



**NEUROENDOCRINE TUMOR
RESEARCH FOUNDATION**

DEDICATED TO CURING NEUROENDOCRINE CANCER

2025

Community Fundraising Guidelines

20th Anniversary Edition

Thank you for your interest in hosting an event or promotion to raise funds and awareness for the Neuroendocrine Tumor Research Foundation (NETRF). We are always grateful for the generous support of our friends in the community who share our commitment to research and patient education. Your support helps us continue to fund important research projects both in the United States and around the world.

We have put together these Community Fundraising Events Guidelines to help you as you begin to plan your event. Please note that these are *only* guidelines. We are available to answer any questions you may have and to also support your event in the most appropriate manner possible.

Neuroendocrine Tumor Research Foundation’s Community Fundraising Policies

These guidelines are designed just for you — our partners in the community. They provide information you’ll need to plan a successful fundraiser for NETRF, with a step-by-step guide.

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Community Fundraising Events Application

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Frequently Asked Questions (FAQs)

Our Mission

The mission of the Neuroendocrine Tumor Research Foundation is to fund research to discover cures and more effective treatments for neuroendocrine cancers.

The Neuroendocrine Tumor Research Foundation is committed to improving the lives of patients, families, and caregivers affected by neuroendocrine cancer by providing information and educational resources.

Community Fundraising Events

A community fundraising event is an independent event hosted by an individual or organization within the community with proceeds benefiting NETRF. It's a great way to engage and educate the community while contributing to the innovative research that we support; research that can lead to new discoveries for diagnosis, treatments, and hopefully, a cure. *Your support of NETRF is important to us.* We are here to help you succeed.

How NETRF Can Help

- Provide guidance and advice on best practices for event planning and soliciting your network.
- Help identify a specific type and/or level of research you would like your event to support.
- Promote the event on the NETRF event calendar, website, newsletter and social media.
- Provide resources to assist with your event planning efforts—including templates, speaking points, email drafts and more.
- Provide NETRF logos for use on marketing materials (*Please Note: Any use of the NETRF logo must be approved in advance*).
- Draft a letter of authorization for your event to be used to solicit organizations and companies for sponsorship or in-kind support. Also we can provide a copy of our 501 (c) 3 tax-exempt status letter.
- Provide a peer-to-peer fundraising page to collect online donations.

Fundraiser's Responsibilities

- Develop an event committee to assist with the planning and logistics of the event.
- Promote the event through social media, e-blasts, posters, flyers, etc.
- Identify and work with vendors to support your event, if appropriate.
- Handle all event registration, including tickets, and volunteer recruitment.
- Solicit organizations and companies for sponsorship or in-kind support.
- Keep track of and cover all event expenses. **Please note:** We do not financially support or reimburse for your expenses.
- Handle all event day logistics- including décor, event set-up and breakdown, etc.

Steps for Organizing a Successful Fundraiser Event or Promotion

1. Register your event or promotion with NETRF

Any fundraising activity for the benefit of the Neuroendocrine Tumor Research Foundation (NETRF) must be approved, in advance, by NETRF. The attached Community Fundraising Events Application must be completed and filed with NETRF for review *no less than 90 days prior* to the proposed event date.

2. Form a planning committee

The enthusiasm and dedication of the people who plan and organize the event or promotion increase the probability of a successful activity.

3. Establish goals

Have a realistic and measurable financial goal.

4. Brainstorm ideas

Give free rein to your imagination. Several heads are better than one!

5. Be sure you've chosen the "right" event or promotion

The event you choose should fit the size, interests, talents, goals & time availability of your group.

6. Identify your audience

Who is most likely to attend and support the type of event or promotion you have selected?

7. Schedule the event or promotion

Schedule your event/promotion for a time that is appropriate and convenient for those who will be attending.

8. Plan a budget

Identify sources of revenue and expenses. If you keep your costs down, you will generate a larger donation, which is something everyone will appreciate. *Please use our Budget Template!*

9. Collect the funds

All funds must be forwarded to NETRF within 45 days of your event or promotion.

10. Thank your donors and participants

Please be sure to acknowledge *everyone* who participated in or supported your activity and let them know how much you appreciate their help.

11. Take the first step

Complete the attached application form and return it to:

NETRF Community Fundraising Events
Att: Steve Perna
steve.perna@netrf.org

You will be contacted within approximately one week from the day your application is received. We look forward to learning more about your proposed event. In the interim, if you have any questions, please contact Steve Perna at 617-470-6070 or email him at steve.perna@netrf.org.

On behalf of the researchers, patients and families we serve, thank you for supporting the Neuroendocrine Tumor Research Foundation!

Examples of Community Fundraising Events

Below are some ideas for types of fundraising events:

Social Events - Barbeque, Gala, Ice Cream Social, Comedy Show, Karaoke, Wine Tasting, Benefit Concert, Holiday Party, Trivia Night, etc.

Fitness/Physical Activities - Bike-a-Thon, Spin-a-Thon, Golf Tournament, Yoga Fitness Class Triathlon, Walk/Run

Creative Events - Art Show, Fashion Show, Talent Show, Craft Sale, Open Mic Night, Yard Sale, Bake Sale, Jewelry Sale, Paint Night

Community Fundraising Planning Best Practices

- Start by identifying your contacts and potential supporters.
- Don't do it alone – enlist others to help assist in ideas and execution.
- When choosing an event date, be sure to consider other events happening in your area and holidays.
- Create a timeline and detailed calendar to help you and your team stay on track.

Matching Gifts

Did you know that employers often match your donation? This is an easy way to double the amount you're giving. Contact your HR department to find out if your employer participates. Remind your supporters to do the same!

How to Create a Virtual Community Fundraiser

Virtual fundraisers are another great option for Community Fundraising. They allow you to virtually engage with your audience while still being able to support NETRF.

Virtual Fundraising Best Practices

- Virtual fundraisers are best utilized when the bandwidth and capacity for a fundraising event is not a feasible option.
- Since all fundraising will be done online, it is important to keep your audience informed and active with an engaging communications plan via email and social media.
- You are encouraged to use ***NETRF's community fundraising website or an approved peer-to-peer fundraising platform, such as GoFundMe***, to raise money for your virtual fundraising events.

Communications Plan for your Community Fundraiser

Communicating your fundraising event or virtual fundraiser can be one of the most important keys to success. Reaching out to people throughout the course of your campaign is crucial—from initial contact to reminders and thanking donors. Your fundraiser is an ongoing dialogue to keep your audience engaged. Aim to communicate with your network at least once or twice a week.

Fundraising Emails Best Practices

- Always include a link to your fundraising page.
- Asking for a specific amount can help your supporters determine an appropriate donation.
- Include a fundraising deadline — this will encourage donations as soon as possible.
- Send updates as you hit fundraising goals to keep your audience excited and engaged.
- Include your personal story and/or your reason for fundraising.
- Personalize email communications.

Publicizing your Community Fundraiser

Social media is a great way to publicize your fundraising event or virtual fundraiser. Publishing information on your social media pages and linking event tickets or fundraising information makes it easy for your friends and family to learn more about the event or campaign and why you're participating. You can even create new social media pages specifically for your fundraising!

Social Media Best Practices

Keep posts short: Get to the point—the shorter the post, the better.

Use pictures or videos: Make your posts stand out by including pictures or videos.

Recommend sharing: Encourage your friends and family to share your social media posts. This will expand who sees your posts and spread your message further.

Facebook

- Connect with supporters from your entire Facebook network.
- Include all relevant information, including fundraising link, contact information, event details, etc.
- Provide weekly status updates with photos and/or videos.

Instagram

- Create a virtual experience for your audience.
- Post photos in conjunction with a caption to create a personal connection to your cause.
- Include your fundraising page link in your Instagram bio.

X/Twitter or BlueSky

- Provide brief updates to your network on the progress and needs of your fundraising.
- Recognize and thank donors.
- Include your fundraising page link in your x/Twitter or BlueSky bio.

Create a unique hashtag for your fundraiser: This will let your audience quickly and easily find all social posts related to your fundraiser. Remember to say “Thank you!”:

Local Media

- NETRF provides a standard press release template that can be posted on local event sites, including the Patch network, and submitted to your local newspaper.

Post Fundraiser Reminders, Photos & Follow up

- Provide links and addresses where people can continue to donate.
- Announce the amount raised and if applicable, share pictures and videos from the event via social media or email.
- Explain how the funds your donors helped you raise will impact and support NETRF.
- Start thinking of your next fundraiser and/or announce the save the date for next year’s fundraiser.
- Ensure all funds are collected and forwarded to NETRF within 45 days of the event.

Neuroendocrine Tumor Research Foundation's Community Fundraising Policies

Permission

- The Massachusetts Attorney General's office notes that the Neuroendocrine Tumor Research Foundation retains a fiduciary responsibility to ensure that NETRF's name is used properly, that the funds are being handled and accounted for in a responsible manner and the fundraising is conducted in a manner consistent with NETRF's mission and public image.
- All fundraising events for NETRF require written permission from NETRF in advance. Public announcements or event promotions *may not be made* until written approval has been received by event organizers.
- Fundraising events must comply with all relevant state and federal laws.
- NETRF reserves the right to decline any underwriting and/or sponsorship when it believes the association may have a negative effect on the credibility of the organization.

Event Language

- Any promotional materials must state clearly that the event is raising funds to benefit NETRF.
- The Neuroendocrine Tumor Research Foundation's name may not be listed as partner, sponsor, or supporter of the third-party event or its organizers.
- In naming the event/promotion, NETRF may not be used in the title, but may be listed as the beneficiary of the event. For example, organizers may not refer to the event as the "NETRF's Bowl-a-thon." Instead, it could be promoted as "Bowl-a-thon to benefit NETRF."

Sponsorship

- NETRF *cannot* solicit sponsors for third party fundraising events.
- NETRF *cannot* provide any donor or patient family contact information.
- A list of all potential sponsorship contacts (including all potential in-kind donors) must be reviewed and approved by NETRF before being approached in any way.

Tax Receipts and Donor Acknowledgements

- For tax reasons, NETRF can only acknowledge direct gifts. If the participants of a community fundraising event want to receive an acknowledgement for tax purposes from NETRF for their donation, they must donate directly to NETRF via www.netrf.org or by check payable to "NETRF."
- Acknowledgements from the organizers of community fundraisers play a vital role in allowing participants to feel appreciated. They do not, however, serve as receipts for tax purposes.

Event Promotion and Logo Usage

- NETRF must review and approve all promotional materials including, but not limited to, press releases, public service announcements, posters, brochures and advertising prior to production or distribution.
- The NETRF logo is property of NETRF and cannot legally be reproduced without written permission.
- NETRF may promote the event, when appropriate, through our websites and social media (with a link to the event's/organization's website if appropriate).

Financial Guidelines

- NETRF requires that event expenses be less than fifty percent (50%) of the total amount raised, excluding in-kind donations; reasonable exceptions may be made for first year events and on a case-by-case basis.
- Estimated expenses and revenue must be established by the event organizer and submitted to NETRF via the Community Fundraising Event Proposal Form for review before the event.
- If event expenses are greater than the total collected; the group conducting the event is responsible for payment of these additional expenses.
- We highly recommend using a peer-to-peer fundraising platform to collect all funds.
- NETRF's sales tax-exemption (on purchases) cannot be extended to any community fundraising event or effort.
- NETRF cannot process any credit cards for community fundraising events.
- NETRF is authorized to have complete access to all fundraising activities and is authorized to audit such records at the completion of the fundraiser or at any time during the fundraising activity as deemed necessary by NETRF.
- Under no circumstances may an individual keep any portion of the proceeds as profit or compensation for organizing the event.
- Within 45 days after the last day of the event, please send a check made payable to:

Neuroendocrine Tumor Research Foundation
Attn: Community Fundraising Events
31 St. James Ave., Suite 365
Boston, MA 02116

For events raising more than \$25,000 annually, NETRF may provide these additional benefits as available:

- NETRF representative as guest speaker at the event.
- NETRF check presentation or photo opportunity.
- Publicity in NETRF publications or website.

Cancellation, Liability & Changes

- If circumstances warrant, NETRF may at any time through any of its directors, officers, or senior administrators, instruct the cancellation of any community fundraising event. By executing the Community Fundraising Event Proposal, event organizers agree to release NETRF, and its officers, directors, and employees from any and all liability in connection with such action.
- The sponsors agree to indemnify and hold harmless NETRF and all its officers, directors, and employees from any and all claims and liabilities in any way related to the event.
- NETRF must be informed of any changes to third party fundraising events.

Thank You from NETRF!

On behalf of the researchers that we support and the patients and families we serve, thank you for supporting NETRF. We greatly appreciate your support and generosity to help continue our mission to fund research to discover cures and more effective treatments for neuroendocrine cancers.