



**BE EMPOWERING**  
**BE INSPIRING**  
**BE EP!C**

**Thank you for your consideration  
in holding a third-party fundraiser for EP!C!**

Our mission is to serve individuals with intellectual and developmental disabilities to enrich their lives. We refuse to accept a diagnosis as an identity, and with that in mind we have built up programs to assist our individuals in achieving their goals and to live their lives to the fullest. We are grateful for people like YOU who offer your assistance in helping our programs thrive!

This comprehensive guide will provide you with information to help you plan and run your own successful fundraising event on behalf of EP!C. Should you have any questions, please don't hesitate to contact me at 309-689-3606 or [cmccarthy@epicci.org](mailto:cmccarthy@epicci.org).

Thank you again for your generosity!

Sincerely,  
Carmen McCarthy  
Development Coordinator, EP!C

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# INTRODUCTION

## About EP!C



EP!C is a 501(c)(3) nonprofit organization that works with adults with developmental and intellectual disabilities through various programs to help them live their lives to their fullest potential. We began in 1950 with a group of parents who wanted to provide their children with an education and opportunities – something that was unheard of in that time. Over the years we have grown in programs and services, and continue to break barriers to help our individuals participate and thrive in our community!



## Why we need support

Why support EP!C? Individuals with intellectual and developmental disabilities are just like you and me – they just happen to have a few more hurdles to overcome. EP!C is a vital part of our community, as we partner with schools, businesses and organizations for job placement, volunteering, and other activities.

One of our individuals, Mark, has expressed a desire to become a professional artist thanks to the EP!Casso art program. He receives orders for paintings, works with the customer to determine the final product, and learns about the business side of being an artist. The generous donations we receive from the community help dreams like Mark's to become a reality.

Whether it's our EP!Casso art program, our Technology Hub or our education program, there are many ways to give to EP!C. You can even choose to give to EP!C in general, and we'll direct the funds to where they are needed at that time! Contact Carmen McCarthy at 309-689-3606 or [cmccarthy@epicci.org](mailto:cmccarthy@epicci.org) for additional information.



# BEFORE THE EVENT:

You've decided to hold a fundraising event for EP!C. That's great!! Now what?

## Form a team

It can be easier to divide and conquer an event with a small team. Create your team, brainstorm ideas for the fundraiser, and then assign tasks to each team member. You will also want to create a budget for your event to cover any expenses. A little planning ahead of time can mean a streamlined, successful event!

## Register the event

Complete the form at the end of this guide and submit to Carmen McCarthy at [cmccarthy@epicpeoria.org](mailto:cmccarthy@epicpeoria.org). We will review your application and contact you within two weeks to discuss the event plans and supply you with an electronic marketing packet you can use.

The purpose of the application is to ensure we can track of all events for reporting purposes, to ensure you have the necessary tools from EP!C, and to ensure that you receive proper recognition for your efforts in addition to any tax receipts as applicable. We appreciate you taking the extra time to complete this! Note: EP!C reserves the right to decline any proposed third party event that does not align with our mission.

## Plan the logistics

You and your team can now plan the details and logistics for your event. Whether it's a corporate jeans day or a full-blown bash, make sure you have all bases covered leading up to and on the day of the event. Schedule meetings to touch base on the status of assignments and help address any hiccups along the way. Remember...rarely anything goes exactly as planned, so as long as you're flexible and roll with the punches your event will be a success!

## Market, market, market

Make sure to include advertising in your planning – even internal fundraising events need advertising! Plan on a set of at least three email blasts: one a few weeks prior to the event, another one about a week before the event, and the third one immediately before the event. Utilize your social media platform regularly to advertise your event so that your audience is aware of what you're up to. Print flyers and hang them in high traffic areas to promote the event. Multiple avenues of advertising help increase the success of your event – don't rely on only one or two forms of advertising to promote your event!

# ***DURING THE EVENT:***

## **Have a checklist or day-of folder**

It can help to have a checklist or a folder with information and timeline for the event. Depending on how many moving parts you have, this can help ensure nothing is forgotten and everything runs smoothly.

## **Ensure any staff and/or volunteers are prepped**

Make sure any staff or volunteers working the event have been trained beforehand so they know what is expected of them and who to go to with questions. Untrained volunteers can potentially hinder an event if they do not know what is needed, so taking the extra time to prepare them ahead of time will set them (and you) up for success.

## **Take pictures**

It can be easy to forget to take pictures commemorating the event. Have one or two people (depending on the size of your event) dedicated to taking photos. If photo releases are required, make sure to obtain those ahead of time. It's frustrating to not be able to use an amazing picture because of lack of a photo release!

## **Have fun!**

Most importantly, have fun with your event! Just remember that you are doing an amazing thing for EPIC, and it should be a positive experience for the planner as well as the attendees. Even well-planned events can experience setbacks due to unforeseen circumstances, so as long as you remain calm and flexible and just roll with it, your event will be successful!





# AFTER THE EVENT:

## Say thank you

It's important to thank your donors and all involved for their generosity. To help with this, a sample letter is included in the back of this toolkit for your use! Feel free to modify it as needed and use it for print or electronic. Share the total amount raised, and include information on how the funds will be used (whether it's for general use or going towards a specific program or project).

## Collect all donations and deliver to EP!C

Within two weeks after the event, send the funds to EP!C via mail or deliver in person. If you like, you can schedule a check presentation at EP!C or at your location that can be photographed. Just let us know! If you require additional time beyond the two-week period for delivering the funds after the event, please contact us to make those arrangements.

## Celebrate!

Don't forget to celebrate your success! Share on social media with the pictures of the event, how much was raised, what the funds are going towards. Make sure to tag EP!C so that we can share your success too! #WeAreEPIC #epicpeoria



# HOW EP!C CAN HELP

## What EP!C can provide

- Customizable flyer
- Logo (4-color and B&W)
- Promote your event on our social media
- Provide a speaker at your event if requested
- A check presentation at EP!C or your location if requested
- Advice on planning your event

## What EP!C cannot provide

- Financial support or reimbursement for your event
- Our sales tax exemption number
- Distribution lists
- Insurance or liability coverage
- Manpower to attend or help run your event
  - We will do our best to attend your event, but our limited staff prevents us from being able to attend each one.



EP!C



# FUNDRAISING IDEAS

Need ideas for what to do for a third-party fundraiser? Below is a list of suggestions to get those creative juices flowing. Use these ideas to springboard an idea of your own!

- 5K Race
- Auction (silent or live)
- Bags tournament
- Bake sale
- Basketball tournament
- Battle of the Bands
- BBQ/Cookout
- Benefit dinner
- Car wash
- Carnival
- Coin drive
- Concert
- Concession stand
- Corporate jeans day
- Craft sale
- Fashion show
- Garage sale
- Golf outing
- Ice Cream Social
- Morning Coffee
- Restaurant/Retail promotion

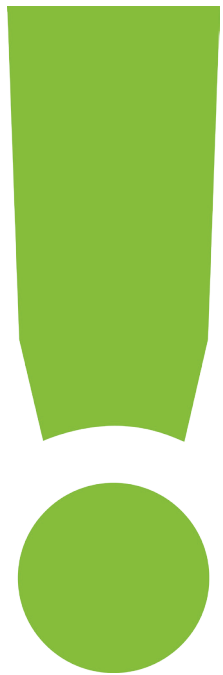




# PROMO TOOLS AND EVENT DÉCOR

EP!C is known for our green exclamation point, and we include this in all of our own marketing materials. Attached is a customizable flyer that you can use for sharing your event, and a customizable thank-you letter for afterwards.

EP!C's colors are blue, green, orange and purple. We encourage you to use these colors in your décor if you wish. See below for the specific color codes for creating your own materials.



## LOGO

**EP!C** empowering  
people.  
inspiring  
capabilities.

## FONTS

**OPEN SANS**  
VARIOUS WEIGHTS

**ARIAL**  
VARIOUS WEIGHTS

## BRAND COLORS

### BLUE



**PANTONE 2915C**

FOR WEB USE

R: 98 G: 181 B: 229

FOR PRINTING USE

C: 60 M: 5 Y: 5 K: 5

### GREEN



**PANTONE 368C**

FOR WEB USE

R: 120 G: 190 B: 32

FOR PRINTING USE

C: 50 M: 0 Y: 100 K: 5

### PURPLE



**PANTONE 259C**

FOR WEB USE

R: 139 G: 35 B: 136

FOR PRINTING USE

C: 50 M: 100 Y: 0 K: 5

### ORANGE



**PANTONE 144C**

FOR WEB USE

R: 251 G: 176 B: 64

FOR PRINTING USE

C: 0 M: 35 Y: 85 K: 0

# SOCIAL MEDIA



Social media is a useful tool to get your event out to a wide audience. Make sure to include information about your event, including specific details and where they can donate if they wish.

Use pictures and images to help bring your posts to life!

**Please tag EP!C in your posts so that we can share them as well.**

**Facebook, Instagram, Twitter:** @epiccentralillinois **Hashtags:** #WeAreEPIC #epiccentralilliois

**Below are some examples to get you started.**

Thanks to everyone from [Organization] that participated in our [name of special event: **Jeans Day, Potluck, Community Night**]. Because of you, we will be able to donate [Insert the amount of \$ raised resulting from the event] to our friends at EP!C.

At [Organization], we were thrilled to host a [name of special event: **Jeans Day, Potluck, Community Night**] for our friends at EP!C. We were able to donate [insert the amount of \$ raised resulting from the event].

We had so much fun partnering with EP!C to host a [name of special event: **Jeans Day, Potluck, Community Night**].

We are proud to be in EP!C's League of Business Partners! By hosting [name of special event: **Jeans Day, Potluck, Community Night**] for our friends at EP!C, we were able to raise [insert the amount of \$ raised resulting from the event].



Please note that EP!C is always spelled with an "!", however for social media purposes and the restriction of special character usage, please use @epiccentralillinois.

If you need photos, we may be able to help.

**Still not sure what to say?**

Contact Ashley Schreck our Director of Marketing at 309-689-3605 or [aschreck@epicci.org](mailto:aschreck@epicci.org).



# FREQUENTLY ASKED QUESTIONS

## When will our event request be approved?

Once the registration form is returned to EP!C in good order, we will review it and contact you within two weeks to discuss the event.

## Will EP!C help organize our event?

While we can help answer questions and offer advice in the planning of your event, we simply do not have the staff to help with the organizing and planning of your event.

## What collateral can EP!C provide to use for our event?

We have a customizable flyer that you can personalize for your event, and can provide you with our logos (only if the event has been approved). We also have a tablecloth and banners that can be borrowed for the event itself, so long as they are returned promptly afterwards in good condition. The organization holding the event will be responsible for the replacement costs of any borrowed materials that are damaged or lost.

## Who should we make the check out to?

Checks should be made payable to EP!C and sent to the following address:

### EP!C

Attn: Carmen McCarthy for (Event Name)  
1913 W. Townline Road  
Peoria, IL 61615

## Is the donation tax deductible?

If the donation is made payable directly to EP!C and no benefits were received in return (e.g. money from sales of items) and detailed information about the donor is provided, we can issue an IRS-compliant tax receipt.

## Can we choose a specific area to direct the proceeds?

Absolutely! We have a number of different programs and initiatives that the proceeds from your event can be directed to. Contact us for more information on these programs. If you wish to donate the proceeds to EP!C in general, we can direct it for use to the current need at that time.

# EVENT GUIDELINES

## Third Party Event Guidelines

- All third party events must align with EP!C's mission and values. EP!C reserves the right to refuse any event request that does not meet that requirement.
- EP!C must review and approve all promotional and advertising deliverables which feature our name logo.
- All marketing and advertising for the event must indicate that it is "in support" of EP!C and is not an official EP!C event.
- The third party event organizer is responsible for all permits, licenses, insurance, and anything else that is required by municipal, state and federal standards.
- EP!C accepts no legal responsibility and cannot be held liable for any risk or injury.
- EP!C cannot solicit sponsors or donors for your event.

## Information on acquiring special licenses

Below are websites with information to help you obtain any special licenses for your event in the state of Illinois.

**Raffle license:** <https://www.elections.il.gov/campaigndisclosure/howtoraffle.aspx>

**Temporary liquor license:** <https://www.illinois.gov/ilcc/Pages/Forms-and-Applications.aspx>

## Sending funds at conclusion of event

Please send the proceeds from your event no later than two weeks after the conclusion of your event. If mailing the proceeds from your event, please send to the following address:

### EP!C

Attn: Carmen McCarthy for (Event Name)  
1913 W. Townline Road  
Peoria, IL 61615

If you wish to bring a check to EP!C for a presentation or have someone from EP!C come to you for a check presentation, please contact us to set this up. Should you need additional time before sending the proceeds to EP!C, please contact us to make alternate arrangements.