



The Krueger Hat Trick Foundation

Host a Fundraiser

[Click here to request a fundraiser host form!](#)

Hosting an event to benefit the Krueger Hat Trick Foundation (KHT)

Organize a fundraiser to benefit the KHT. These fundraisers can include everything from lemonade stands, bake sales, car washes, golf tournaments, car shows, carnivals, and more! If you're interested in hosting your own third-party event to benefit the KHT, please [click here](#) request an application. We can offer guidance to make your event a success.

What is a third-party fundraiser?

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

Who can conduct a fundraiser on behalf of KHT?

Individuals and organizations can host an independent fundraiser to support KHT. Anyone in the community can hold an event to support the areas of greatest need or a specific campaign of your choice.

How will this toolkit help me?

This toolkit is designed to make planning your community fundraiser as easy as possible, such as:

- Timeline and budget
- Organization and publicity

Where will my donations go?

There are many campaigns and programs that KHT partners with that your donation supports. If you have a passion for a specific area, we will work with you to ensure your donation goes there directly. For details on areas of funding, see the list below, If you would like different funding ideas, please contact us at fundraisers@thekht.org.

How KHT Foundation can help with your fundraiser:

- Provide fundraisers and events consultation
- Provide a letter of authorization to validate the authenticity of the event and its organizers
- Provide and approve use of our logo, given certain criteria are met

- Help you select an area of KHT for your donation support
- Coordinate check presentations
- Send you KHT branded items

Services we are unable to provide:

- Our sales tax exemption number
- Insurance or liability coverage
- Mailing list of donors and/or vendors
- KHT stationary
- Funding or reimbursement of your expenses
- Publicity (e.g. newspaper, radio, television)
- Guaranteed attendance of KHT members

Getting Started

To host a community fundraiser for KHT is a huge accomplishment in itself - thank you!
Here are 10 steps to help you get started:

1. Form a planning committee.
2. Brainstorm.
 - Gather members of your planning committee to brainstorm ideas for your fundraiser.
3. Choose the "right" event.
 - The type of event you choose should fit the size, interests, talents, goals, and time availability of your planning committee.
4. Identify your target audience.
 - Consider who is most likely to attend and support the type of event you have selected.

5. Develop a budget. Identify all involved event expenses
 - Ie: invitations, postage, rental space, signage, food and catering, promotional materials, website, advertising, etc.
 - Consider possible sources of funds – the people and companies who can donate products to reduce costs (food, equipment, design, printing, photography) This will help keep your costs down, which is something everyone will appreciate.
 - We encourage you to maintain fundraising costs at 20 percent of your budget. (See Budget Template at the end of the toolkit).
6. Develop an event timeline.
 - A timeline greatly assists with your event’s publicity strategy.
7. Schedule the event.
 - Select a time that is appropriate and convenient for attendees.
 - Check local community calendars for conflicting events.
8. Open a bank account.
 - You may need to establish a bank account to accommodate income revenue and expenses. Visit a local bank to create a business account under your event's name.
9. Collect all funds.
 - We ask that all proceeds designated for KHT be forwarded to the Krueger Hat Trick Foundation within 30 days of the event’s conclusion.
10. Say thank you!
 - Show your appreciation and reinforce your attendees’ and supporters’ goodwill through thank-you letters, notes, or e-mails

Event Ideas

The following are some ideas for your community fundraiser. We suggest your fundraiser involve an area you enjoy (e.g. book club, cooking). This way you are not starting from scratch and you are doing something you love for a great cause!

- Birthdays/anniversary party Do you have an upcoming birthday, anniversary, shower, or bar/bat mitzvah? Consider a contribution to KHT in lieu of personal gifts - ask your friends and family to do the same. This is a great way to get the kids involved!
- Cocktail party Throw a cocktail party in your home, or at a local restaurant or bar. Many venues provide great deals for very little money. Ask for \$50 donations, then spend no more than \$20 per person on food. This ensures you will have a good amount to donate by the end of the night. Include a raffle or auction to increase revenue.
- Garage sale Ask friends and neighbors to clean out their basement or garage for a good cause.

- Golf outing Plan a small golf day with friends, family or for business.
- Independent business give back Are you a local business owner, restaurant, or retail owner who wants to align with KHT's mission? Whether it is a percentage of proceeds for a week, or simply collecting change, you can make a difference while you work.
- School fundraiser Kids love to help! This is a fun way to teach students about philanthropy through coin drives, read-a-thons, etc. Be creative! We'd love to hear about your ideas and stories.

SELL, SELL, SELL!

Many marketing/promotional companies offer discounted items. Create t-shirts, bracelets, key chains, etc. and sell them above your cost to create revenue.

Publicity Tips

Create a timeline Maximize your event's publicity at very little cost with a strategic timeline

- 3-4 months before the event: Identify target audience based on demographics, interests, and location. Then, 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.
- 1-2 days before the event: Email and/or fax a media alert with the basic information about your event (who, what, when, where, and why) to the TV news assignment desks and photo desks at the daily newspapers.

Take lots of photos of your fundraiser's special moments:

- Plan a targeted shot list in advance to make sure you get photos of everything and everyone you want
- Take candid and close-up shots that capture the different aspects of your fundraiser
- Include kids in the photos, if applicable
- Capture images of your sponsors
- Include three to four people in a photo for the best publicity shot

After Your Event

Send in your donations/proceeds

Mail a check to: Krueger Hat Trick Foundation, P.O. Box 725, New Windsor, MD 21776

Checks should be made payable to Krueger Hat Trick Foundation

Include a short note that explains your fundraiser

Once we receive your donation, an acknowledgement letter will be sent to you for tax purposes.

Send us photos: Email the best 3-5 photos from your event to: fundraisers@thekht.org

Logo use: As stated in the guidelines, use of KHT logo is allowed up to 30 days after your event. Remove logos from any materials after this time.

Start thinking of your next fundraiser! The best time to think of a new idea is right after an event or fundraiser. Think: what parts went well, and what could be changed to make the next event more successful?

Frequently Asked Questions

How long does it take to get my fundraiser proposal approved? Proposals are approved within 10 business days of receipt.

Do I need to create a 501C3 (non profit) organization to host a fundraiser for KHT?: No, anyone can host a fundraiser for Krueger Hat Trick Foundation with our approval. Members can provide an authorization letter confirming the organizer's intent to raise funds for Krueger Hat Trick Foundation.

Can someone from KHT help me plan, as well as attend and/or speak? 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 events. We do our best to attend events that support KHT, but we cannot guarantee attendance of members or volunteers at your event.

Can I use KHT's name and logo? Once your fundraiser is approved, we will provide you with our logo for your marketing materials. Before print and distribution, we must review everything with our name and logo, which includes the logo's use on your website.

Can KHT provide insurance for my event? The event organizer is responsible for obtaining insurance for the event. Because Krueger Hat Trick Foundation is the beneficiary and has no direct involvement with the fundraiser, we cannot provide insurance for third-party events.

Can KHT help me get an event permit? The event organizer must obtain any necessary permits or licenses.

Can I use KHT's tax exemption number? Because KHT is not your event's host, your fundraiser is considered a third-party event. For this reason, you will not be able to use the Krueger Hat Trick Foundation's IRS 501(c)(3) charitable classification, federal tax ID number, or tax-exempt certificate.

Will each of my donors get a receipt? We cannot issue charitable tax receipts for donors or sponsors who make payments directly to your third-party event. If your donor wants a receipt, please be sure the check is made payable to the Krueger Hat Trick Foundation and leave the check in its original form before it's sent to the Foundation.

Please note that there are complex regulations with distribution of charitable tax receipts. This includes donations of money, in-kind items, and services. To issue an inappropriate receipt can put our charitable tax status in jeopardy, so please do not promise any kind of receipt. For more information about charitable tax receipts please contact us.

How do I open a bank account for my event? We recommend you open a non-interest bearing checking account, or benefit account, at a local bank. The account must be opened in the third party's name. It cannot be opened with Krueger Hat Trick Foundation's name or financial information.

Can I pay myself back for expenses I've incurred? KHT cannot fund or financially support community fundraisers. While we recognize that some coordinators need funds to run an event and pay expenses, coordinators are responsible for expense coverage. For these reasons, as you start to collect money, we advise you to keep some funds on hand for expense assistance. This amount should not exceed 30% of your gross revenue. In your planning process, be sure your budget reflects the event type and any event-related costs. After the fundraiser is complete, please send us all checks addressed to Krueger Hat Trick Foundation as well as a one lump sum check from your checking account.

Can we have a check presentation at KHT? Yes, we can arrange for a check presentation to be held at a designated location.

Contact Information

Gina Woke, Fundraiser Chair
Krueger Hat Trick Foundation P.O. Box 725
New Windsor, MD 21776
E: events@thekht.org