



FUNDRAISING EVENT PLANNING GUIDE



2910 N. 3rd Ave | Ste 450 | Phoenix, AZ 85013

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| SupportBarrow.org

"Our mission at Barrow Neurological Institute is to save lives and provide hope to patients and families living with neurological diseases. We are fortunate to have a Foundation and community of supporters dedicated to helping us drive cutting-edge research and innovation that allows us to fulfill that mission."

Michael T. Lawton, MD

PRESIDENT AND CEO,
BARROW NEUROLOGICAL INSTITUTE





THANK YOU

We are honored by your decision to host a fundraising event in support of Barrow Neurological Foundation. Your generosity helps advance the lifesaving work of Barrow Neurological Institute, bringing hope to patients and families through world-class care, groundbreaking research, and education for future neuroscience specialists.

At Barrow Neurological Foundation, we rely on the passion and dedication of individuals, families, businesses, and community groups to help raise critical funds that support the Institute's mission. Organizing a third-party fundraising event takes time and effort, but the impact is extraordinary. Your event will help fuel innovations in the diagnosis, treatment, and prevention of neurological diseases while inspiring your friends, family, and colleagues to join you in making a meaningful difference.

Our goal is to help make your event a success while building a lasting partnership. To support you throughout the planning process, a dedicated member of our team will serve as your primary point of contact, providing guidance, answering questions, and sharing resources every step of the way.

Thank you for choosing to support Barrow Neurological Foundation. We look forward to working with you to advance our shared mission!



Michele S. Gregory, MS

PRESIDENT, BARROW NEUROLOGICAL FOUNDATION

ABOUT BARROW NEUROLOGICAL FOUNDATION

Mission

To inspire philanthropy that accelerates neuroscience discovery and saves lives.

Vision

An enduring Barrow Neurological Institute.

Values

Hope: We are aligned in our belief that cures are possible.

Abundance: Our donors and volunteers give generously in their support and our teams work with a generosity of spirit—all toward mission impact.

Compassion: We understand the patient journey, and serve as partners in their treatment, care, and recovery.

Stewardship: We honor the donor journey by building relationships, communicating openly, and engaging in meaningful ways.

Gratitude: Our work is driven by a deep appreciation for the talents of the medical team and the support of a caring community.



What We Fund



Research

- Initial Program Resources
- Proof-of-Concept Studies
- Investigator-Initiated Studies
- Clinical Trials
- Medical Device Development



Patient Care

- Innovative Care Delivery Models
- Therapeutic Technologies
- Outreach Programs
- Educational Classes
- Support Groups



Education & Training

- Internship Programs
- Interdisciplinary PhD Program
- Fellowship Programs
- Resident Research
- Continued Medical Education



Why it Matters

Approximately **1 in 3** people will develop a neurological condition. These complex disorders often cause significant physical and cognitive impairment, profoundly impacting quality of life. Through philanthropy, Barrow can accelerate research, train future neuroscience specialists, and provide innovative treatments, offering hope to patients and families when it matters most.



Your Impact, Your Choice

At Barrow, we believe in empowering our dedicated fundraisers like you. As an Event Fundraiser, you have the powerful option to direct proceeds from your event to a specific Barrow Program or Center that holds a special meaning to you. You can select one program, multiple, or rely on the Foundation to apply funds to the Area of Greatest Need. Rest assured, 100% of the funds you raise will directly benefit your chosen designation, making an immediate and tangible impact on patient care, research, and education.

Programs & Centers

Alzheimer's & Memory Disorders Program
Barrow Neuro Analytics Center
Ivy Brain Tumor Center
Lewis Headache Center
Neuro-Rehabilitation Center
Neuroscience Nursing
Muhammad Ali Parkinson Center
Petznick Stroke Center
Sleep Center
Sonntag Spine Center

Visit SupportBarrow.org to explore all of the inspiring work of our programs and centers and decide where your event will create lasting change.

CREATE YOUR ONLINE FUNDRAISER PAGE

How to Create an Online Fundraiser for Barrow Neurological Foundation

This guide explains how to set up a personalized online fundraiser for Barrow Neurological Foundation, whether it's for: your birthday, in memory of someone, or in honor of someone.

1

Step 1: Start Your Fundraiser

Visit the appropriate fundraiser webpage ((birthday, peer-to-peer, or tribute fundraiser). Click "Create a Fundraiser." Register using: Email address, Facebook, or Google. Create your account by entering your full name and password (minimum 8 characters with uppercase and lowercase letters).

2

Step 2: Complete Registration

Fill in your contact information, then create your fundraiser by entering your fundraising goal, campaign name, and custom URL (for example: MyBirthday, InMemoryOfSarah, etc.). Then, select "Next" and "Complete Registration".

3

Step 3: Customize Your Fundraiser

Once your dashboard opens, you can edit the welcome message, change the cover image using a Barrow image or by uploading your own image (recommended size: 2500 × 785 pixels), and make the first donation yourself (recommended to encourage others to give).

4

Step 4: Share Your Fundraiser

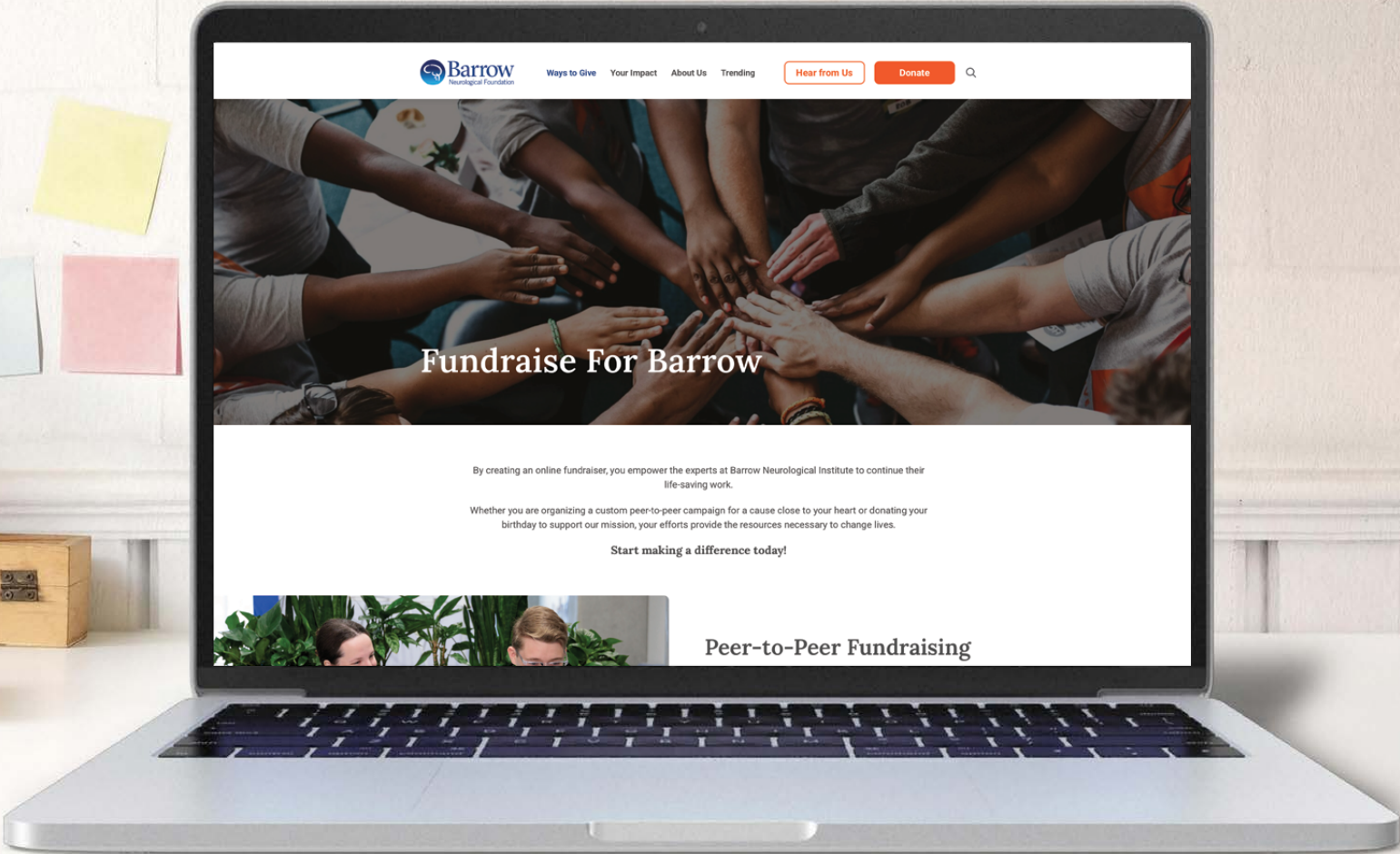
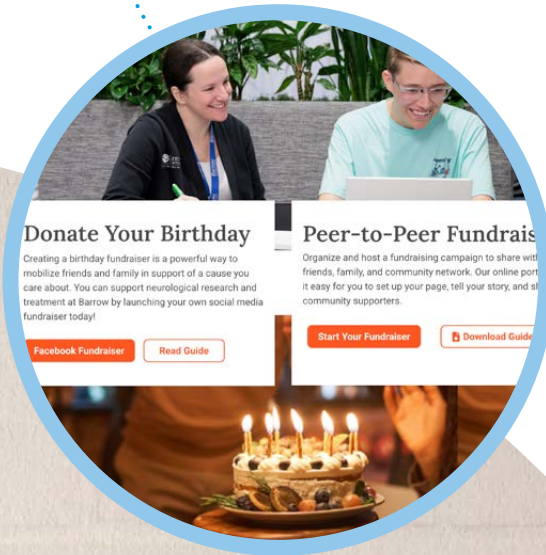
When everything is ready click the "Share" icon. Share directly through available platforms or copy and paste your fundraiser link anywhere you'd like.

Additional Information: Donations support research, patient care, and education at Barrow Neurological Institute. Barrow Neurological Foundation is a 509(a)(1) nonprofit, so donations are tax-deductible as allowed by law. For assistance, contact Foundation@BarrowNeuro.org.



supportbarrow.org/ways-to-give/fundraise-for-barrow

Creating a personalized online fundraiser for the Barrow Neurological Foundation is a meaningful way to support vital research, patient care, and education. Whether you are celebrating a birthday, honoring a loved one, or remembering someone special, this guide will walk you through the simple steps to launch your campaign and start making a difference today.



PLAN A FUNDRAISING EVENT



Choose the Right Event

Select an event that aligns with your audience, interests and strengths, fundraising goals, and the time and budget you have available. Choose a venue that is convenient, visible, accessible, and safe for your attendees. Be sure to review local community calendars to avoid scheduling conflicts with other major events that could affect attendance.



Form Your Planning Committee

Recruit enthusiastic volunteers who bring a variety of skills, experiences, and perspectives to your team. Assign clear roles and responsibilities so everyone understands their contributions and expectations. Schedule regular planning meetings to keep the team organized, monitor progress, and ensure everyone stays aligned throughout the planning process.



Obtain Approval

Complete the required event applications before moving forward. Coordinate closely with your assigned Barrow fundraising team member to ensure your event meets all requirements. Confirm branding guidelines, fundraising policies, sponsorship expectations, and any approval processes before promoting your event.



Set Clear Goals and Build a Timeline

Establish measurable goals that will help guide your planning.

Consider setting targets for attendance, fundraising revenue, sponsorships, and volunteer participation. Develop a detailed planning timeline that includes important deadlines, assigned responsibilities, key milestones, and regular progress check-ins to keep your event on schedule.



Create a Detailed Budget

Develop a detailed budget by estimating all anticipated expenses, including venue rental, food and

beverages, decorations, marketing materials, equipment, insurance (if applicable), and miscellaneous costs. Look for opportunities to reduce expenses through in-kind donations, local business sponsorships, and volunteer support. Careful budgeting will help maximize the amount of money raised for your cause.



Set Up Online Fundraising

Create an online fundraising page that makes it easy for supporters to learn about your event and

contribute. Include your personal story, event details, donation options, fundraising goal, and regular progress updates to encourage participation. An online fundraising page also allows friends, family, and supporters who cannot attend the event to make a meaningful contribution. (See "Create Your Online Fundraising Page" in the next section.)



Promote Your Event

Develop a promotional plan by identifying your target audience and selecting the most effective communication channels, such as social media, email, flyers, community organizations, and local media outlets. Share a compelling story that explains why you are fundraising, who will benefit from the proceeds, and how each donation will make a meaningful impact. Consistent and engaging communication will help build excitement and increase participation.



Prepare for Event Day

As your event approaches, finalize all logistics to ensure everything runs smoothly. Confirm volunteer assignments, vendor arrangements, registration procedures, donation collection methods, signage, and event supplies, including items such as pens, tape, scissors, extension cords, and other essentials. Bring contact lists, vendor information, registration materials, emergency contacts, and donation tracking tools. Most importantly, create a welcoming atmosphere by thanking attendees throughout the event and ensuring everyone has an enjoyable experience.



Collect and Submit Funds

After the event, carefully reconcile all donations by verifying cash, checks, and online contributions. Submit all funds according to Barrow Neurological Foundation's established procedures and maintain accurate financial records for accountability and reporting. Careful documentation helps ensure transparency and builds trust with donors and supporters.



Thank Everyone and Measure Success

Express your sincere appreciation by sending personalized thank-you messages to attendees, volunteers, sponsors, donors, and vendors. Once the event has concluded, evaluate your results by reviewing funds raised, attendance, volunteer feedback, and lessons learned. Share your success story with supporters and the Barrow Neurological Foundation team to celebrate the impact of everyone's contributions and to inspire future involvement.



Plan for the Future

Take time to document what worked well, the challenges you encountered, budget outcomes, vendor recommendations, and successful marketing strategies. These insights will serve as valuable resources for future events. Continue building relationships with volunteers, sponsors, donors, and community partners to strengthen your network and make each future fundraising event even more successful.



RESPONSIBILITIES

- **All expenses related to the fundraiser.** Please deduct event costs from the funds you raise prior to sending the donation to Barrow Neurological Foundation.
- **Advertising and marketing the event.**
- **Designing and producing promotional materials.** Barrow Neurological Foundation reserves the right to review and approve all marketing materials in advance.
 - When designing your promotional materials, please reference Barrow Neurological Foundation as the benefactor of the fundraising event. If you choose to name your event, Barrow Neurological Foundation should not be used in the title, but as the beneficiary. Example: *10th Annual Charity Golf Tournament benefiting Barrow Neurological Foundation.*
- **Creating mailing lists for invitations.** Due to patient and donor privacy policies, Barrow Neurological Foundation cannot provide mailing lists for donors, patients, staff and/or employees for fundraising purposes and is unable to mail information on behalf of the event.
- **Recruiting and managing volunteers**
- **Obtaining all permits for the event**
- **Promotional Items for the event** (i.e. printing of event T-Shirts)



BRANDING GUIDELINES

When the Barrow brand is presented, our brand standards should be followed.

The text “**Benefiting Barrow Neurological Foundation**” needs to be included on promotional materials.



Primary Logo



Secondary Logo
Knockout with White Icon

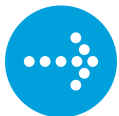


Secondary Logo
Knockout with Gradient Icon

Barrow Blue CMYK 100/78/5/18 RGB 0/67/134 Hex #004386	White CMYK 0/0/0/0 RGB 255/255/255 Hex #ffffff	Black CMYK 75/68/67/90 RGB 0/0/0 Hex #000000	Gray PMS 425 CMYK 66/56/53/29 RGB 84/87/90 Hex #54575a	Turquoise PMS 299 CMYK 80/18/0/0 RGB 0/161/224 Hex #00a1eo	Sea Green CMYK 75/2/38/0 RGB 0/181/174 Hex #00b5ae	Light Gray PMS Cool Gray CMYK 27/21/22/0 RGB 188/188/188 Hex #bcbcbc
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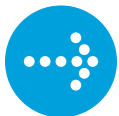
Color Palette

EVENT PROMOTION



Develop a Promotion Plan

A successful fundraising event begins with a well-organized promotion plan. Create a marketing timeline that outlines when and how you will communicate with your audience. Identify your target audiences, select the most effective communication channels such as email, direct mail, social media, phone calls, and in-person outreach. Schedule consistent promotional efforts to keep your event top of mind and build excitement leading up to the event.



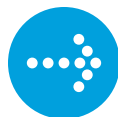
Tell a Compelling Story

People are inspired to give when they understand the impact of their support. Share the story behind your fundraiser by explaining why the cause matters and how donations make a difference. Use personal experiences, mission highlights, photos, or videos to create an emotional connection that motivates others to get involved and support your event.



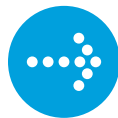
Maximize Social Media

Social media is one of the most powerful tools for reaching potential supporters. Create an event page and regularly share updates across platforms such as Facebook, Instagram, and X. Use a unique event hashtag, tag Barrow Neurological Foundation (@Supportbarrow) in your posts, include links for event registration and online donations, and encourage your followers to like, comment, and share your content to expand your reach.



Keep Content Fresh

Maintain interest and excitement by posting a variety of engaging content throughout your campaign. Some examples include countdowns to the event, sponsor announcements, behind-the-scenes preparation, volunteer and participant spotlights, testimonials, fundraising progress updates, reminders, and thank-you messages. Be sure to post photos and highlights before, during, and after the event to keep supporters engaged and celebrate your success.



Leverage Personal Outreach

Personal invitations are often the most effective way to encourage participation. Reach out to family members, friends, coworkers, neighbors, and community members through face-to-face conversations, phone calls, text messages, or personalized emails. Encourage volunteers and supporters to personally invite others, helping your event reach new audiences through trusted relationships.



Promote Within the Community

Increase local awareness by promoting your event throughout the community.

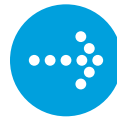
Display flyers in businesses and public spaces, post announcements on community bulletin boards, and share information with schools, churches, neighborhood organizations, newsletters, and community websites. Community partnerships can significantly expand your visibility and encourage greater participation.



Partner with Local Businesses

Local businesses can be valuable partners in the success of your fundraiser.

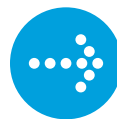
Invite businesses to display event posters, sponsor your event, donate prizes or auction items, or help promote the event to their customers and employees. These partnerships not only increase community support but also strengthen relationships that can benefit future fundraising efforts.



Use Local Media

Take advantage of free publicity by submitting your event to community

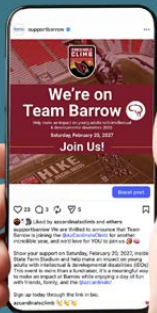
calendars and reaching out to local television stations, radio stations, newspapers, and community influencers. Media coverage can help introduce your fundraiser to new audiences, generate excitement, and increase attendance and donations.



Recognize Your Supporters

Show your appreciation by publicly recognizing the individuals and

organizations who are helping to make your event possible. Thank donors, sponsors, volunteers, participants, and community partners before, during, and after the event through social media, event announcements, emails, and personal messages. Genuine appreciation strengthens relationships, encourages future involvement, and helps build a loyal community of supporters.



CLUB SPONSOR

Technologies Inc.

Dan & Kathleen

Gates & Mary Ellen

Mike & Sandy Hecoma

Kitchell

Cheryl & Jahm Najafi

Dr. Randall & Brooke Porter

Cathy & Tom Rehard Family

Heidi Teets

Gregg & Sarah Tryhus

KEEP YOUR EVENT TOP OF MIND



Celebrate your success after your event! Next, make sure to keep the discussion going after your event ends by following these steps:



1. Say thank you.

Be sure to thank all your donors and volunteers for their contributions. People not only appreciate the gesture but will also be more willing to help you with your next fundraiser.



2. Provide a recap of your success.

Your network will want to know about the success of your event. Use this as an opportunity to say thank you again to those who participated, and to provide an update on the success of your event and how their funds will make an impact on patients at Barrow Neurological Institute. You can share your success via social media with photos and videos. Make sure to tag @SupportBarrow.



3. Keep the buzz going.

Use your Facebook Fundraiser Page or your Barrow Neurological Foundation Fundraiser page to post photos, say thank you, and promote your next event. Make sure to tag @SupportBarrow to keep your community excited about joining you for your next fundraiser!



4. Close out the event.

Process all expenses, collect all donations and forward the total net proceeds to Barrow Neurological Foundation within 45 days of the event. Please note, under no circumstances may an individual keep any portion of the proceeds as a profit or compensation for organizing the event or fundraiser. Donations made directly to Barrow Neurological Foundation are tax-deductible. Barrow Neurological Foundation issues a receipt once the donation has been received and processed. Receipts for personal checks from individual donors will be sent directly to the name and address on the check. **Receipts will be issued only if the donor did not receive anything of value at the event such as goodie bags, food, beverage or other goods.** Donors should consult a tax professional to resolve questions regarding their particular donation.



FREQUENTLY ASKED QUESTIONS

Q: Will my event attendees/donors receive a tax write-off for their donation?

A: Only donations made payable to “Barrow Neurological Foundation” are eligible for a tax receipt, in accordance with IRS rules and regulations.

Q: Will Barrow cover up-front expenses for my event (i.e. security deposits)?

A: Unfortunately, Barrow Neurological Foundation cannot pay for or reimburse event expenses. As part of your budgeting, you can plan to use a portion of the money made from your event to help cover your expenses.

Q: Can I serve alcohol at my event?

A: Yes, but you are responsible for working with a licensed vendor. Barrow Neurological Foundation is unable to extend liquor license for community fundraisers.

Q: Am I able to access volunteer database at Barrow Neurological Foundation for my fundraiser?

A: Unfortunately, no. Barrow Neurological Foundation is unable to provide volunteer information to assist with your fundraising event efforts.

Q: Will the Barrow Neurological Foundation assist in promoting my event?

A: Yes. Once approved, the Barrow Neurological Foundation will publish your fundraising event on our website (SupportBarrow.org) and may qualify to receive promotional inclusion in Barrow Neurological Foundation social media and/or monthly eNewsletter email communications.

Q: Can I host a silent or live auction, with proceeds to benefit the Barrow Neurological Foundation?

A: Yes, you are welcome to host a silent or live auction at your event, however Barrow Neurological Foundation is unable to donate any items. If you are planning to host an auction please let us know so we can provide proper documentation to give donors receipts.

Q: Can I host a raffle, with proceeds to benefit the Barrow Neurological Foundation?

A: Yes, you are permitted to host a raffle, but you must first obtain all official approvals required by the Arizona Attorney General. For more information, please visit: www.azag.gov/media/raffles. Please note, Barrow Neurological Foundation is unable to prove its tax ID information to be used on a raffle application.

Q: As the host of the event can I get a tax deduction for all the money raised?

A: As the host, you are only eligible for a tax deduction for any gift(s) you made personally and directly to Barrow Neurological Foundation. You are not eligible for a tax deduction for the amount raised by your event, its donors, or guests.

Still have questions? Reach out to us at Foundation@supportbarrow.org.



Barrow
Neurological Foundation

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