



Getting Help...Getting Better...Giving Back.

FUNDRAISING TOOL KIT

FUNDRAISING IDEAS AND GUIDELINES FOR HOSTING
A FUNDRAISER TO SUPPORT CHRYSALIS CENTER





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WELCOME & THANK YOU!

Thank you for your interest in helping Chrysalis Center advance our mission to provide supportive services to assist people in need to transform their lives. Your support by hosting a third-party fundraiser means the world to us. Chrysalis Center depends on the generosity of people like you to continue providing our clients with supportive services they need to transform their lives.

Chrysalis Center is a private, non-profit, socially innovative, multiservice organization that serves individuals and their families living in the State of Connecticut. We help those living in poverty, Veterans, men, women, children, and young adults who are struggling with mental health, addiction, HIV/AIDS, those returning from incarceration and homelessness.

ABOUT US

HOUSING

Community Supportive Housing Services are a combination of housing and case management services intended to help support individuals and families coming from homelessness.

COMMUNITY SUPPORT

We provide links to community supports and resources to help people navigate through challenges and help find and access resources to manage life struggles.

EMPLOYMENT SERVICES

Employment Services are offered in all case management and supportive housing programs. Individuals work on a plan to identify career choices and obtain employment.

FOOD

We offer a variety of ways for clients to access nutritious and healthy foods: Freshplace client-choice/fresh food/case management food pantry, Urban Roots hydroponic garden, Homestead Farmer's Market, Railway Gardens raised beds and our Food Forest.

RECOVERY

Chrysalis Center believes recovery is a journey and provides support by focusing on an individual's needs and setting goals. We help individuals successfully manage their diagnoses so they can lead independent and self-sufficient lives.



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OVERVIEW

What is third-party fundraising?

Third party fundraising is any type of fundraising event or program conducted by a group, individual or organization where Chrysalis Center is the one receiving the funds. Fundraising can be done in the form of a special event, a cause marketing program or as proceeds of sale.

Who can conduct a fundraisers on behalf of Chrysalis Center?

Individuals and organizations can fundraise independently. These can be families, civic organizations, churches, schools, businesses, etc. Anyone in the community can fundraise to support the area of greatest need or designate to a particular program.

How will this toolkit help me?

This toolkit will assist as you plan your fundraiser. It includes frequently asked questions, some tips on how to get started, and what to do after you fundraise.

Where will my donation go?

All donations will go to the area of most need unless specifically designated for a program.

How can Chrysalis Center help me with my fundraiser?

- Provide an event approval letter upon request to validate the authenticity of your event
- Provide and approve use of our logo for all marketing materials related to the fundraiser
- Offer social media posts at the discretion of Chrysalis Center
- Tips on how to share your fundraiser with community and media

We are here to support you. However, there are some services we are unable to provide:

- Donor mailing lists
- Insurance
- Legal, tax or financial advice
- Event expenses
- Volunteers
- Raffle coverage. Event organizers must comply with all local and state laws and purchase any necessary permits and licenses. Raffles may only be conducted by a qualified organization eligible to obtain a permit under Connecticut law.
- Chrysalis Center's tax exempt status
- Auction items or Giveaways
- Sponsorship



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GETTING STARTED

You want to fundraise for Chrysalis Center but not sure where to start?

Here is a list to help guide you in the process.

- **Form a Committee and brainstorm.** Bring together a group of friends, family and/or community members who are interested in brainstorming ideas for your fundraiser.
- **Decide on your fundraiser.** Choose whether you want to host an event, approach a business for a partnership, or think of something completely out of the box. Just be sure it is something you can manage successfully.
- **Create a budget.** Try to identify all the expenses involved. (rental fees, signage, printing, postage, food, permits, etc.) Think about how money will be coming in (ticket sales, sponsorships, items sold, etc.) Think about if any of the items or services you need for your event can be donated; to help reduce the event expenses so you can donate more back to Chrysalis Center.
- **Submit fundraising application.** Complete the third party registration form to Chrysalis Center Development Department. You will hear back from someone within 5 business days of receiving the application.
- **Schedule the fundraiser/event.** Select a date and time that works best for your committee and those who will be attending or participating in your event. Check community and local calendars for any conflicts.
- **Stick to a timeline.** A timeline is important in planning the marketing and publicity of the event.
- **Logistics.** Plan what you need done for setup, breakdown, cleanup, managing volunteers, ticket takers, and all the small details that are necessary in having an event run smoothly. Consider planning a walk through with your Committee to ensure you aren't missing anything.
- **Send in the donation or coordinate a time to drop it off.** We ask that all event proceeds be sent to the Development Department at Chrysalis Center within 30 days of the conclusion of the fundraiser. Checks should be made out to *Chrysalis Center, Inc.* Send your donations to: *Chrysalis Center, Attn: Development Department
255 Homestead Avenue, PO Box 320613, Hartford, CT 06132*
- **Say thank you.** Send thank you notes or emails to everyone who participated in your fundraiser.



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FREQUENTLY ASKED QUESTIONS

Please note that the information provided in this FAQ is general information provided as a courtesy to help you plan your fundraising event. It is not intended as legal, tax, or financial advice. You should consult your own attorney or tax advisor with further questions related to the tax, financial, or legal implications of your fundraising event.

Q: Can event organizers use the Chrysalis Center name or logo for an event?

A: Prior written authorization by Chrysalis Center is required before using our name or logo. This requirement applies to broadcast promotions, all printed materials, web content and any other promotional information or specialty items related to your event. Please refer to our branding guide on our website - chrysaliscenterct.org/get-involved/events

If you do choose to create additional materials, please keep in mind the following:

- Chrysalis Center's logo cannot be legally reproduced without permission.
- Chrysalis Center's logo cannot be altered in any way.
- All promotional materials must be reviewed by Chrysalis Center before they are used.

Q: How long does it take to get written authorizations approved?

A: Authorization is given within five (5) business days.

Q: Do I need to create a 501c3 (non-profit) organization to host a fundraiser for Chrysalis Center?

A: No, anyone can host a fundraiser with our approval. Some individuals choose to create a nonprofit or organize as an unincorporated association; however, others do not.

Q: How do I pay for my event?

A: Chrysalis Center does not manage or advise about the finances of third-party events.

- Any donation made out directly to Chrysalis Center is not available to the event organizer to pay for event expenses.
- If event expenses are greater than the total collected, the group conducting the event is responsible for payment of these additional expenses.

Q: What will my donation fund?

A: Gifts to Chrysalis Center impact every corner of the organization. From case management support services, to housing essentials and meals for families, donor gifts play a critical role in our ability to provide safe homes, employment training and basic needs to people in need.

FREQUENTLY ASKED QUESTIONS (CONTINUED)

Q: Will Chrysalis Center Staff attend my event?

A: Due to the large number of fundraising event requests and limited staff resources, we cannot guarantee attendance of staff at your fundraiser.

Q: Can Chrysalis Center provide insurance for my fundraiser?

A: No, the event organizer is responsible for obtaining insurance and additional permits if necessary.

Q: Can I use Chrysalis Center's Tax Exemption Number?

A: No because Chrysalis Center is not the host, it is considered a third party fundraiser.

Q: Should I send personal thank you notes to my donors?

A: Of course! It is important to thank everyone who was involved with your fundraiser.

Q: Can I post my fundraiser on my own social media?

A: Yes. Event coordinators are encouraged to promote their event on their own social media pages. This is a great way to raise awareness about your event.

- When posting, please be sure to use the official hashtag, **#ChrysalisCenterCT** as well as the appropriate social media handles for Chrysalis Center's official social media pages. This allows us to know when you are posting about us!

• Chrysalis Center's Social Media Handles:

Facebook and Twitter: @ChrysalisHtfd

Instagram: @ChrysalisCenterHtfd

Q: I am not ready to host an event yet, but how else can I be involved?

A: Please consider contributing your time and talent by volunteering for a Chrysalis Center fundraising event or with one of our many programs. Please contact Nancy Sherman, Volunteer & Outreach Manager, to find out about our opportunities! Email Nancy at nsherman@chrysaliscenterct.org for more information.

***For all other third party fundraiser questions contact Sarah Mitchell,
Development Associate at smitchell@chrysaliscenterct.org or 860-263-4418.***