

Paint America Orange

**Guidelines to Success
Raising Money & Awareness**



2019

Dear Paint America Orange Participant,

Thank you for your interest in hosting a fundraising event for Brooke USA! We are grateful for all of the individuals and groups who support our mission of alleviating the suffering of working horses, donkeys and mules, and the people they serve in the developing world. Without your assistance, our work could not be possible. This packet contains information about Brooke USA, including suggestions to help you organize and plan your event. Please keep in mind that we are providing suggestions, not requirements, and we hope that you will plan your event to best suit your needs as well as any donors that you plan to engage. A few important things to consider when planning your fundraising event:

Location: Permitting and licensing can quickly become a hurdle of many event hosts. Be sure to consider locations that have the least restrictive permitting and insurance requirements. For example, many venues will already have a liquor license (restaurants, bars, banquet halls, etc.). If you are hoping to serve alcohol at your event, please be sure to find a location that meets the requirements of your local municipality.

Sponsors: Working to obtain business and corporate sponsors for your event will payoff in the initial planning phases. Securing sponsors early on will allow you to have some discretionary money to spend as needed for items such as venue fees, catering and entertainment. Be sure to recognize your sponsors during the event with signage, logos and announcements. They could also be invited to attend the event for free.

Donations: Most businesses and individuals will be more than willing to donate goods or services for your event. Be sure to solicit in-kind donations for food, beverages, decorations, entertainment, photographers, printing, etc. In-kind donors can also supply goods and services for silent auctions, raffles and goodie bags. Anyone who files yearly taxes can write-off their in-kind donations, so be sure to properly document all in-kind donations, just as you document financial contributions.

Other: Some states, counties and/or municipalities have strict guidelines on raffles and other games of chance. Be sure to check with your local City Hall first.

For additional tips and suggestions for planning your event, please review this package which you will find most helpful.

Do not hesitate to contact us at Brooke USA with any questions you may have by emailing Caren.Crane@BrookeUSA.org. We wish you the best in the planning and execution of your event, and we appreciate your support of Brooke USA!

Warmly,

Emily J. Dulin
Executive Director

Sample Sponsorship Package

(You should customize the levels and benefits for your event, market and needs)

PLATINUM

Platinum Sponsorship - \$2,500

- Exclusive recognition as “Sponsor” of the event for all attendees, including the opportunity for a representative to make a brief event address (2-3 minutes).
- Corporate descriptor and company name included in the event press release.
- Display or table during event.
- Collateral materials available at the table or in welcome package for all attendees.
- Six (6) complimentary passes to the event.
- Company logo on all promotional materials, including:
 - Event publicity, invitations, and other event announcements.
 - Event signage

GOLD

Gold Sponsorship - \$1,000

- Display or table during event.
- Collateral material available at the table or in welcome package for all attendees.
- Four (4) complimentary passes to the event.
- Company logo on all promotional materials, including:
 - Event publicity, invitations, and other event announcements.
 - Event signage

SILVER

Silver Sponsorship - \$500

- Two (2) complimentary passes to the event.
- Company logo on all promotional materials, including:
 - Event publicity, invitations, and other event announcements.
 - Event signage

TICKETS

Individual Tickets - \$100 each

Sample Sponsorship Letter

Date

Contact Name

Contact Title

Company Name

Address

City, State, Zip

Dear (Contact Name),

I am writing to you on behalf of Brooke USA, a nonprofit organization dedicated to alleviating the suffering of working horses, donkey and mules, and the people they serve throughout Africa, Asia, the Middle East, the Americas and the Caribbean. The lives of people and animals are intertwined - over 100 million working equines provide invaluable support to the daily life of 600 million people (8% of the world's total population) in some of the poorest places in the world. Healthy working horses, donkeys and mules help put food on their tables, send their children to school and build better futures for themselves and their families.

I am hosting (Event Name) to increase awareness for the plight of working equines and their owners, and raise funds for Brooke USA.

I hope that you will consider supporting this event through a sponsorship. As a sponsor, your business will receive exposure from local media campaigns and event promotion activities. You will also gain community interest and/or engagement from those attending the event. There are different sponsorship packages available, and these are detailed in the attached Sponsorship Package.

Please feel free to visit Brooke USA's website at www.BrookeUSA.org for more information about the organization and its funding programs, or contact me directly via email at (Your Email).

Thank you for considering our request. We realize that through funding we can make a difference in the lives of working horses, donkeys and mules, and their underprivileged owners. This will only be possible because of thoughtful support and generous contributions from people like you and businesses such as yours.

Sincerely,

(Your Name)

Supporter & Volunteer

Brooke USA

Sample In-Kind Letter

Date

Contact Name
Contact Title
Company Name
Address
City, State, Zip

Dear (Contact Name),

I am writing to you on behalf of Brooke USA, a nonprofit organization dedicated to alleviating the suffering of working horses, donkey and mules, and the people they serve throughout Africa, Asia, the Middle East, the Americas and the Caribbean. The lives of people and animals are intertwined - over 100 million working equines provide invaluable support to the daily life of 600 million people (8% of the world's total population) in some of the poorest places in the world. Healthy working horses, donkeys and mules help put food on their tables, send their children to school and build better futures for themselves and their families.

I am hosting (Event Name) to increase awareness for the plight of working equines and their owners, and raise funds for Brooke USA. The event will take place on (Event Date) at (Event Location) and will help to promote the importance of helping those who need us - animals and people alike.

Your help and support would be incredibly impactful in making this a successful event. We would greatly appreciate your in-kind, tax deductible donation of (Items/Gift Cards/Gift Certificates) to be raffled off during (Event Name) on (Event Date). In return for your generosity, we will feature your company and your contributions on our event social media.

Please visit Brooke USA's website at www.BrookeUSA.org for more information about the organization and its funding programs, or contact me directly via email at (Your Email).

Thank you for considering our request. We can only be successful thanks to the thoughtful support and generous contributions from people like you and businesses such as yours.

Sincerely,

(Your Name)
Supporter & Volunteer
Brooke USA

Sample Donation Letter

Date

Contact Name
Contact Title
Company Name
Address
City, State, Zip

Dear (Contact Name),

As a hard-working volunteer and passionate supporter of Brooke USA, I am looking to raise (Amount of Money) for this nonprofit organization dedicated to alleviating the suffering of working horses, donkey and mules, and the people they serve throughout Africa, Asia, the Middle East, the Americas and the Caribbean.

I became involved with Brooke USA when I was told that over 100 million working equines provide invaluable support to the daily life of 600 million people (8% of the world's total population) in some of the poorest places in the world. Healthy working horses, donkeys and mules help put food on their tables, send their children to school and build better futures for themselves and their families. The lives of people and animals are intertwined in the developing world and I felt compelled to do something. Visit www.BrookeUSA.org to learn why this cause is so important to me.

So far, I have raised (Amount), but I need just a little more to hit my goal. That's why I'm writing to you. Will you support me and Brooke USA? Just a small donation of (Amount) can help me reach my goal and make a huge difference in the lives of people and equines.

Thank you in advance for your contribution. You have no idea how much it means to me to have your support. Here are some ways you can make your donation:

- Make a donation online at (URL for Your Crowdrise or Facebook Campaign)
- Send a check in the pre-stamped envelope I've included, payable to Brooke USA
- Participate or attend my fundraising event on (Date) at (Location)

Sincerely,

(Your Name)
Supporter & Volunteer
Brooke USA

Sample Sponsor Thank You Letter

Date

Contact Name
Contact Title
Company Name
Address
City, State, Zip

RE: Sponsorship of (Event Name)

Dear (Contact Name),

We could not be happier with the results of (Event Name). The partnership of a tireless volunteer team and generous sponsors truly made this event spectacular for all guests in attendance.

I'm writing today to thank you for being a sponsor for (Event Name). We are proud to partner with (Company Name) and we look forward to continuing to build a valuable and mutually beneficial relationship. As a result of your generous sponsorship of (\$ Amount), we exceeded our fundraising target, enabling us to raise (\$ Total) for Brooke USA. We could have had such a tremendous success without sponsors such as yourself.

The funds that we raised (Event Name) will help Brooke USA to continue its mission to alleviate the suffering of working horses, donkeys and mules, and the people they serve in the developing world.

It is our sincere hope that you will join us again when we create an even bigger and better event in support of Brooke USA.

Please note that your sponsorship is tax deductible. Brooke USA's Tax ID is 33-1173163.

Thank you for being an important partner in promoting awareness about working equines in some of the poorest communities in the world.

Sincerely,

(Your Name)
Supporter & Volunteer
Brooke USA

Sample In-Kind Thank You Letter

Date

Contact Name
Contact Title
Company Name
Address
City, State, Zip

Dear (Contact Name),

Thank you for being an important partner in (Event Name). Your generous donation of (Specific Item) to our (Raffle/Auction/Event) is greatly appreciated. Each donated item will be beautifully packaged and lovingly presented during the event.

Your business name will appear in our promotional materials which will be handed-out to each guest during the event. At the event. All of our supporters are encouraged to patronize those businesses who have so graciously donated to our organization.

Please note that your donation to (Event Name) is tax deductible. Brooke USA's Tax ID number is 33-1173163.

Thank you for being an important partner in raising awareness and education about Brooke USA and its mission to alleviate the suffering of working horses, donkeys and mules, and the people they serve in the developing world.

Sincerely,

(Your Name)
Supporter & Volunteer
Brooke USA

Tips for a Successful Fundraiser

Getting Started

- Come up with an idea that is fun and inspiring for you and your friends. Every idea is a good one when you're volunteering your time and skills to give back to Brooke USA.
- Make the first donation to prove to everyone that you believe in what you are doing and the mission of Brooke USA.

Promoting Your Event

- Send a personalized email and/or letter to friends, family and colleagues; just ask everyone you know and wherever you go. Then, follow-up, follow-up and follow-up. Tell them why Brooke USA is important to you.
- Inquire if your company matches funds. Ask your employer if you can include your Brooke USA fundraiser in the company's newsletter.
- Use social media - Facebook, Twitter, Instagram - to get the word out about your Brooke USA fundraiser. Set-up a schedule for posting and remember to include your personal milestones and stories. You can always thank people in your social network and then tag them in a post so that everyone sees what you are doing and what your friends have done for you.
- Create and customize a fundraising page on Facebook or Crowdrise. This will help promote your event while raising funds right then and there. Schedule future posts, and include your milestones and progress toward your goal. Thank everyone for donating toward your Brooke USA fundraiser, give updates and add photos.

Posting on Social Media

- Sample Facebook Posts:
I am fundraising for the Brooke USA. Support my fundraising efforts by making a donation to improve the quality of life of working equines! *#BrookeUSA #PaintAmericaOrange #WorkingEquines #MakeChange*
I'm raising money for Brooke USA. Support my fundraising efforts by making a donation to alleviate the suffering of working equines in the developing world! *#BrookeUSA #PaintAmericaOrange #WorkingEquines #MakeChange*
Help Brooke USA reach more horses, donkeys and mules. Brooke USA funds programs across Africa, Asia, Latin America and the Middle East. I can only help with your support! *#BrookeUSA #PaintAmericaOrange #WorkingEquines #MakeChange*
Brooke USA funds programs to enhance the mutually beneficial relationship women have with working horses, donkeys and mules. Help me support women in the development world and empower them to make better lives for themselves. *#BrookeUSA #PaintAmericaOrange #WorkingEquines #MakeChange*

- Sample Twitter and Instagram Posts:
I am raising money for @BrookeUSA. 100 million working equines support the lives of 600 million of the poorest people on earth. #BrookeUSA
Raising money for @BrookeUSA & #PaintAmericaOrange. Help support my fundraiser today so we improve the lives of working equines! #BrookeUSA
In some of the world's poorest places, working equines live in agonizing pain and misery. Donate to my fundraiser today to support @BrookeUSA
#PaintAmericaOrange
Brooke USA's vision is world in which working equines are free from suffering. Donate to help @BrookeUSA.

Using Crowdrise

- Go to Crowdrise.com and start fundraising immediately! Create your personal fundraising campaign for Brooke USA.
- Funds are disbursed to Brooke USA on a monthly basis, directly from Crowdrise. Just let a team member at Brooke USA know what you are doing.
- Here are some important considerations when creating your personal fundraising campaign:
 1. Find Brooke USA on the charity list.
 2. Create a "WOW" title for your fundraiser.
 3. Add a fundraising goal (start small as you can always up-it).
 4. Tell everyone why you support Brooke USA.
 5. Add personal stories and anecdotes as well as photos.
 6. Share with friends via email and social media; you can do this right from your fundraising page.
 7. Be sure to follow-up with friends and thanks those who have supported you.

Partnering with Others

- Establish key partnerships with local businesses and organizations to help finance your event via a sponsorship or by donating items to your silent auction or offering in-kind donations to help produce the event (i.e., beverages, printing, photography, etc.).
- What can you offer potential sponsors in return for their donation? Be creative. The more your offer, the more likely they are to join you; just look at some ideas on your **Sample Sponsorship Package**.

Thanking Everyone

- Most people are doing this for you and want to be recognized by you. Be sure to thank each person for their support and for supporting your efforts on behalf of Brooke USA.

Remember, Brooke USA staff is just a phone call or email away.
Any member of the team can answer questions, provide advice and share their own experiences.

Submitting Offline Donations

There are many ways for people to donate to your cause,
and many times, you will receive checks or cash.

1. Completing this form ensures that all monies raised are attributed to you and your fundraiser.
2. Make sure checks are made payable to: **Brooke USA**.
3. Collect checks and fill-out the form below to mail in with your contributions. If you also received cash, please write a check for the same amount and mail it in.
DO NOT SEND CASH IN THE MAIL.
4. Mail your contributions to: Brooke USA, 2333 Alexandria Drive,
Lexington, KY 40504.

YOUR INFORMATION:

Full Name: _____

Email Address: _____

Mailing Address: _____

City, State, Zip: _____

Event/Campaign Name: _____

YOUR DONOR INFORMATION:

DONOR NAME	AMOUNT	EMAIL ADDRESS
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	

TOTAL AMOUNT ENCLOSED: \$_____

Third-Party Event Ideas

- **Cycling/Bike-a-thon** - You can organize a bike ride for Brooke USA.
- **Putting for Brooke USA** - You can partner with a golf course to host a fun tournament.
- **Walk-a-thon** - You organize a walk-a-thon for Brooke USA; each walker can collect pledges per mile walked.
- **Silent and Live Auctions** - You can host an auction night; holding an auction for donated items is always a success.
- **Book Sale** - Have your friends donate books and then sell them to others for a profit.
- **Garage Sale** - This is the perfect way to get rid of all that stuff that you no longer need and donate the proceeds to Brooke USA. You can also use Ebay
- **Bar Night** - Talk to your local bar manager and hold an event where a portion of the drinks are donated to Brooke USA. Sometimes, during happy hour, the bar may donate snacks.
- **Theme Party** - Hold a theme party for your friends and family, and charge an admission fee. You can also host a dinner for a fee, or plan a movie night at a price.
- **Celebrate Your Birthday** - Ask for donations for Brooke USA in lieu of gifts. This is a very easy way to raise money.
- **Dress Down Day** - Ask your company to allow employees to wear jeans and a touch of orange for a \$10 donation.
- **Company Grants** - Find out if your company offers grants to employees to volunteer their time for a charitable cause. If so, you can volunteer and donate your grant money to Brooke USA.
- **Empty Bottles for \$100** - Fill empty bottles of water with dimes; the total will be \$100. Get your friends to do the same.

There are a myriad of fundraisers; just be creative and have fun!

Frequently Asked Questions

Where do donations go?

All funds raised impact the growth and expansion of Brooke USA-funded programs and help us move toward attaining our mission.

What kind of programs that Brooke USA offer?

We are in the business of improving the quality of life of working equines and the livelihoods of the people they serve.

Are donations tax deductible?

Brooke USA is a registered 501(C)(3) organization. Every contribution directly fuels our awareness, fundraising and funded-programs. Your financial contribution is tax deductible.

How can I get more involved with Brooke USA?

There are many ways to help and participate in Brooke USA's efforts. Whether you want to host an event, become a sponsor, or donate to the cause, we have an initiative for you.

How will Brooke USA help me with my fundraising?

We're happy to provide you with these comprehensive guidelines to support your fundraising efforts. We can also provide you with written documentation to validate the legitimacy of your event as well as your relationship with Brooke USA. Moreover, our staff is just a phone call or email away. They are available to provide you with advice and support.

Can I use the Brooke USA Logo?

Yes, absolutely. Brooke USA's logo is available for you to download from our website. Please adhere to the brand guidelines for logo usage to ensure compliance and consistency.

Can I use your Sales Tax Exemption Number?

We are not legally permitted to share our tax exemption number with third-party fundraisers.

Can Brooke USA reimburse me for event expenses?

All donations made to Brooke USA are used toward our mission. Unfortunately, once funds are received in our office, we cannot reimburse event expenses.

Can Brooke USA provide volunteers for my event?

Just email us a short description of your event, including date, time, location and number of people expected to be in attendance. Due to limited resources and high demand, we may not be able to honor all requests. Please submit requests 8 hours before the event date. Be sure to let us know how many volunteers you need and we will attempt to partner you with other local supporters.

Can Brooke USA help promote my event/fundraiser? We can certainly add information on your fundraiser on Facebook and Instagram. We also encourage you to use *#BrookeUSA* *#PaintAmericaOrange* *#WorkingEquines* *#MakeChange* on social media to publicize your event. And, don't forget to tag *@BrookeUSA* on Twitter, Instagram and Facebook! We have also provided you with a host of promotional resources to help get you started.

How can I submit funds collected offline?

We can accept checks payable to Brooke USA. All checks can be mailed to:

Brooke USA
2333 Alexandria Drive
Lexington, KY 40504

Be sure to include the name of your event and let us know if you have a specific fundraising page or campaign name to which we can attribute the donation. Use our Offline Donation Form to help organize your contributions.

**If you have any additional questions, please contact a
member of our staff.**

Please give us up to three days to respond.