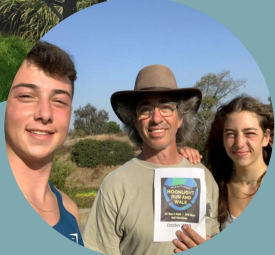


NETRF Community Fundraising

Tuesday, March 18, 2025
1:00 PM – 2:00 PM ET



Agenda

- 1 Welcome and Introductions (5 min)
- 2 NETRF Updates (10 min)
- 3 Community Fundraising (15 min)
- 4 Let's NETwork!(15 min)
- 5 Q&A (10 min)

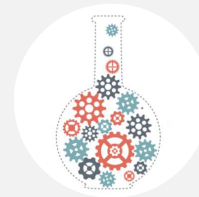
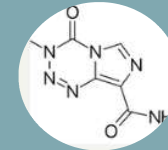
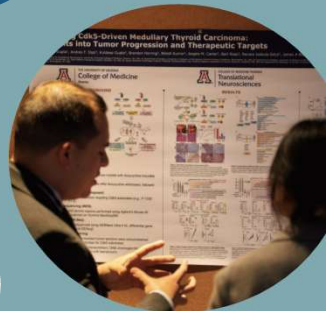
NETRF Updates: Turning Hope Into Breakthroughs, Transforming Breakthroughs into Cures

1 **650,000 People Worldwide Diagnosed Each Year**
Incidence Rate Rising

2 **\$2M Awarded in Research Grants**
Nearly \$40M across 76 institutions and 16 countries since 2005

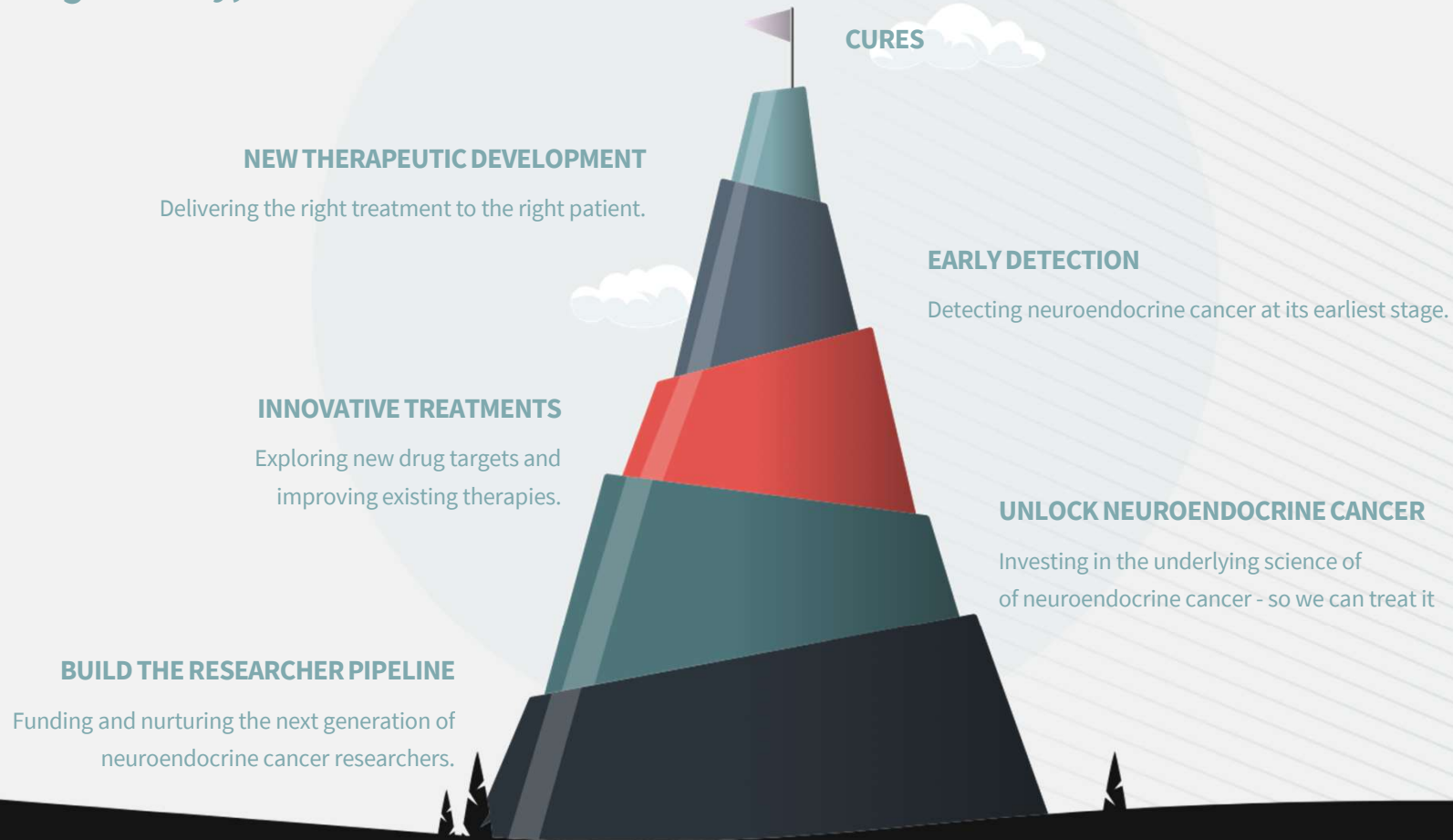
3 **New Request for Applications (RFA) Released**
Pilot, Mentored, Investigator, and Accelerator Grants
70% increase in LOIs from 2023 to 2025

4 **CAR T-cell Clinical Trial**
Early Promising Results, Site Expansion



Breakthrough Research Roadmap to Cures

Breakthroughs Today, Cures Tomorrow



Community Fundraising

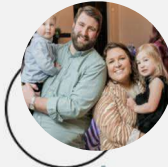
A community fundraising event is an independent event hosted by an individual or organization within the community with proceeds benefiting NETRF.

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.



Save Lives

Advance leading-edge research to identify treatments and cures for neuroendocrine cancers. Support educational resources to help patients and caregivers thrive.



Raise Awareness

Engage and educate your community about NETRF and neuroendocrine cancers.



Rally Your Community for Support

Offer a meaningful way for friends and family to stand by your side, show their support, and honor loved ones affected by neuroendocrine cancer.



NETRF is Here to Help

Your support is important to us. We are here to help you succeed.

NETRF 2025 Community Fundraising Events Guide

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

- ▶ **Our Mission**
- ▶ **How NETRF Can Help & Fundraiser's Responsibilities**
- ▶ **Steps for Organizing a Successful Fundraiser**
- ▶ **Examples of Community Fundraising Events**
- ▶ **Communications Plan**
- ▶ **NETRF's Community Fundraising Policies**
- ▶ **Attachments (Application & Budget Template)**

How NETRF Can Help!

1

Guidance and Advice

Provide guidance and advice on best practices for event planning and soliciting your network.

2

Impact

Help identify a fundraising goal and the impact you'd like your event to have.

3

Event Promotion

Promote the event internally on the NETRF event calendar, website, and through emails and social media.

4

Planning Resources

Provide resources to assist with your event planning efforts including templates, speaking points, and email drafts.

5

Marketing Materials

Provide NETRF logos for use on marketing materials. Note: Any use of the NETRF logo must be approved in advance.

6

Authorization Letter

Draft a letter of authorization for your event 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.

7

Fundraising Page

Provide a peer-to-peer fundraising page to collect online donations.



Fundraiser's Responsibilities



Develop an event committee

Assist with the planning and logistics of the event.



Promote the event

Use social media, e-blasts, posters, flyers, etc.



Identify and work with vendors

Support your event, if appropriate.



Manage event participants

Recruit volunteers.



Solicit sponsorship

Engage organizations and companies for support.



Track event expenses

Note: We do not financially support or reimburse for your expenses.



Manage event day logistics

Including décor, event set-up, and breakdown.

Community Fundraising Event Tips



Register your event

Any fundraising activity for the benefit of the Neuroendocrine Tumor Research Foundation (NETRF) must be approved in advance by NETRF's Chief Development Officer.



Form a planning committee

The enthusiasm and dedication of the planning team increases the probability of a successful activity.



Establish goals

Have a realistic and measurable financial goal.



Brainstorm ideas

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



Choose the right event

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

Types of Community Fundraising Events



Social Events

Barbeque, Gala, Ice Cream Social, Comedy Show, Karaoke, Wine Tasting, Trivia Night, Party, Benefit Concert



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, Paint Night, Lemonade Stand



Virtual Fundraising

Encourage Online Donations to Honor a Birthday or Special Date

Promoting the Event

1 **Emails**

2 **Posters/Flyers**

3 **Local Media**

NETRF Press Release Kit

4 **Word of Mouth**

5 **Social Media**

Facebook, Instagram, X, BlueSky, TikTok, LinkedIn, YouTube

6 **Podcasts**

7 **Be Creative!**



After the Event: Reminders, Photos & Follow-up



Donation Links

Provide links and addresses where people can continue to donate.



Event Summary

Announce the amount raised and share pictures and videos from the event via social media or email.



Share Impact

Explain how the funds your donors helped you raise will impact and support NETRF.



Future Fundraising

Start thinking of your next fundraiser and announce the save the date for next year's fundraiser.



Funds Collection

Ensure all funds are collected and forwarded to NETRF within 45 days of the event.

Get Started: Application & Budget



Community Fundraising Event Application

Before a Community Fundraising Event is held, the Neuroendocrine Tumor Research Foundation (NETRF) must approve this application. Return the completed application **at least 90 days prior** to the proposed event date to Steve Perna, steve.perna@netrf.org.

Today's date: ___/___/___

Name of Person/Group/Company Planning Event: _____

Name of Individual Responsible: _____

Mailing Address: _____

City/State/Zip: _____

Email: _____

Home Phone: _____ Cell Phone: _____

Name of Proposed Event: _____

Date and Time of the Event: _____

Location of the Event (Venue) _____

Address: _____

City/State/Zip: _____

Is the event is: Open to public By invitation only

Ticket price (Admission, fees, etc. if applicable) \$ _____

For publicity purposes, a phone number, email address and website (if relevant), that can be publicly listed: _____

Has this event taken place before? **Yes** If so, when ___/___/___ **No**

Are there other beneficiaries besides NETRF? **YES** **NO**

If so, which organization(s): _____

Does your, or any other company plan to match the amount you raise? **YES** **NO**



Community Fundraising Event Budget Template

Briefly describe the event and how funds will be raised (e.g. ticket sales, pledges, sponsorship, auction, raffle, etc.) – attach separate sheet if necessary:

Does your event require a license? Yes No

Please list all **anticipated revenue** and **anticipated expenses**, even if you expect the items to be donated:

REVENUE:

Registration Fees/Admission \$ _____ Sponsorships: \$ _____

Raffle: \$ _____ Auction (Silent and/or Live): \$ _____

Cash Donations: \$ _____ Other (please describe): _____

TOTAL EXPECTED REVENUE: \$ _____

EXPENSES:

Location Fees: \$ _____ Food/Beverage: \$ _____ Printing
(tickets, posters, etc.): \$ _____ Security (if necessary \$ _____ Advertising &
Promotion: \$ _____ Supplies: \$ _____ Licenses/Permits (if
necessary) _____ Prizes/Giveaways: \$ _____

Other (please specify) \$ _____

TOTAL EXPECTED EXPENSES: \$ _____

Amount, if any, to be donated to other beneficiaries (not NETRF): \$ _____

NET REVENUE (Amount expected to be donated to NETRF) \$ _____

Please indicate the anticipated date that funds will be received by NETRF: _____

For any questions and/or additional information, please contact:

Steve Perna, Development Consultant

Email: steve.perna@netrf.org Cell: 617-470-6070

Let's NETWORK Together!

2025 Events (So Far!)

Brittany Holzhauser
March 1, 2025
CureNET Winter Dinner
Toledo, OH

<https://www.curenproject.com/events>

Bennett Raphael
April 21, 2025
Boston Marathon
Boston, MA

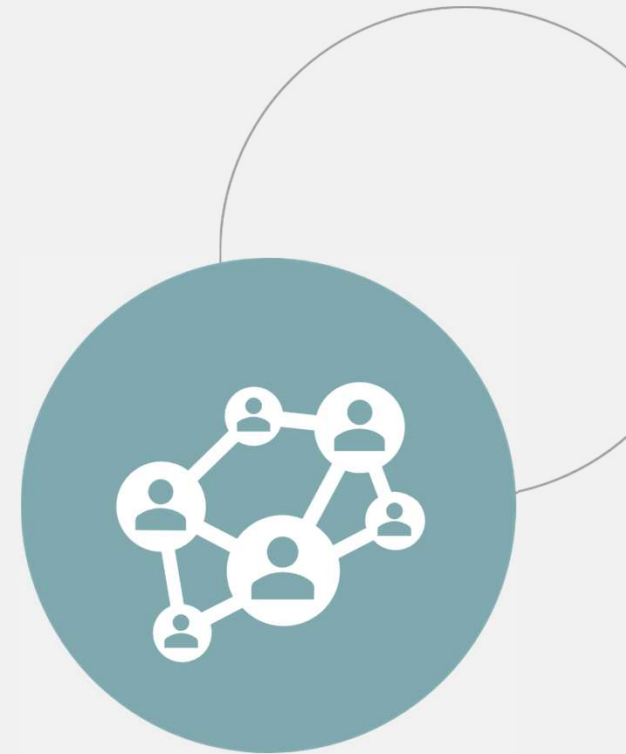
<https://www.givengain.com/project/bennett-raising-funds-for-neuroendocrine-tumor-research-foundation-91361>

Katherine's Light Foundation
June 14, 2025
Katherine Mueller Music Festival
Severna Park, MD

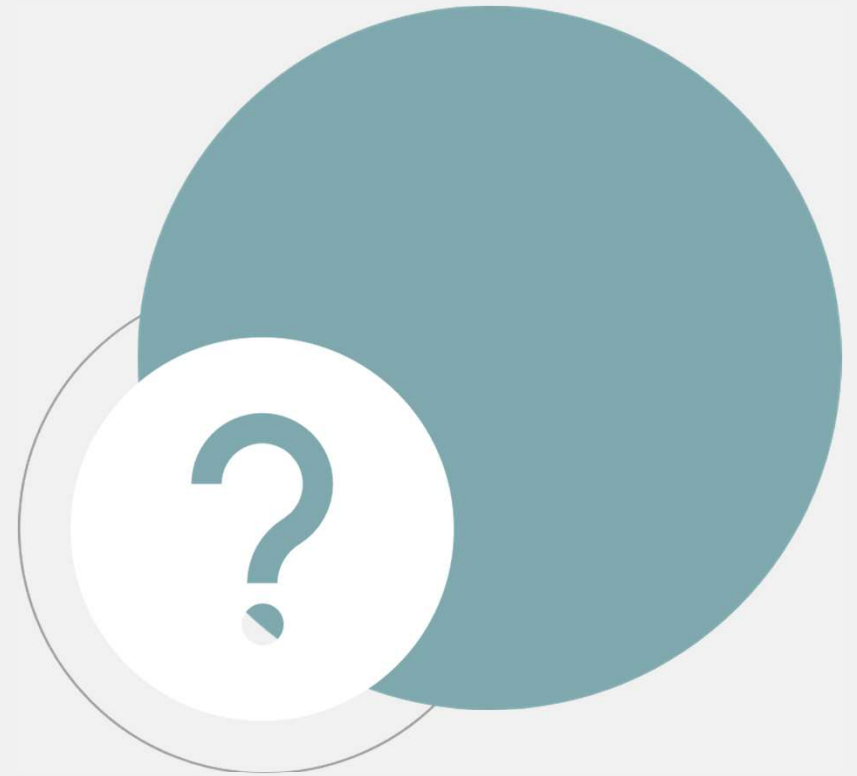
<https://katherineslight.org/>

Paul Queenan
June 20, 2025
Golf Tournament & Dinner
Hyannis, MA

Jim Jungsten
September 20, 2025
"A Night for Sheryl"
Fair Oaks, CA
<https://www.advocateforsheryl.com/>



Discussion and Q & A



Contact Me!

Steve Perna

Development Consultant

Email: steve.perna@netrf.org

Cell Phone: 617-470-6070



Steve Perna

Thank You!

