



## Host an Event

IRSF offers three unique ways to host a fundraising event, each with varying levels of support from our team. Explore the possibilities and discover how you can make a meaningful impact.

### IRSF Event Types and Levels of Support



#### **Independent Fundraiser:**

An independent fundraiser is for organizers who do not require support from IRSF staff. These events are often personal and can range from birthday parties where donations to IRSF are accepted in lieu of gifts, to any event where the organizers handle all aspects of planning and execution on their own. Independent fundraisers offer flexibility and allow you to support IRSF in a way that fits your unique event style and needs while still making a meaningful impact.



#### **Partnered Fundraiser:**

A partnered fundraiser is an event that receives support from IRSF staff and financial assistance for event costs to reach a predetermined fundraising goal. These events are typically larger grossing fundraisers, such as golf tournaments and galas. As part of the partnership, an event budget is required to ensure alignment with goals and resources. IRSF staff provide hands-on support, helping to ensure the success of these significant fundraising events.



#### **Strollathon:**

The Strollathon is the signature event of IRSF, serving as both a peer-to-peer fundraiser and a way to bring the Rett community and their supporters together. These events are filled with fun activities, energy, and a vibrant stroll, creating an opportunity for families, friends, and supporters to connect while raising essential funds for Rett syndrome research and family support. These are branded events with tools and support specifically designed for them.

#### ***Don't know where to start?***

We can help you brainstorm ways to make the biggest impact. Contact us at [events@rettsyndrome.org](mailto:events@rettsyndrome.org).



**International  
Rett Syndrome  
Foundation**

EVENT TYPE DESCRIPTION	Independent Fundraisers	Partnered Fundraisers	Strollathons
<b>IRSF SUPPORT</b>			
<b>Planning Check-ins</b> — Two to three check-ins throughout the planning period to ensure progress and offer guidance.		★	★
<b>Budget Support</b> — Assistance in estimating both budget expenses and potential income. This support ensures that your event aligns with fundraising goals, helping you plan effectively for all costs and revenue opportunities.		★	By Request
<b>Sponsorship Assistance</b> — Help with creating sponsorship levels and benefits, including a Sponsorship Overview sheet for potential sponsors.		★	
<b>Registration Support</b> — Customized online registration page with sponsor updates as needed.		★	★
<b>Peer-to-Peer Fundraising Platform</b> — A user-friendly platform that allows individuals to create and personalize their own fundraising pages to receive donations easily.	★		
<b>Reporting</b> — Regular transaction report to track event revenue. Regular attendee and registration report to monitor registrations/ticket sales.		★	★
<b>Event Resources</b> — Access to the IRSF Event Toolkit, providing valuable tools and resources for event success.	★	★	★
<b>Insurance</b> — Provide a Certificate of Insurance to meet venue requirements.		★	★
<b>Permits</b> — Assistance with completing and submitting venue permits.		★	★
<b>Ongoing Support</b> — Ongoing assistance available via phone or email throughout the planning process.		★	★
<b>Event Box</b> — Receive an event box containing Square readers for on-site donations and sales, IRSF table cover, IRSF swag for attendees, materials about IRSF, and the Rett Gazette publication.		★	★
<b>Square Reader Support</b> — Scheduled call with IRSF administrative staff to discuss how to use the Square reader and how to submit event monies.		★	★
<b>Financial Support</b> — If within budget, IRSF can cover or reimburse event expenses.		★	★
<b>IRSF MARKETING SUPPORT</b>			
<b>Event Promotion</b> — Your event will be featured on the IRSF calendar (if open to the public), and a dedicated Facebook event will be created (if one does not currently exist).	★	★	★
<b>Facebook Event Listing</b> — For communication to attendees.		★	★
<b>Facebook Posting Package (social media graphics package)</b> — A customized package including images and verbiage for Facebook posts to help promote your event.			★
<b>Email Campaign</b> Save the Date Email sent to local Rett families and supporters (60 days prior to the event). Reminder to Register Email (30 days before the event). Know Before You Go Email sent to registered attendees (3 days before the event). Thank You Email sent to participants with the total amount raised (5 days post event).		★	★
<b>Additional Email Campaign</b> Fundraising Made Easy Email with tips and tricks to reduce anxiety around fundraising. Why You Should Register Email featuring a personal plea from the event chair.			★
<b>One Social Media Feature</b> — To highlight your event to IRSF followers — save the date or other unique post to promote your event.		★	
<b>QR code</b> — Linking to your peer-to-peer fundraising page or registration page.	★	★	★
<b>Event Flyer</b> — For easy event promotion of upcoming event (upon request).		★	★
<b>IRSF DAY OF SUPPORT</b>			
<b>Sponsor Banner</b> — 3' x 8' design listing all event sponsors (design file provided for partnered fundraisers, IRSF prints & ships to Strollathons)		★	★
<b>Sponsor Acknowledgment Signage</b> — A design file to recognize event supporters will be provide for print or digital display.		★	★
<b>Lawn signs</b> — Designed signs highlighting sponsors along the stroll path to enhance sponsor visibility.			★
<b>Merchandise</b> — Items sent to your event for sale to help increase fundraising revenue.			★