



“Show Your love, Save a Life” Fundraising Guide

Circle K International is proud to present “Show Your love, Save a Life.” This fundraising guide will help you plan and implement four trademark events for this CKI program. All are designed to raise funds to support The Eliminate Project.

The Eliminate Project is Kiwanis International’s global campaign, in partnership with UNICEF, to help eliminate maternal and neonatal tetanus (MNT) from the face of the Earth. The campaign will raise US\$110 million for UNICEF’S global MNT elimination efforts.

A few quick facts:

- One baby dies every nine minutes from tetanus
- 160 babies die each day from tetanus
- MNT has been eliminated from more than 25 countries since 2000
- A series of three doses of tetanus vaccine = immunity from tetanus
- Woman + vaccine = protected baby
- US\$1.80 protects one woman and her future babies
- The Eliminate Project saves or protects more than 61 million women and babies
- Elimination = <1 case of neonatal tetanus per 1,000 live births in every district of a country

ElimiDate

Your one-stop resource for a great Valentine's Day themed speed-dating fundraiser

In the spirit of Valentine's Day, host a fun speed-dating event to connect students across campus. Participants pay an admission and are then paired up in a series of quick dates (five-to-seven minutes). A bell or timer rings when time is up, and participants move to their next one-on-one conversation. This matchmaking process is the perfect opportunity to meet new people, make new friends—or a love connection—and help save lives.

1. **Pick a date.** Select a suitable date and time for your speed-dating event.
2. **Select a venue.** Pick a campus location for your event. Select a room large enough to hold approximately 10 tables or stations. Contact school officials to secure or schedule the room.
3. **Determine admission.** How much will you charge? Will it be a flat rate or donation? Will you make it free, but have good food there to sell? Consider multiples of \$1.80 and share how many lives will be saved or protected from maternal and neonatal tetanus.
4. **Pre-register the first group.** Recruit a group of fun people and/or eligible bachelors and bachelorettes to pre-register. Ask each one to provide a short bio. Place these on a website or have them at a registration table.
5. **Open registration.** Open the floodgates for all the interested bachelors, bachelorettes, or friendly people to register to meet the preregistered group.
6. **Advertise.** Spread the word about your awesome event. Use social media outlets to post pictures and status updates. Create and pass out fliers on campus. Chalk details on sidewalks. Tell everyone you know. Be creative. Don't forget to talk about what the money will support—and the current progress of the campaign. Find a Catchphrase: "Want to make new friends and have a good time? Try **ElimiDate!**"
7. **Finalize logistics for the event.** Have at least 10 tables or stations for people to move through. Have the preregistered group sitting the entire time, moving people from the preregistered group to the registered group to even out the numbers. Have the later-registered group rotate and change chairs every few minutes.
8. **Do it.** The big day has finally arrived, and it's time to actually host your event. Have a facilitator organize people and instruct them about what will happen. Have a short presentation about The Eliminate Project and what the participants are doing to eliminate maternal and neonatal tetanus from the face of the earth.
9. **Evaluate.** Don't forget to evaluate what went well and areas to improve.

Any questions on how to make your fundraiser more successful? Contact Colin McWatters at colinmcw@umich.edu.

A Bachelor/Bachelorette Auction in 12 Easy Steps

ElimiDate is not right for you? Here is another idea: Kick off the Valentine's Day season with a fun and fast-paced bachelor or bachelorette auction. Not only will you raise money for The Eliminate Project, but you might also help start a great love story. Here are 12 easy steps to throw a successful auction.

1. **Logistics.** Before you get to the fun stuff, you have to plan the details. Select a suitable date, time and location that has a potential runway or stage and will accommodate a large group of people. Book the location. Come up with a layout for the night and give it to the venue far in advance. Create a budget to cover decorations and refreshments. Remember to set an admission price that will cover the cost of the event and allow you to raise much-needed funds for The Eliminate Project.
2. **Pick a theme.** Nothing makes an event more fun than a good theme (no, really). "It's Raining Men" and "Soul Men" are a few options.
3. **Advertise.** Start putting up fliers around campus, create a Facebook event, place an ad in your campus newspaper and make sure you advertise through word of mouth. Tell everyone you know about the event, and tell them to tell their friends. Make the event seem fun and exciting, and you are bound to draw a crowd.
4. **Find your bachelors/bachelorettes.** Pick a day or two and set up a table in a high-traffic area on campus. Ask bachelors and/or bachelorettes to participate. Note: you may need a screening process to narrow down the applicants. Between 15 and 30 bachelors/bachelorettes is a good number. Ask applicants to complete a form with their name, email, phone, major, year, hobbies, talents and a brief bio.

Another idea: Have a guest star sign up to be a bachelor/bachelorette, such as a beloved administrator or professor. The funds raised can go directly to The Eliminate Project without the winning bidder having an obligation to go out on a date with the guest star.

5. **Advertise.** The most important part of the event is getting people to come. So advertise multiple times and ways. Have some of your bachelors/bachelorettes hand out fliers in your dining hall. Word-of-mouth is key and free: Make sure everyone you know invites everyone they know. Use social media (Twitter and Facebook) to spread the word. Ask other campus organizations/clubs and Greek Life for support; partner with them and inform them about our worldwide campaign. Consider presale tickets so people are more inclined to come the night of the event. Plus you'll have money up front.
6. **Make some extra money.** Consider selling ads around the community to put in a program to hand out that night. Conduct a raffle: Ask local businesses to donate prizes and sell tickets during the event.
7. **Decorate.** A few decorations can go a long way. Get balloons in a color that fits your theme and place them in bouquets around the venue (possibly at the end of the runway, if they don't block the view). Put up paper cut outs along the wall. Decorate the stage to add some pizzazz. Use your imagination and it will turn out

great! Don't forget to have a display near the entrance telling patrons about The Eliminate Project. People want to know where their money is going. Visit www.TheEliminateProject.org or contact the campaign office (+1-317-217-6213 or campaign@TheEliminateProject.org) for materials.

8. **Find your emcee.** Your emcee should be someone who isn't afraid of public speaking, is quick on his/her feet, and who has a good sense of humor and experience speaking in front of a large group of people. Hold auditions if there are several options. Co-hosts may be a good call as well.
9. **Rehearse and organize night-of logistics.** Run through the show earlier in the day to make sure your bachelors/bachelorettes know what to do. Conduct a sound check to confirm the AV equipment is working. Additionally, make sure you have a cash box; a way for people to line up and get into the event; music/a soundtrack to play before the event; goody bags (budget permitting); and a station where the winning bidder pays for their bachelors/bachelorettes.
10. **Make it classy and fun.** Have each bachelor/bachelorette showcase a talent (sing, dance, play an instrument) while they are being auctioned off. Don't be afraid to have them be silly. They can show off their muscles or wear a funny costume. Engage and entertain the audience so they are more likely to bid. Make sure the bachelors/bachelorettes keep it classy, though. Ask each bachelor/bachelorette to pick a song to play during their turn. Run a PowerPoint with their name projected behind the stage, as well. Don't forget to assign a club member to be in charge of the music and PowerPoint.
11. **Throw a small party for the bachelors/bachelorettes and their winning bidders.** Throw a small party for the bachelors and winning bidders after the event, so that they are getting something for their money, but in a safe and social way. It doesn't have to be much. Just some music and cookies for half an hour after the event is perfect, allowing them to mingle.
12. **Evaluate.** Don't forget to evaluate what went well and areas to improve with your club after the event. Learning and making improvements are incredibly beneficial tools that many overlook.

Dance to Eliminate for Valentine's Day

Have you heard of the unique "Dance to Eliminate" that Circle K clubs across the nation organized last year? February, in honor of Valentine's Day, is a great time to plan your own and raise much-needed funds for The Eliminate Project. Follow these easy steps to host your dance.

What does my Circle K club need?

- A designated date
- A designated space
- A fun presentation/literature about The Eliminate Project
- Entertainment
- Refreshments
- A bunch of volunteers
- A few creative decorations

1. **Logistics:** Plan the event. Pick a date that is convenient for most students to attend—preferably closer to the actual date of Valentine's Day. Once your club has finalized a date, pick a suitable space on campus (i.e. ballroom, auditorium) and reserve the space as soon as possible, as clubs will all vie for the same accommodations.
2. **Committees:** Form separate committees to address each of the main components of the Dance to Eliminate for Valentine's Day. Ideas include committees for entertainment, food, decorations, set up and public relations
3. **Entertainment:** Narrow down a list of potential student bands or dance groups that would be appropriate for the Valentine's Day dance. Contact the leader for each group and ask if the group will perform free of charge during the event. Contact each group in advance (one month is ideal). As the event approaches, frequently remind each group of their responsibilities. Finalize the list of performers and make a schedule. Share the schedule with the groups and confirm what equipment each group needs.
4. **Refreshment:** Make a list of approved vendors around campus. Ask them to donate food or give a reduced price. Start this as soon as possible. As the event approaches, plan out the details of food delivery or pick up.
5. **Decorations:** Whether you buy or make decorations, make sure to integrate traditional Valentine's Day decorations with The Eliminate Project materials. Be creative. Include the pocket guide, a great informational handout. If ordering materials, contact the campaign office at Campaign@TheEliminateProject.org two weeks in advance. If you make materials, gather the committee and other volunteers to meet at a designated time. Start planning this two to three weeks in advance, as well.
6. **Set Up:** On the day of the event, volunteers will need to set up the event room (tables, chairs, food placement, help with decorations, collecting tickets, etc.). Two to three weeks before the event, have club members sign up for specific duties. Host a volunteer orientation and share information about specific responsibilities, including when and where to report on the day of the event. Remind volunteers in the weeks and days leading up to the event.

7. **Public relations:** To maximize attendance, publicize the event. Use social media (Facebook, Twitter, etc), as well as fliers and word of mouth to inform people about this event. In the weeks leading up to the event, start a massive flier event around campus. Designate specific people to target the places on campus that get the most foot-traffic.
8. **Presentations for The Eliminate Project:** During the event (preferably the middle), stop the entertainment and make a presentation about The Eliminate Project and what each person has contributed to support the cause. Consider showing one of the short promotional videos (60-second PSAs). Refer to the literature distributed. Let everyone know where they can find more information, and how they can join Circle K to benefit these efforts.
9. **Additional tips:** Decide as a club, based on expenses, how much you want to charge for tickets. The day before the event, visit the event location and make sure all the necessary equipment and materials are ready and working.

Valentine's Day Dinner Guide

What better way to celebrate the day and raise money to help save mothers and their babies from maternal and neonatal tetanus than to host a Valentine's Day dinner? This guide outlines the steps to plan a successful dinner fundraiser. Whether a large venue or a guest size of only 50, this guide is sure to will help your club "Show Your Love, Save a Life."

Below you will find a detailed, step-by-step approach to plan a large-scale dinner event. Feel free to tailor the event to fit your club and community. Also, be aware to check for specific regulations at the venue you decide to host the dinner. Each location may be slightly different than others, so be sure to know what rules are in place before continuing with planning. For more information, contact allison.prisco@okstate.edu.

- 1. Pick a date to host your event.** Some venues may be less expensive to rent out on certain days of the week. Another consideration when choosing a date is to avoid booking for the same day as other campus or community events that may take away your possible attendees. Consider what time you want to host your dinner. Depending on the time, you may attract more attendees i.e. people getting off work, leaving church, etc.
- 2. Choose a venue.** Again, keep in mind some venues may be less expensive on certain days of the week. If possible, try to book a location that is known to most of the community or campus. Ask local Kiwanians and sponsoring clubs if they have connections to reception halls or expo centers. It is also a good idea to try and book a venue that will provide the tables and chairs necessary for your event.
- 3. Set the event budget.** Take into account the venue rental amount as well as any necessary costs for decorations, tables/chairs, advertising and food. If you need funding assistance, ask your student government association or local Kiwanians. Other possible funding opportunities may be found at businesses willing to donate items or provide sponsorships.
- 4. Determine the menu for your event.** Based on the budgeted amount for food, decide what you will serve for dinner. If your budget can allow it, use a catering company. If this option is not available, think about meals that can be made in bulk, like spaghetti and meatballs or pancakes and sausage. Your meal also can be based off the theme of your event.
- 5. Decide how much you are going to charge for the event.** Based on your budgeted costs and expenses, choose a price that will allow for a good donation to The Eliminate Project. Ensure you advertise this aspect in your publicity so that people know what the money will support. Use a multiple of US\$1.80 and advertise how many lives are being saved or protected.
- 6. Assign duties to your club members.** Everyone should be involved in this dinner fundraiser. Place people where they will succeed the most (i.e. someone who is creative and good at publicity should assist with advertising, whereas someone who is a great spokesperson should ask businesses for donations).
- 7. Prepare advertising strategies.** Make fliers to place around campus and the community, chalk the sidewalks of your campus, run ads in your campus and local newspaper, secure radio advertisements, and utilize social media photos and status

updates to help publicize your event. Think of other creative ways to attract a large crowd.

8. Inform and inspire attendees to save lives through The Eliminate Project.

Some attendees may not know what our campaign is about or what eliminating maternal and neonatal tetanus means. Inform and engage them in the purpose of the fundraiser. Prepare a short presentation to showcase the campaign during dinner.

9. Consult with the venue. The decorating committee needs to consult with the venue about what is acceptable (i.e. can you decorate with streamers, are outlets available for lights, etc). Centralize the decorations around the theme of the event to bring cohesiveness and uniformity.

10. Perform last rehearsals and checks. A few days before the event, gather your entire team to go over last-minute items: confirm arrival and preparation times, distribute final advertisements and finalize the plan of action. Make sure everyone is reminded about their tasks for the event by setting up a line of communication, such as a GroupMe.

11. Celebrate—The big day is here! Decorate the venue. Prepare the meal. Set up the tables, and invite everyone in for an amazing dinner. Greet attendees and have a smooth operation for collecting admissions. If your club members are going to be servers, make sure they are dressed for the part. Have your club president or member in charge of the event address the attendees and thank them for their attendance. Most of all, have fun.

12. Evaluate. After your event, have a meeting to evaluate how it went. Noting what worked well and what did not go as planned will help you in your next large-scale fundraising event.

Valentine's Day simple projects

None of the ideas mentioned above satisfy your taste? Looking for something smaller yet still part of Circle K's trademark fundraiser? Here are a couple of simple Valentine's projects that you can organize with our support. It's that easy!

1. Sell Valentine's Day cards

Everyone loves giving and receiving Valentine's Day cards. Create a card template with the "Show your Love, Save a Life" logo and sell them to raise money for the campaign. The great thing about Valentine's Day cards are that they can be given to a significant other, friend or family member. Plan to sell the cards a couple of weeks before Valentine's Day as well as the day before and on February 14. Additional ideas to boost your card selling: Create a Valentine's Day-themed photo booth. Ask a club member to lend a camera and some cool props, as well as a high quality printer. The snapshots will be amazing and cool memories for everyone.

2. Sell origami foam roses in blue

Instead of selling real roses that can wilt, create origami foam roses and advertise that they will last forever. Consider adding chocolates to the side. To save money, ask a local grocery store or chocolate maker to donate items or sell them at a reduced price to maximize funds raised for The Eliminate Project.

3. Sell flower/candy grams to club members

The grams can be small, for US\$0.60 each, or three for US\$1.80 or US\$2. While it requires a bit of effort to coordinate and plan this type of fundraiser, Kiwanis clubs also can get involved to make it a K-family project. Involve your Builders Club and K-Kids club—they will love candy grams.

