

THE **MARFAN** FOUNDATION



DIY Tool Kit and FAQs

You've taken the first step in fundraising on behalf of The Marfan Foundation. Thank you for supporting our efforts! This toolkit is to help guide you and answer any questions you might have as you begin raising funds.

We use an online fundraising system known as Classy. Here, you can create your own fundraising page to share with family, friends, or neighbors on your social media. Your page can be customized to share information on why you are fundraising or a little about your event. All funds through this link go directly to the Foundation.

If you are collecting money and will be making a donation via check, please insert a note with it so we can properly acknowledge your community fundraising gift. Otherwise, you are free to use the donation button on our webpage.

Mail checks to: The Marfan Foundation, 22 Manhasset Ave, Port Washington, NY 11050

Next, we will walk you through how to use Classy to set up your event page, followed by questions you may have as you get started.

Once again, thank you for supporting The Marfan Foundation and its Divisions!

How to Use Classy

- Click on the "Become a Fundraiser."
- Create an account.
- Next, give your fundraiser a name!
 - o My birthday fundraiser!
 - o Joe and Mary's Anniversary fundraiser
- Set the goal amount you would like to raise for The Marfan Foundation.
- Choose the end of the URL for your link. "JoesBirthdayFundraiser" or "Raisemoney4Marf"
- Next, upload a picture that you would like to attach to your fundraising page.
- Now your page is set up!
 - o An email has been sent to you for confirmation.

FAQs

1. What is a third-party fundraising event?

A third-party fundraising event is conducted by an individual, group, or organization in the community with proceeds to benefit The Marfan Foundation.

2. Will the Foundation reimburse me for any costs attributed to my fundraising? (i.e. print materials, renting space, decorations, etc.)

No, the Foundation will not reimburse the organizer for any costs.

3. Will the Foundation create any marketing materials such as fliers, emails, or social media posts for my event?

No, all marketing materials needed and promotions will need to be created by the organizer. The Foundation will provide logos. We can put the event on our community calendar page on our website.

4. Can I create a flyer to share with the public using the Foundation's logo?

All fliers will need to be approved by the Foundation to ensure it meets branding guidelines. Fliers should be sent in word or publisher format. Please allow 5-7 business days for approval.

5. Will the Foundation provide me with tax-exempt documents?

No, the Foundation will not provide the organizer with a tax-exempt letter.

6. Where does the money go?

All funds raised assist us in saving lives and improving the quality of life of individuals and families with Marfan syndrome, Loeys-Dietz, VEDS, and other genetic aortic and vascular conditions.

7. Is my donation tax-deductible?

The Marfan Foundation is a 501(c)(3) non-profit organization; therefore, your contribution is tax-deductible as allowed by law.

8. How long can my Classy fundraising page stay active?

It will stay up until June 30, 2023 unless you tell us otherwise

9. Can someone from The Marfan Foundation help me plan my event, and attend and/or speak at my event?

We are happy to provide guidance for your event, but we do not have the staff to handle the organizational and administrative tasks associated with third-party fundraising events.

10. Will I receive an acknowledgment letter?

Only individual donors who have written checks directly to The Marfan Foundation, The VEDS Movement, or Loeys-Dietz Foundation or processed online donations through the fundraising page, or organization website will receive an official acknowledgment from the Foundation.

11. What should I do for my event fundraiser?

It's completely up to you! We suggest keeping it simple like a lemonade stand, dining to donate, movie night, or dress down day.

12. Can my fundraiser be associated with a political party or candidate?

No. Under the Internal Revenue Code, all section 501(c)(3) organizations are absolutely prohibited from directly or indirectly participating in, or intervening in, any political campaign on behalf of (or in opposition to) any candidate for elective public office.

