ Beverages

- Soda/Water
- Beer (we had 3 kegs for 250 people, but people were also allowed to bring in outside beverages)
- Coffee & Supplies
- Cups & Napkins (may be provided by facility)

□ Technology

- Computer/Tablets for AV (slideshow, score sheet display, music, etc.)
- 4 Tablets/Smartphones with Square Readers (to process debit/credit payments)

□ Posters & Informational Signage

- Check-In Table
- Superhero Photos Table Display
- Cupcake Display
- Posters for Wheelbarrow Raffle, Lottery Tree, 50/50 Raffle, etc.

☐ Cash Management

- Cash Box
- Large Lock Box (secure overflow from cash box)
- Donation Buckets/Containers (with holes in the top for raffle items: wheelbarrow, lottery tree, 50/50)
- Calculator

□ Decorations

- Superhero Photos & Frames
- Basket Decorations
 - Baskets (if not donated with items)
 - Shrink Wrap
 - Bows/Ribbons
- Balloons
- Plastic Table Covers



Shrink wrap keeps items looking nice & secure!



- Build Excitement: In the weeks and days leading up to your event, use social media to build excitement:
 - Highlight baskets/items that attendees will have an opportunity to win
 - Remind people why we're fundraising: to support the mission of KIF1A.ORG
 - Recognize event sponsors and donors
 - Countdown to the event
- Event Walkthrough with Volunteers: Schedule a meeting with your volunteer team to go through the evening's activities and finalize duties. If possible, hold this meeting at the event venue.
- **Setup & Cleanup:** Check with the venue to see how early you can bring items (banners, posters, silent auction baskets, etc.) to the venue. If they can be stored securely, consider delivering items the day before to save time on the event day. Plan for plenty of volunteers to help with setup and cleanup.

Your months of preparation and teamwork will pay off. Check, double check and triple check for additional needs, then have fun and enjoy the night!!!!!

 Post Updates: As soon as you have a tally of donations raised at the event, share the news with event attendees and sponsors, and thank them for making the event a success! Send thank you cards to significant supporters (donors, volunteers, etc.) to make sure they know how appreciated they are.

THANK YOU!!!!

We are so grateful for everyone who came out and to everyone who supported us on this journey by donating time, at trivia - You made a difference! THANK YOU for caring Abby Fundraiser was able to raise

\$22,943.87!

This total does not include donations that are coming from tshirts and a few more checks that were promised to get our
official total, So we will send out another update once these
final checks are in the bank! We want to send a very special
this night possible! Thank you for supporting RARE: Dr. Udy,
Learning Lodge, Swift Print Communications, Dr. Cavaness,
Corporation & Super Dave. Thank you – Kathryn Atchley &
John Siemer.

We love you guys & We will see you next year! Love team Mighty Abby.





APPENDIX

DONATION REQUEST LETTER



To whom it may concern,

This past January 2019, our youngest daughter Abigail, was diagnosed with a rare genetic disease called KIF1A associated neurological disorder (KAND). This was shocking news to us as this disease is a neurodegenerative disease, that will slowly steal her ability to walk, talk and see if we do not find a cure for her. Currently there are only around 200 cases world-wide, with no cure to date. Fortunately, we do have a research team in New York City working on a cure for Abigail and other kids like her. Research is expensive, so we are doing everything we can to support funding for this cause. We will be hosting a trivia night Saturday, September 21, 2019, and are seeking support from the community. Will you donate to find a cure for KIF1A?

Sincerely.

Anthony and Susan Gogel

Any donation would be much appreciated! All profits from this event go directly to support research and the development of a cure. The mission of KIF1A.org is to connect families and support research leading to treatment for people affected by KIF1A Associated Neurological Disorder.

To learn more please visit KIF1A.org





SPONSORSHIP LEVELS FLYER



ALL PROFITS OF THIS EVENT GO TO KIF 1 A.ORG.

SATURDAY SEPTEMBER 21ST, 2019

Saint Charles Borromeo | David Dyer Memorial Center | 534 North Fifth Street | St. Charles Mo 63301

Level 1

\$250

HALF PAGE AD IN THE SILENT AUCTION BROCHURE AND FACEBOOK POST

7 1/4 INCHES X 4 3/4 INCHES YOU PROVIDE THE AD

Level 2

\$500

HALF PAGE AD IN THE SILENT AUCTION BROCHURE AND FACEBOOK POST

7 1/4 INCHES X 4 3/4 INCHES YOU PROVIDE THE AD

LOGO ON LARGE BANNER

Level 3

\$750

HALF PAGE AD IN THE SILENT AUCTION BROCHURE AND FACEBOOK POST

7 1/4 INCHES X 4 3/4 INCHES YOU PROVIDE THE AD

LOGO ON LARGE BANNER

TRIVIA ROUND SPONSOR

For more details please contact Anthony at 314-599-8669

or email MightyAbbyFundraiser@gmail.com or visit www.mightyabby.org





BROCHURE

Samples of brochure pages does not include the entire Trivia Night brochure with sponsored ads.

For the complete copy, email impact@kifla.org.





KIF1A.ORG

Friends, thank you for coming out to support our rare community and joining our mission to help Abby and kids affected by KIF1A Associated Neurological disorder!

KIF1A,ORG is a global community dedicated to improving the lives of those affected by KIF1A Associated Neurological Disorder and accelerating research to find a cure.

KIF1A is a molecular motor protein vital to brain function. Mutations in KIF1A cause a severe neurodegenerative disorder with a progressive course. The disease is associated with:

- Cognitive impairment
- Cerebellar atrophy
- Spastic paraplegia
- Hypotonia
- Epilepsy
- Optic nerve atrophy
- Peripheral neuropathy

KIF1A Associated Neurological Disorder is a new disease with only about 200 cases worldwide, and research is rapidly underway to discover treatment. Every day we are closer to understanding KIF1A and how brain function is disrupted by mutations in the gene. Accelerating this research will lead to rapid development of medicine. Time is as much our enemy as nature. We urgently need your support to save the lives of children affected by KIF1A.

Our goal is clear: to immediately find treatment for every individual living with KIF1A Associated Neurological Disorder. We dream of a world with an easily accessible cure for our kids with KAND.



LIVEAUCTION

Visit our Live Auction Table for more details!

- 4 one-way Southwest Tickets ~ Valued at \$800
- 2. 7-night Orange Beach Vacation Book between October April ~ Valued Wisdom Teeth removal (4) by NWOS ~ Valued at \$2743
- 4. 7-night Alaska Vacation at Wooden Bear Cabins ~ Valued at \$2597.00

ANGELS

The beautiful Angels, adorned with KIF1A org's colors and logo, were designed and created by KIF1A warrior mom Kelley Salisbury-Thorson. Kelly's son Ryan, passed away on May 22, 2019, and she created these Angel's in honor of him. Please consider purchasing an Angel from the cashier table to display on your Christmas tree this season, as a testament of your love and support for our

TRIVIA

10 Rounds of Trivia with 10 questions each. Rules: NO calling out answers, no cell phones!! Mulligan Pricing: \$10 for 10 Mulligans You can use 1 Mulligan per round

MIGHTY BBY FUNDRAISER



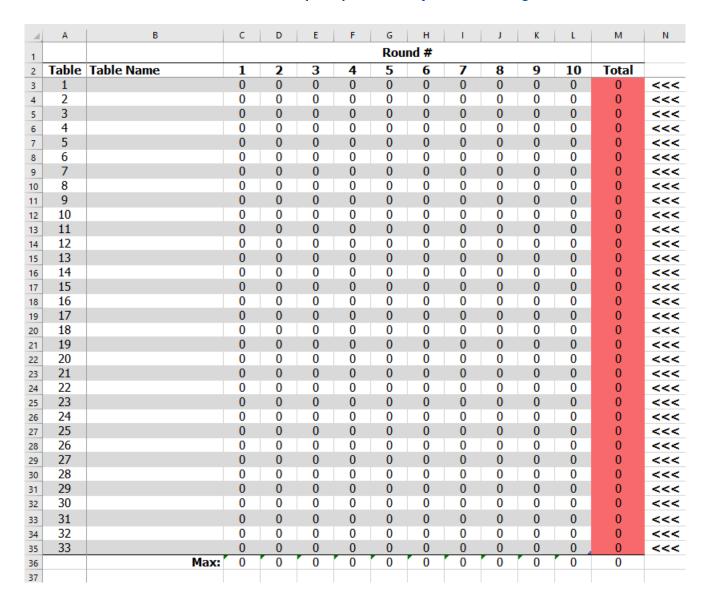
ANSWER SHEETS

Round #	Round #	Round #
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
пшоѕ	creative corner	AMERICAN FAMILY INSURANCE Tom Bax & Associates LLC



SCORESHEET

For the Excel file (.xlsx), email impactekifla.org.





BANNER



TABLE NUMBERS



BID SHEET

KIFIA ORGANIZATION BENEFIT

SILENT AUCTION BID SHEET

ITEM/DESCRIPTION:

APPROX. VALUE: \$
STARTING BID: \$
MIN. BID INCREASE: \$

BIDDER NAME/#	BID AMOUNT MUST INCREASE BY \$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	

TIPS

- We generally set starting bids at 40% of the approximate value
- Our minimum bid increase was \$5 for items valued under \$100 and \$10 for items valued over \$100
- Note the starting bid on the first line of the bid sheet so people don't accidently start bidding below your start point

	\$
	\$
	\$
	\$
	\$
W.	\$
	\$
	\$