NOF Fundraising Toolkit

Step 1 – Come up with an idea
Time to get creative! Fundraising for a personal cause should be personalized, so embark on a fundraiser that works best for YOU and your community.

Here are a few ideas to get those creative juices flowing:

- **Bingo or Board Game Night** – Have the neighborhood over for a game night. Entry funds from can go to NOF.
- **Bake Off** – Ask friends to participate in a bake off. Raise money by charging people to taste or purchase the goodies. (Bonus points for bone healthy recipes!)
- **Exercise lessons** – Work with an exercise instructor passionate about bone health to host a special community class that raises money for NOF.
- **Clothing Swap** – Ask friends to donate those clothes in the back of their closet that they’re never going to get around to wearing. Then, participants make “purchases” (as a donation to NOF).
- **Donate Your Day** – consider asking family and friends to donate to your NOF fundraiser in place of buying you gifts. Consider your birthday, anniversary, or retirement!
- **Honor/Memorial** – your fundraiser can be in honor or memory of a family member or friend and is a significant way to recognize a loved one whose life has been impacted by osteoporosis
- **5K** – This classic cause fundraiser may be a larger undertaking but is a great way to promote bone health AND raise money for NOF. If you feel you’re ready for a challenge, this guide can help you get started.

Step 2 – Start planning
Think through the logistics of your fundraiser. Some things to consider include:

- Name your event
- Choose a date and location
- Come up with a marketing and promotion strategy that includes information about osteoporosis and your event details
  - Free design tools such as Canva can help you create marketing materials.
- Set up your own fundraising page using NOF’s Crowdrise tool: https://www.crowdrise.com/nationalosteoporosis. (Preferred Method: everything is in one place for you!)
This tool allows you to be organized, sending emails to participants/potential supporters of your activity, tracking your efforts and the ability to share on multiple social media platforms.

- Set up a way for people to RSVP

If you’re stumped, NOF is here to help! Reach out to us for help making sure you’re not forgetting anything, putting together a flyer or promotion language for social media, and anything else you may need.

**Step 3 – Prepare for the big day**

Spread the word! Share the details of your fundraiser with your community. Consider partnering with local businesses or community centers to help recruit participants. And don’t forget to post about your event on social media. Think about creating a Facebook event that participants can share.

*If you’re planning on hosting something in a public setting (such as a race or other outdoor event), don’t forget to make sure you have the proper permits, insurance, and are following local regulations.

*NOF will be a beneficiary of your fundraising efforts and not a co-sponsor.

Make sure to confirm final event details with those who have RSVP’d just before the day arrives.

**Step 4 – Host your event**

The big day is here! Have fun and encourage all your event participants to help you make a difference for the osteoporosis community.

THANK YOU for helping support NOF and osteoporosis patients. If you have any questions, thoughts, or concerns, we’re here to help. Reach out to us at info@nof.org.