



# Catalog of Fundraising Ideas

MSU Student-Developed  
Summaries of Sponsorship and  
Promotion proposals for CTF Affiliates

Through May 2009

## 12 Tips for Successful Fundraising

1. Give yourself and your team plenty of time to plan and execute your event. Make a schedule with clear "mile markers", and stick to it. Adopt a campaign mentality and commit to win. Plan and announce the celebration lunch date for your committee at your first committee meeting and remind all of your volunteers about this as often as you can.
2. Define a dollar target for your fundraiser, commit to it, announce it and plan every element of the fundraising campaign with this target in mind.
3. Commit to raising funds, and avoid euphemisms like fun-raisers or friend-raisers. This is fund-raising. Euphemisms become alibis. Don't confuse motion with action, and don't allow your colleagues to dilly-dally, either.
4. Define the target audience for your fundraiser by name. Be specific about who you want to attend. Put people on your target attendance list who have a history of caring about child abuse prevention. Send volunteers to sell them tickets and sponsorships in person.
5. Articulate the importance of the cause in everything you say and do from a perspective that will move your target audience. Let your passion show. Show how past contributions have changed lives in your local community. Show how failure to contribute will jeopardize kids.
6. Pick a unique and doable theme for your event. Tie in kids and families, somehow. Look at the projects from the MSU class project catalog for ideas. But remember -- each fundraising event is unique. Whatever your theme is, it's important in this day and age to have some sort of visual theme that will appeal to your targeted market.
7. Set up a realistic budget. Consider your budget when you are forming your steering committee -- many goods and services can be donated, but many can't.
8. Build a powerful steering committee. Remember the power of gilt (as in gold) by association. People love to be listed with the right people on letterhead. Make sure your committee is listed as "in formation" -- you can add new leaders as you find them. Pick some people who "have people" to help with the logistics.
9. Package the event tickets, give a minimum number of tickets to each volunteer, and let them know you expect them to sell them (not just "get them out".) Tickets don't sell tickets. People sell tickets.
10. Use your most connected members and steering committee leaders to sell sponsorships to businesses that "need to be associated with the event." Set targets and have weekly follow-up meetings in person or by phone.
11. If you pick an honoree, choose carefully. Choose someone with an established record of helping with children's issues, someone with a rolodex and no skeletons in their closet.
12. Find sponsors who can be convinced that an association with our cause of preventing child abuse will bring goodwill and, eventually, business to them. Show them how their logos will be prominent in the event. Make heroes out of them. Give them a detailed report and a warm thank you after the event.

Now, pick a theme and do your best, no matter how big or small your goal. Your effort will remind everyone you touch how important it is that we all work to advance the ethical treatment of children.

For more information, consult the following links:

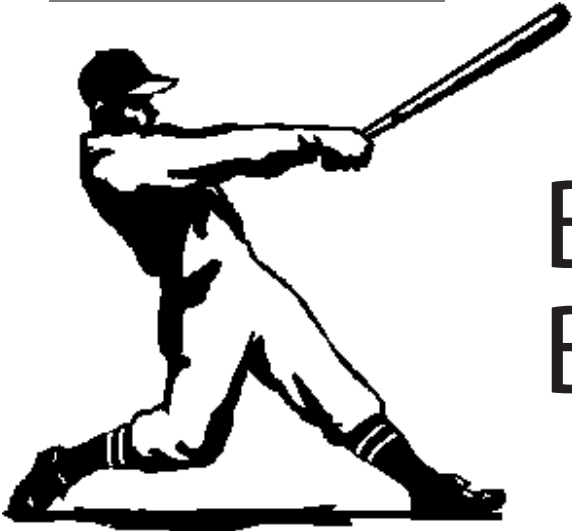
[http://www.ehow.com/how\\_2110286\\_plan-a-fundraiser.html](http://www.ehow.com/how_2110286_plan-a-fundraiser.html)

[http://www.ehow.com/how\\_135538\\_fund-raising-event.html](http://www.ehow.com/how_135538_fund-raising-event.html)

Richard T. Cole

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# Baseball Bonanza

PROJECT  
CODE

CTF

03

08

001

The big idea for this event is to have local police officers and firefighters join local baseball and hockey teams in a charity softball game for a Children's Trust Fund local affiliate. The game will take place at the baseball team's local field. Before the game, families will have the opportunity to meet the baseball and hockey players. A raffle\* and silent auction will be set up for attendees to browse during the day. Activities for children will be set up after the game.

During the silent auction and raffle, volunteers will be giving away autographed hats, T-shirts, baseballs, bats, gloves, restaurant gift certificates and much more. The example cost of admission is \$10 for adults and \$5 for children three years and older.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-001.

\* Raffles may be subject to the state and local lottery and charitable gaming rules and regulations. Please visit <http://www.michigan.gov/cg> for more information.



# Black Tie Dinner Benefit

PROJECT  
CODE

CTF

03

08

002

The big idea for this event is to incorporate different forms of art, plays, and presentations by children from local elementary schools (and after school programs) into a black tie dinner benefiting a Children's Trust Fund local affiliate.

Upon arrival at the event, guests will be encouraged to purchase a raffle\* ticket with the chance to win prizes. Various keynote speakers will present in order to build public awareness for the cause.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-002.

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# Capital City Taste Fest

PROJECT  
CODE

CTF  
03

08

003

The big idea in this proposal is to engage a community's central business district, in this example Lansing, in a fundraising event that draws attention to the child-abuse prevention cause while promoting local restaurants. Event organizers suggest offering contributors a night out in a classy "adult" atmosphere. Event organizers suggest enlisting as many as 20 local eateries to provide samples of their food and drinks in food tents set up along the street. Event tickets will serve as a food/drink tasting punch card. Ticket prices will range from a three sample general ticket (\$15) to a platinum ticket (\$40) good for 10 samples.

Organizers suggest obtaining the services of a live jazz band from the MSU School of Music (or other local music group) to entertain attendees. Various ways to promote the event include press releases submitted to local television stations and newspapers, as well as flyers posted at local businesses. The CTF local affiliate would have a booth or tent at the event to inform the attendees about child abuse prevention, and to encourage attendees to make donations.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-003.



# Casino Night: "Betting on a Good Cause"

PROJECT  
CODE

CTF

03

08

004

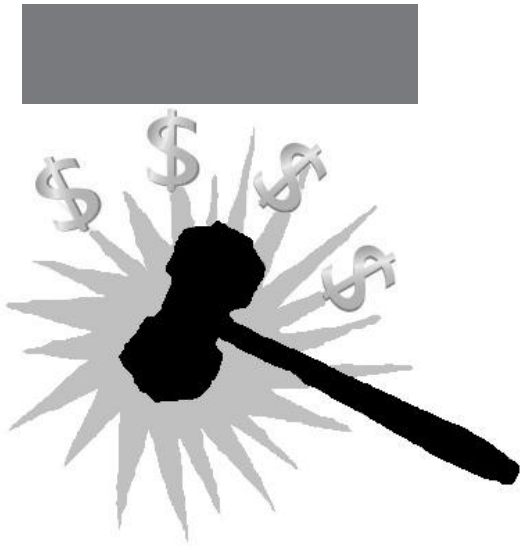
The big idea of this event is a Casino Night the students call "Betting on a Good Cause". Casino games, hors d'oeuvres, a raffle\*, and silent auction are on the program for the night. Event organizers suggest selling sponsorships of gaming tables for the proposed price of \$250 per table.

Organizers present four different ticket values ranging from the most prestigious ticket, the "Platinum" costing \$500, followed by "Gold" costing \$250, "Silver" for \$200, and "Bronze" for \$100. For every \$10 in chips a guest turns in, they will receive a raffle ticket for prizes, which will be gift certificates of varying values donated by local business sponsors.

Some examples of promotional ideas are public service announcements on local radio and television stations, ads in local newspapers, and a banner posted at local schools where raffle tickets are also available. Prizes for this raffle will be free attendance at Casino Night.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-004.

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# Charity Auction

PROJECT  
CODE

CTF

03

08

005

The big idea for this event is to create a black-tie affair and silent auction with local athlete guests as a benefit for a Children's Trust Fund local affiliate. For this proposal, the event will take place at Comerica Park with a silent auction. The event organizers suggest auctioning off high-end items that sponsors donated. Local athletes will be present to help raise attendance and press coverage of the event, and to provide a photograph and autograph opportunity.

The event organizers suggest that local CTF affiliate sell tickets to the auction, and gain news coverage by putting out a news release. This will help raise awareness and excitement about the event in the local area.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-005.





# Charity Golf Outing and Banquet

PROJECT  
CODE

CTF

03

08

006

The big idea for this event is a competitive day of golf, followed by a dinner auction to raise awareness and funds for a CTF local affiliate. The day begins with breakfast followed by attendees teeing off. The event organizers suggest 100 golfers for the outing to make up 25 foursomes. Once the golf outing has finished, players will enter the clubhouse to begin the banquet and silent auction. After dinner, the auction and raffle\* will begin and winners of the golf outing are announced and given prizes donated by local businesses. (Editor's Note: Having meals before and after the event is probably redundant. Decide which would work best for your event).

Sponsor benefits include sponsored holes, a showcase of each sponsor product attributes which will create merchandising opportunities and high visibility. Local radio and TV will broadcast live from the event and interview sponsors at the event.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-006.

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# Cheers to the Children Dinner

PROJECT  
CODE

CTF

03

08

007

The big idea for this event is displaying local children's art at a charity dinner dedicated to preventing child abuse and neglect. The event organizers suggest jazz music, a children's art contest, wine tasting, dinner, prize raffles\*, and local speakers for the night. The event organizers will provide 300 tickets to those who have supported child-abuse prevention in the past. The main purpose of the event is to inform attendees of what the CTF local affiliate represents and what their contributions can prevent. There will be an art contest at many local schools and the winners will have their art displayed at the dinner.

The event will provide an excellent networking opportunity among the guests and sponsors that will be attending. An example of the night includes starting with hors d'oeuvres and while guests view the children's art on display the wine tasting will begin. When dinner begins, raffle tickets will be available for purchase. Raffle prizes include high-end luxury items donated by local business sponsors.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-007.

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# Child Abuse Prevention Awareness Weekend

PROJECT  
CODE

CTF

03

08

008

The big idea of this plan is a weekend with the family and local athletes volunteering with the games and activities. At night, a banquet dinner honoring the CTF local affiliate will serve to raise awareness of child abuse prevention. To make Children's Trust Fund and its local affiliates the charity of choice, a slideshow flashing statistics and a brief description of the mission will play during dinner. The event organizers suggest \$50 a plate to raise money for child abuse prevention.

A picnic day filled with activities for the family will take place the following day. Information booths and banners posted throughout the event will heighten visibility of sponsors. A variety of sponsored games and activities will be available for the children and local athletes will direct the activities. An opportunity for families to get their pictures taken with the local athletes will be available. The event organizer suggests a charge of \$5 for photos.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-008.



# Comerica Bank “Double Play in Detroit”

PROJECT  
CODE

CTF

03

08

009

The big idea for this event is to engage the local community (in this case Metropolitan Detroit) with a softball game that benefits the CTF local affiliate. Organizers suggest that this proposal is easily adapted to local councils with minor league or collegiate baseball teams.

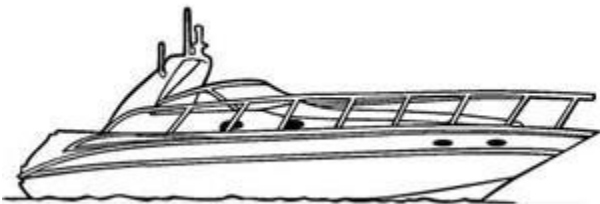
In this proposal, the event will consist of a day spent in downtown Detroit. Half of the day would take place at Comerica Park for a Detroit Tigers day game followed by dinner at the Foxtown Grille.

The event organizers suggest that the contribution for the event will include a game ticket, T-shirt and coupon for game food. The CTF local affiliate will also have a booth within the park in order to hand out information to fans attending the game. Some benefits to sponsors during the game will include logos on shirts as well as notice on the scoreboard.

The dinner will continue at the Foxtown Grille that includes a silent auction with sports memorabilia and raffle\* tickets available for purchase. Benefits for sponsors at the dinner will include logos appearing on banners as well as media exposure on local news channels.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-009.

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# Cruising for Kids

PROJECT  
CODE

CTF

03

08

010

The big idea for this event is a night on the river in a luxury boat or yacht to benefit a Children's Trust Fund local affiliate. The event is a black tie dinner aboard the Infinity Yacht (or a local luxury boat or yacht) with hors d'oeuvres, a silent auction, followed by plated dinner and swing dancing to entertain guests through the night. Michigan-based companies will donate all silent auction items.

The event organizers suggest 300 tickets for \$250 each. Corporate sponsors and prominent locally based executives will use the extra tickets to the event.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-010.



# Daring Day of Caring

PROJECT  
CODE

CTF

03

08

011

The big idea in this proposal is to bring local businesses into the spotlight for their commitment to raise money and sky dive for child-abuse prevention. Participants from Michigan-based companies are raising money towards a goal set by the business. The event organizers suggest a \$500 minimum goal for companies and they start at 10,000 feet. For every additional \$500 raised, the employee will jump an extra 500 feet. For those interested in diving who is not the selected diver, discounted skydiving fees are available.

Divers and employers of participating companies are welcome to invite friends, coworkers, and family to the event. A mechanical bull, moonwalks, rock climbing, and other fun events are available for kids during the event. Local entertainment and a fireworks show will end the night.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-011.



# Dawn til' Dusk Walk-a-Thon

PROJECT  
CODE

CTF

03

08

012

The big idea for this event is to bring representatives of local businesses together for a walk-a-thon that raises awareness of child abuse and neglect prevention, as well as raises money for a Children's Trust Fund local affiliate. The event organizers suggest an attendance goal of 600 people.

The event organizers suggest a "carnival-style" run/walk. It will consist of local business-sponsored activity booths surrounding a high school track. Attendees will make their way around the track, and can choose to stop at a sponsor booth and participate in a fun activity such as face painting, a pie-eating contest, or a petting zoo. The goal for the participants is to complete as many laps around the track as possible. A goal is announced at the beginning, and those who meet it will receive prizes. Prize levels will increase as a greater distance is completed.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-012.

(Editor's Note: This proposal suggests using big contributions and admission tickets as the revenue generator. Normally, an event of this nature would have the 600 participants solicit pledges for every lap or every mile walked, and collect the pledges after the event.)



# Day at Comerica Park

PROJECT  
CODE

CTF

03

08

013

The big idea for this event is a day at Comerica Park (or local ballpark with activities for children and a silent auction during the game. This event features famous Michigan's memorabilia up for bid at a silent auction, a crafts table for kids and baseball game for the whole family.

The event organizers suggest two types of tickets to sell. Ticket 1 is for the public. Ticket 2 is for exclusive sponsors with lunch held in The Tigers Den. Volunteers and local art supply stores help kids with the crafts project during the pre-game luncheon. During the game attendees can submit bids to silent auction items

Local radio and television stations will promote the event. Flyers posted around town, banners around the ballpark, press releases submitted to newspapers, and T-shirts handed out to attendees and volunteers will serve as a year round promotion of the event.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-013.





# “Drive Away Abuse” Golf Outing

PROJECT  
CODE

CTF  
03  
08  
014

The big idea for this event is to bring the family out for a combination charity golf outing (with a bowling event to entertain the kids). The event organizers suggest a nine-hole shotgun play tournament that will include a raffle\*, contests, complimentary food and beverages, and live entertainment. A bowling event for children will also be going on during the golf tournament.

Sponsored raffles and contests throughout the entire day will give more benefits to potential sponsors. Volunteers at all holes on the course will sell tickets for different prizes and they will . Volunteers will announce the winners of the raffle prizes during the bowling event for the children. Following the golf outing and bowling event there will be a cook out where raffle winners from the golf outing will be announced.

The event organizers suggest sending informational brochures along with an invitation to past organizations that have supported the child-abuse prevention cause. Local radio and TV stations will receive press releases along with invites to the event.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-014.

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# Fall Festival

PROJECT  
CODE

CTF

03

08

015

The big idea for this event is to bring families out for a carnival while raising awareness of a Children's Trust Fund local affiliate. The event organizers suggest various events targeting children and families including, face painting, chili cook-off, a petting farm, hayrides, pony rides, trick or treating and a family dance in the evening. The various sponsors of the event will have booths and tables set up, along with children's events that they will be running.

The event organizers suggest advertising for the event one month before the event occurs. Include radio airtime from the radio sponsor, passing out various flyers at local sponsor sites and sending a press release with event details.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-015.



# Fall Hands-on Family Festival

PROJECT  
CODE

CTF

03

08

016

(Editor's Note: This event is targeted at the Greater Lansing area, but is capable of being done in other communities). The big idea for this event is a children's day at the science center, while raising awareness for a Children's Trust Fund local affiliate. This event will take place at Impression 5 (or local science center). Families will be able to do hands-on workshops that teach kids about science. There will also be face painting, magicians, and a moonwalk set up outside. At the end of the day, there will be a raffle\* where adults and children can win various prizes from our local business sponsors.

The event organizers suggest allowing members of the community to purchase tickets for \$30 per person or \$100 for a family of four. With each ticket, buyers will receive a lunch/dessert pass and tickets for the entertainment venues, and each child will receive a goody bag filled with stickers, pencils, noisemakers, etc.

Local radio and television stations will broadcast live from the event and encourage people to purchase tickets prior to the event. Each sponsor will have an experiment and banners to go along with the experiments.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-016.

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# “Family Fun Fair” to prevent child abuse

PROJECT  
CODE

CTF

03

08

017

The big idea for this event is a family fair with local entertainers performing a concert at night. The goal of the fair is to increase child-abuse prevention awareness and raise money for a CTF local affiliate. The event organizers suggest a Family Fun Fair beginning at 2 PM with rides, face painting, magicians, games and prizes, a raffle\*, donation stations and concessions. A concert featuring local entertainers will end the night. This proposal suggests an admission of \$10 per person for the fair, \$15 for the concert or \$20 for both events.

Sponsor benefits include free admission to the fair, backstage passes to the concert, designated space to set up and promote their company, and signage and recognition at the event. Local media outlets including radio stations, television stations and newspapers will be notified of the event.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-017.

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# Family Olympics

PROJECT  
CODE

CTF

03

08

018

The big idea for this event is to create a family/community Olympics day. Families and neighbors from around the area will compete in physical and mental challenges. The event organizers suggest an entrance fee of \$35 per team. The tickets include lunch and an event T-shirt displaying all of the event's sponsors on the back. Attendees will be able to roam throughout the event period and compete in their choice of events.

At the closing ceremonies, winners will receive prizes. A silent auction and raffle\* will also be going on during the awards ceremony. The proposal suggests guest speakers such as Coach Tom Izzo and Earvin "Magic" Johnson speak about community strengthening, positive influences, and stress the positive effects of mentoring.

For a copy of the detailed Proposal, please email [projects@childrenscentralmsu.edu](mailto:projects@childrenscentralmsu.edu) and request sample paper CTF 03-08-018.

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# Field Day Classic

PROJECT  
CODE

CTF

03

08

019

On a new twist of the old “golf-outing” theme, the big idea of this proposal is a two-part event with local athletes participating in field events with the children, and the adult portion focused on golf lessons with a local golf team. Local athletes and volunteers will divide the children into groups. This event will focus on kids ages 5-12. The field-day classic will focus on the first nine holes of the golf course. Different companies will sponsor each hole, which will focus on one exciting activity for the children. Golf carts will drive around with beverages, snacks, and hot dogs.

The adult portion of the fundraiser will take place on the last nine holes of the golf course. Parents can choose to stay with their kids or attend the adult portion. The chipping and putting range will be open to parents with the local golf team and coaches supervising and offering helpful tips. The day will end with a cookout dinner and silent auction featuring sports memorabilia and gift certificates.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-019.



# Golf Outing

PROJECT  
CODE

CTF

03

08

020

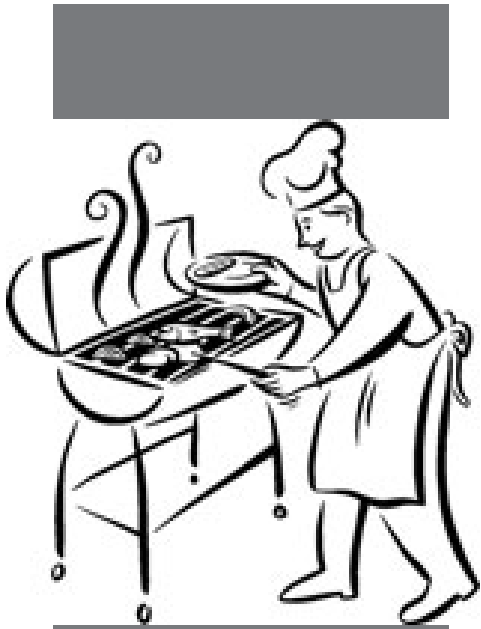
The big idea for this event is a sponsored golf outing. The event organizers suggest a tournament of golf shotgun and scramble style followed by dinner and an auction. There will be raffle\* prizes, team prizes, and high-end auction prizes donated by local business sponsors.

Sponsors will have their company name and/or logo on banners, golf balls, signs, flags, etc. Local businesses will sponsor each hole played. During the outing, there will be hole prizes including, longest drive for men and women, closest to the pin, and hole-in-one. Winners will receive gift baskets donated by local sponsors.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-020.

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# “Great Lakes Grilling Competition” for child abuse prevention

PROJECT  
CODE

CTF

03

08

021

The big idea for this event is a grilling competition. Event organizers suggest three divisions: a grilling competition open to the public, a cookie-decorating contest for children and a “Show Us Your Best Dish” competition for local participating restaurants.

The event organizers suggest contestants collect pledges of a minimum of \$500 to enter the grilling competition. A \$5 entry fee for the cookie-decorating contest and no entree fee for the restaurant contest, because they use their own prepared food for the competition. Event organizers suggest attendees decide the winner of the restaurant division by purchasing a taste-testing plate for \$10 and casting their vote for the best restaurant dish. Local celebrities will judge the grilling competition.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-021.





PROJECT  
CODE

CTF

03

08

022

# “Hands are for Helping” Art-related fundraiser to prevent child abuse

The big idea for this event is an art activity day for the family. Art teachers from around the area will help young children and their families learn the fundamentals of art. Activities include sculpture with clay, painting, collages, and fine crafts for the children to express their imaginations and create their own masterpieces.

An evening Art Gala will display the children’s artwork, and artwork by local artists. Attendees can view the artwork and meet local artists throughout the night. The event organizer suggests tickets be sold for \$100 per person and dinner and dessert included.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-022.



# Katwalk for Kids

The big idea is a high-end fashion show with modeled clothes from local clothing stores. The models will be local male athletes and female models wearing clothes from each respective clothing store that donated items. The local businesses will model a variety of day wear, business casual and formal wear. Event organizers suggest that local salons provide make-up and hair to models, while samples are available for guests attending. A local radio station will sponsor the music for the night.

The event organizers suggest tickets to the event cost \$80 per person for general seating and VIP seats for \$130 per person with exclusive seating and a complimentary bottle of wine. Two weeks before the event, local radio stations will promote the event and listeners can win tickets to the event.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-023.



# Making Memories with the Detroit Tigers

PROJECT  
CODE

CTF  
03

08

024

The big idea for this event is a day baseball game for the family (Editor's Note: The concept should be considered in minor league locales) and silent auction gala at night. This event will feature a baseball game and Kids Day to raise money for a CTF local affiliate. Raffle\* tickets will offer guests the chance to win one of three autographed baseball items from the local baseball team. Attendees can receive information about the CTF local affiliate at a booth set up at the park.

Purchasing a local council baseball ticket will help promote the organization and with every ticket attendees will receive a food voucher, entertainment, and one turn at the batting cages. After the game, people who purchased their ticket from the local council will get to run the bases.

This proposal suggests a banquet for our sponsors called "Stand for Children Gala and Auction". Event organizers suggest a gala and auction with five-course meal and dessert. The event organizers suggest that sponsors receive free entry to the event, but public attendees purchase tickets for \$200 per ticket. Sponsors will receive a gift bag at the end of the night and guests will receive a bottle of wine. (Editor's Note: The concept can be scaled to any price point.)

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-024.

\* Raffles may be subject to the state and local lottery and charitable gaming rules and regulations. Please visit <http://www.michigan.gov/cg> for more information.



# Party with Sparty

PROJECT  
CODE

CTF

03

08

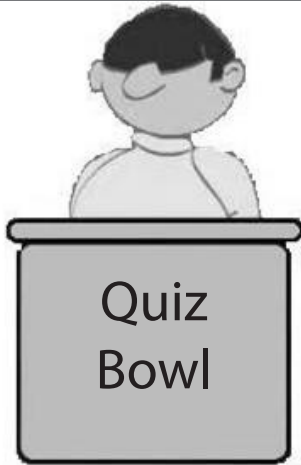
025

The big idea for this event is to bring a university/college together with a Children's Trust Fund local affiliate for a carnival. Event organizers suggest festivities will include mechanical and non-mechanical rides for the children and adults, classic carnival food and refreshments, a tent with local council merchandise, an area for pictures with Sparty (or local mascot), and a raffle\* for Michigan State University (or local college or university) signed memorabilia. A local radio station will broadcast live from the event and provide music.

Top sponsors will be most highly showcased throughout the carnival, as they are part of the official event name. Sponsor benefits for "Party with Sparty" (or other mascot) include increased visibility and high amounts of media attention from the event. All sponsors will be included on T-shirts required for admission, and all sponsors will receive a different level of exposure for major signage around the event.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-025.

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# "Quiz" for Kids

PROJECT  
CODE

CTF

03

08

026

The big idea for this event is a "quiz bowl"-type event in which students compete in a individual multiple round question challenge. Event organizers suggest an event that highlights 30 students sponsored by local businesses and selected from schools around the county. Each sponsor will be paired with one to five students in the competition. The event organizers suggest a minimum donation of \$2,000 per student. For every correct question answered by the sponsored student, the sponsor will donate another \$100. If their student makes it through all ten rounds, the sponsor will donate a total of \$3,000.

In-kind sponsorships will cover costs. The venue can be donated by any one of a number of local educational institutions, including universities, colleges, or high schools. The remaining costs are signs, T-shirts, programs and other items. With costs low, donation potential high, and the media coverage and reach being vast, the "Quiz for Kids" can become a simple, beneficial event for a CTF local affiliate to enjoy every year.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-026.



PROJECT  
CODE

CTF

03

08

027

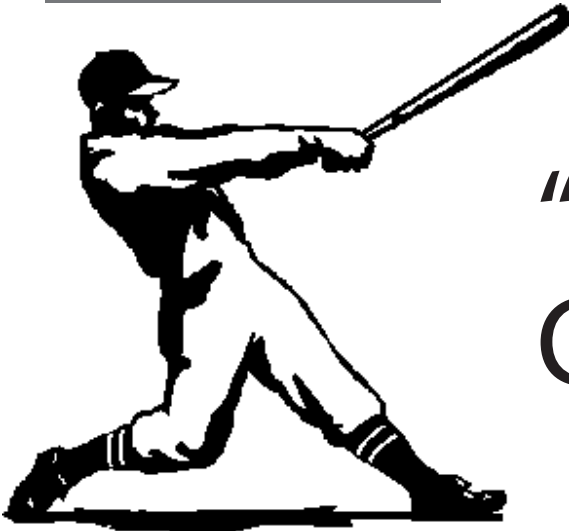
# “Spaghetti Dinner” to prevent child abuse

The big idea for this event is to hold a spaghetti-sauce competition and have the winning sauce featured at the spaghetti dinner fundraiser for a Children’s Trust Fund local affiliate. Event organizers suggest that upon arrival to the dinner guests have the opportunity to sign a pledge sheet indicating their promise to check the CTF box on their state income taxes. Guests who sign the pledge are entered into a raffle\* that will be drawn at the end of the evening.

An informational table will be set up at the event to raise awareness of child-abuse prevention and guests can purchase CTF local affiliate merchandise. The event will be promoted on local radio and TV stations, and flyers and banners will be posted at local businesses. The heightened visibility of the sponsors will increase their exposure prior to the event.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-027.

\* Raffles may be subject to the state and local lottery and charitable gaming rules and regulations. Please visit <http://www.michigan.gov/cg> for more information.



# “Striking Out” Child Abuse

PROJECT  
CODE

CTF

03

08

028

The big idea for this event is to hold a county wide art contest using the Children’s Trust Fund logo, and then display them at a baseball game with attendees voting on their favorite. There are two parts to this event. There will be an art contest utilizing the CTF logo; some examples are an ice sculpture, cakes, quilts, paintings, essays, etc. The day event will have all entries on display throughout the concourse of the baseball field. Each category will have a first, second and third place winner judged by CTF board members. Event organizers suggest game attendees voting on their favorite entries by donating money to a secure ballot box. The entry with the most money will get the “Crowd Favorite” Award. The night event is a sports themed silent auction and dinner. The silent auction will feature sports memorabilia from famous Michigan players.

Businesses can sponsor “player profiles” on the big screen and sections of the stands at the baseball field. Sponsors will have informational booths set up throughout the park where they can promote their business. Game day announcers will thank sponsors and give a brief overview of the child-abuse prevention work the CTF local affiliate does. At night, sponsors will have their names and logos displayed around the event. Banners and signage posted at tables will heighten the visibility of sponsors.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-028.



# Take it to the Hoops

PROJECT  
CODE

CTF

03

08

029

The big idea for this event is to bring together university/college alumni (or high school alumni) to play a game of basketball against the college basketball team (or high school team). The event organizers suggest that the college team take on the alumni in a charity basketball game. While fans watch the basketball game, announcers will promote and raise awareness for the child-abuse prevention local affiliate.

The event will include free food, a silent auction of autographed player memorabilia, and a raffle\*. There will be a halftime show with the head basketball coach and speakers on behalf of the Children's Trust Fund local affiliate.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-029.

\* Raffles may be subject to the state and local lottery and charitable gaming rules and regulations. Please visit <http://www.michigan.gov/cg> for more information.





# “Wee Western” fundraiser for child abuse prevention

PROJECT  
CODE

CTF

03

08

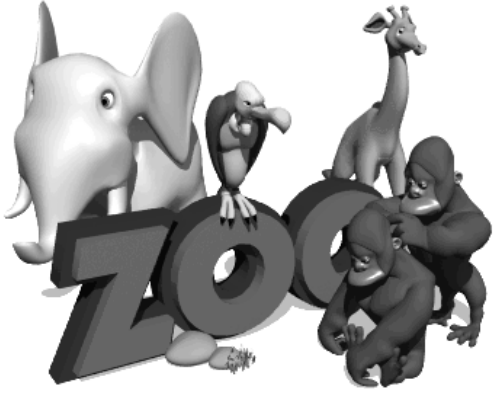
030

The big idea for this proposal is a western-themed event with local talents performing at the MSU Pavilion (or local pavilion). The purpose of the event is to raise responsibility for and public awareness of child abuse prevention, as well as helping secure the positioning of the Children’s Trust Fund and affiliated local councils as Michigan’s charity of choice.

The Wee Western event will feature pony rides, face painting, a petting farm, moonwalk and other fun activities for the children attending. The featured event will be a live performance from local entertainers. Local country western bands will open the show. Western-themed dress will be encouraged for the “Cutest Cowboy” contest for children attending.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-030.

(Editor’s Note: The original proposal suggested former American Idol contestant Kellie Pickler perform at the event. The proposal goes on to say that Kellie Pickler would be a good voice to speak out against child abuse because she was a victim of it herself.)



# Zoobilation

PROJECT  
CODE

CTF

03

08

031

The big idea for this proposal is a two-part event held at a local zoo. The first half of the event will begin when the zoo opens, and those participating in the CTF local council event will receive a special discounted price. Event organizers suggest having sponsor booths set up at different exhibits within the zoo. This will increase how much reach they receive throughout the day. Sponsors are asked to create a game or activity that will draw children and their families to sponsor booths. The second half of the event will begin after the zoo closes. Event organizers suggest filling the large common area of the zoo with guests, and having the dinner set up there. Event hosts will provide live music throughout the evening, and a professional photographer will take photos of guests at the event.

Event organizers suggest promoting the event by teaming up with local media sponsors. Invitations will also be sent out to specific people, groups, and institutions. Providing promotional packets to sponsors is a great way to encourage them to invite employees and clients to the event.

For a copy of the detailed Proposal, please email [projects@childrenscentral.msu.edu](mailto:projects@childrenscentral.msu.edu) and request sample paper CTF 03-08-031.