



CREATE A TIMELINE TO MAXIMIZE PUBLICITY.

A timeline is important in planning a publicity strategy for your event. Keep this timeline in mind as you put together a publicity plan:

- **2-3 months before the event:**
Identify your target audience based on demographics, interests and location, and develop a targeted media list.
- **4-6 weeks before the event:**
Distribute media materials (i.e. media alert, Facebook posts, etc.).
- **2 weeks before the event:**
Make follow-up calls and send e-mails to media who received the information.

FREQUENTLY ASKED QUESTIONS

HOW LONG DOES IT TAKE TO GET MY FUNDRAISER PROPOSAL APPROVED?

Proposals will be approved within 2 business days of receipt.

DO I NEED TO CREATE A 501C3 (NON-PROFIT) ORGANIZATION TO HOST A FUNDRAISER?

No, anyone can host a fundraiser for The DONNA Foundation with our approval.

CAN SOMEONE HELP ME PLAN MY EVENT?

We are happy to provide guidance for your event, but the organizational and administrative tasks associated with third-party events are the responsibility of the fundraising entity. We cannot guarantee attendance of staff or volunteers at your event.

CAN I USE THE DONNA FOUNDATION'S NAME AND LOGO?

Once your fundraiser is approved, we will provide you with our logo for your marketing materials. Please send all promotional materials to The DONNA Foundation for review prior to printing and distribution.

CAN I USE THE DONNA FOUNDATION'S TAX EXEMPTION NUMBER?

Because The DONNA Foundation is not hosting your event, it is considered a third-party event. For this reason, you will not be able to use our IRS 501(c)(3) charitable classification, federal tax ID number, or tax-exempt certificate.

WILL EACH OF MY DONORS GET A RECEIPT?

The DONNA Foundation cannot issue charitable tax receipts for donors or sponsors who make payments directly to your third-party event. Please note that there are complex regulations around the distribution of charitable tax receipts. This includes donations of money, in-kind items and services.

SHOULD I SEND A PERSONAL THANK YOU LETTER OR CARD TO MY DONORS?

Definitely! It is important to thank everyone who was involved with your fundraiser!