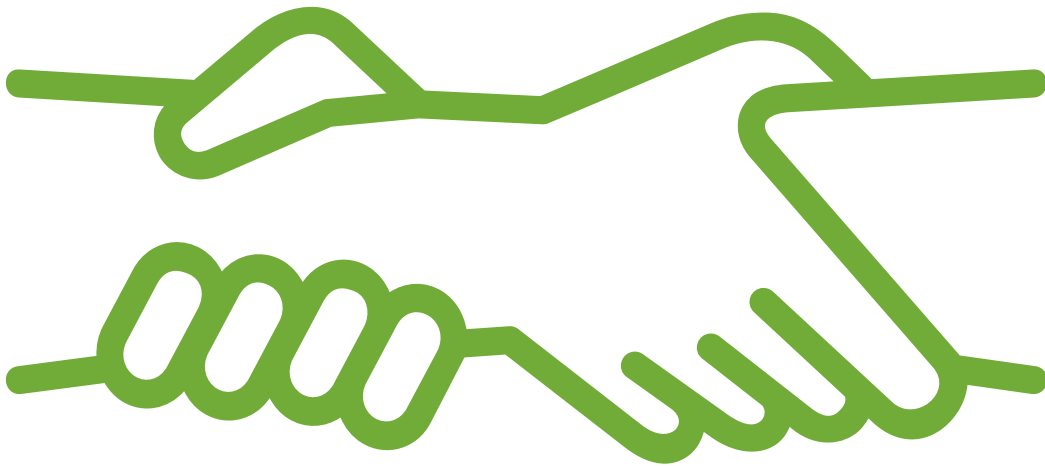




**ANAD**

# **Fundraising Guide**



# What can we help you find?

About ANAD | Page 3

Non-Event Fundraising Ideas | Page 4

Event Fundraising Ideas | Page 5 & 6

Restaurant & Retail Fundraising | Page 7

Fundraising Timelines | Page 8

Fundraising Quick Tips | Page 9

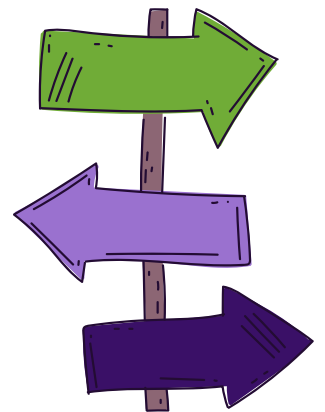
Sponsors & In-Kind Donors | Page 10

Sample Letter | Page 11

Social Media Campaign | Page 12

Collecting Donations | Page 13

Additional Resources | Page 14



# Support ANAD Support Others

You can't spell fundraising without FUN and we hope this guide will help you find just that!

## ANAD'S MISSION

ANAD's mission is to relieve suffering by providing support & education to those struggling with disordered eating and body image.

## ANAD'S PROGRAMS

From our Helpline and treatment directory to our support groups and mentorship program, there are so many ways to get help at ANAD!  
Learn more [here](#).

## ANAD'S IMPACT

Thanks to the generous support of folks like you, ANAD is the leading nonprofit in the U.S. providing free, peer support to anyone struggling with an eating disorder.

Learn more about ANAD's history and programs at [anad.org](http://anad.org)  
or contact us at [hello@anad.org](mailto:hello@anad.org).

# Fundraising Ideas That Aren't Events

If you don't want to plan an event but still want to get involved, here are some ideas to get you started!

## GET SOCIAL!

Facebook and Instagram both have donation options. Select ANAD as the organization you want to support and then share with your network.



## SHOP & SUPPORT

Download the ShopRaise app [here](#) and support ANAD while shopping online at one of over 1,000 participating retailers. Share this [link](#) with your networks and invite them to help support ANAD!



## DESIGN A T-SHIRT

Sell t-shirts to your friends, family, and community. Using a website like [Bonfire](#) makes the design process easy with all proceeds going back to ANAD.



# Fundraising Event Ideas

These events are guaranteed to make fundraising fun and effective!

## PICNIC & GAME DAY

Charge a small cover fee and grill out in a local park. Plan a free-throw contest, three legged race, and other fun events. If weather is an issue, reserve your local gym or events center and host sports tournaments!



## A BEYOUTIFUL SHOW

Dismantle the idea that beauty is purely physical. This event showcases the beauty in skills, passions, and talents. Sell tickets to the event and ask local organizations if they'd be interested in sponsoring or donating snacks or clothing.



## YOU PICK-A-THON

Talk with local bowling alleys, pool halls, or mini-golf courses about hosting a fundraising event! Charge a small fee for participants to enter and look around for individuals or organizations to sponsor lanes, tables, or holes.



## TALENT FOR GOOD

Host a talent show or ask a local band to hold a charity concert. Connect with local artists to see if they'd be interested in using their talents to help raise funds for ANAD. This will give them exposure, while also generating fundraising dollars from ticket sales.



# Fundraising Event Ideas

These events are guaranteed to make fundraising fun and effective!

## BAGS/CORNHOLE TOURNAMENT

When you hold a bags tournament you need 12 people. This number of people is ideal so the scores and games turn out properly. You will need to have three bag boards and six sets of bags to play an individual tournament. You will also need to print out tournament cards so each of the players can keep score of their points. You can find bags tournament cards, boards, bags, and other equipment on the internet to set up your tournament.



## THEME NIGHT

The possibilities are endless! From 80's Prom to a masquerade dinner party, invite your friends and family for a night of fun. Charge a small cover fee and check with local business to see if you can score any items to raffle or auction off.



## WASH N ROLL

Hold a car wash or dog wash in your community! Who doesn't love a clean car or fresh-smelling pup?! Charge a fee and have fun helping out your friends, family, and neighbors!



## YOU CALL IT

These are just some of the ideas our team has seen before, but the great thing about fundraising is that there are tons of creative ways to raise funds! Think outside of the box and let us know what you come up with!

# Restuarant & Store Fundraisers

Encourage people to support ANAD while dining out or shopping!

## Kendra Scott

ANAD has partnered with Kendra Scott locations before to have a set percentage of sales during a specific timeframe donated back to the organization. Check with your local store and then tell all of you friends!

## Restaurants

The following restaurants chains all offer the opportunity to host a fundraising night:

Blaze Pizza | Chipotle | Applebee's  
Panda Express | Panera Bread | Which Wich



These are just some of the restaurants that may host a fundraising night. Reach out to your local restaurants to see what other options are out there!

## Stores

There are several retailers like Kendra Scott who offer the opportunity to host a local fundraiser night. From grocery stores like Harris Teeter to discount retailers such as Five Below, there are always opportunities to combine your support with shopping.



# Fundraising Event Timeline

Event planning is a career field for a reason. Event planning can be a time consuming commitment, but by planning early and staying organized you'll be a pro in no time!

## 3-6 Months Out

Try to schedule your event at least 3-6 months in advance. Decide what type of event you'd like to hold and start looking for venues if necessary. At this point, you should also ask around for volunteers to help in the planning process. Give folks an assigned role or task, such as logistics, communications, or sponsor reach-out.

## 2-3 Months Out

Start deciding who you want to invite to your event or how you will market it. Get the save-the-dates out there so folks can put it on their calendar. You'll also want to reach out to prospective sponsor or in-kind donors, as applicable, to gauge potential interest.

## 1 Month Out

Getting closer! At this time, you'll want to finalize food and entertainment for your event. You should also be promoting the event on social media and other platforms as applicable.

## A Few Days Before

Make a spreadsheet with a timeline of the event activities and do a brief walk through. Keep promoting the event! Then get ready to be a fundraising rockstar!

## A Few Days After

Check out the Collecting Donations Page (12) for information on sending funds to ANAD. Also make sure to thank all of those who participated in the event.



# Fundraising Event Tips



## ASK ANAD

We are here to help! Please don't hesitate to reach out if you have questions regarding your event or if you need documentation for in-kind donations or sponsors. We may also be able to provide you some additional materials to share during your event.

## BE MINDFUL

If your event is focused on physical activity such as a walk or sports tournament, make sure to focus on joyful movement. Build community, not competition. Also, keep in mind accessibility for movement-based events. Add a walking option to a run or modifications to a yoga event.

## FOOD & BEVERAGE

Food and beverage are important elements of events, but may be a sensitive subject given the topic of eating disorders. Individuals who may attend the event could be experiencing eating disorders themselves or actively going through the recovery process.

This is why we ask that event organizers be mindful of brands and restaurants that may conflict with ANAD's messaging and programs. We discourage the use of brands and organizations that promote diet culture or unhealthy eating behaviors. Examples could include snacks that promote weight loss, "guilt-free" eating, or "clean" ingredients.

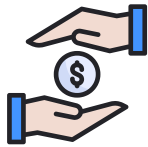
If you have specific questions regarding a potential food and beverage partnership, please feel free to contact [jason.wood@anad.org](mailto:jason.wood@anad.org).

# Navigating Sponsors & In-Kind Donors

## COMMUNICATION TIPS

Some tips for connecting with potential donors or sponsors for your event:

- Keep your email/letter brief
- State your own commitment to the ANAD cause—wellness, self-esteem, advocacy
- Mention your specific fundraising event
- Explain why donating is important and where their money will go
- Ask for a specific donation amount/goal
- Outline ways your donors can get their money to you and your organization
- Thank your donor

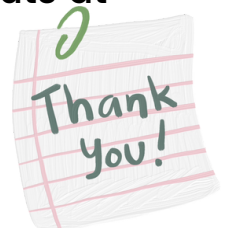


## WHAT TO ASK FOR

This may vary depending on the type of event you choose to do, but typically sponsors will provide a monetary amount while in-kind donors (grocery stores, gas stations, retailers, etc.) may provide items such as raffle prizes, food and beverage, event space, or supplies.

## HOW TO RECOGNIZE

Include sponsors and in-kind donors on promotional materials, mention in email communications to attendees, include on signage or hand-outs at events, and thank them during the event.



# SAMPLE LETTER SEEKING DONATIONS

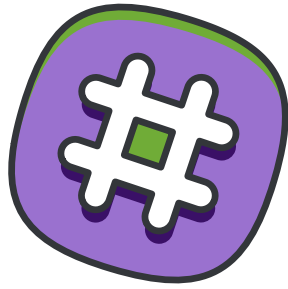
Dear [Name],

This year, I'm participating in [Event name and date]. Please help me meet my fundraising goal of [Goal] by sponsoring our initiative. You'll feel confident in knowing that your generous gift is being used efficiently and effectively: contributions go towards funding support services for those in eating disorder recovery. And, your gift is tax deductible. Making a donation is easy. You can donate online at <http://www.anad.org/donate/> and enter [our organization name or event name] as a donation message.

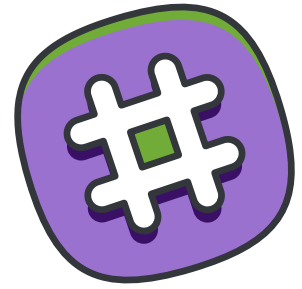
You can also send a donation in cash or by check payable to ANAD at any time before [Event Date] to [your name and address] in the envelope I have included. Any amount you can donate is greatly appreciated!

Donating to ANAD is such a simple and effective way for you to show your support for this important cause. Together, we can make a difference in the lives of those who are celebrating recovery or are still fighting against an eating disorder. Once again, thank you for supporting the mission of ANAD. For more information, please log-on to the ANAD website. [www.anad.org](http://www.anad.org).

All the Best,  
[Enter your name here]



## **SOCIALIZE TO CHANGE LIVES!**

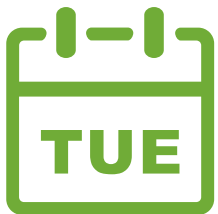


Team up with your friends, family, and co-workers to do your own social media campaign or bring the daily themes into the classroom or office! Then share your images on social media and tag @anadhelp.



### **#NoMakeUpMonday**

**Call attention to the societal pressures to feel or be pretty.**



### **#TrashInsecuritiesTuesday**

**Build self-esteem and confidence and challenge others to trash their insecurities.**



### **#WhatILoveAboutMeWednesday**

**We're often our own worst critics. Let's change that and share what we love about ourselves.**



### **#BeKindToYourselfThursday**

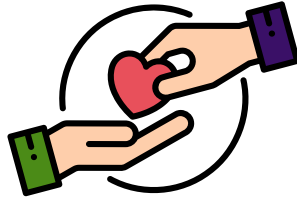
**Break free from the narratives of diet culture and show your body and mind some kindness.**



### **#EmpoweringFriendsFriday**

**Peer support is critical and beneficial to the well-being of others. Do something kind or embrace vulnerability and share your own story.**

# Collecting Donations



1. **Debit/Credit Card:** Direct your donors to [www.anad.org/donate](http://www.anad.org/donate) and ask them to include your organization or event name as their “Donation Message.”
2. **Check:** Checks can be made out to ANAD and sent to the address below.
3. **Cash:** Cash can be sent to ANAD at the address below.

**ANAD**  
**PO Box 409047**  
**Chicago, IL 60640**

Contact [hello@anad.org](mailto:hello@anad.org) if you need confirmation of receipt of funds or need a total for your event.

# **Additional Resources**

**[Eating Disorder Warning Signs](#)**

**[Eating Disorder Statistics](#)**

**[ANAD History](#)**

**[ANAD Support Services](#)**

**[ANAD Contacts](#)**



Thank you for your interest in supporting ANAD. We are forever grateful to our community of volunteers and supporters who are changing lives and championing a brighter tomorrow for those who are struggling.