Champagne for Charity* Fundraiser Toolkit

Create a fundraising event with minimal costs and maximal buzz!

The idea. Host a party/reception at a trendy or fun restaurant or bar. Feature a guest speaker. This could be a friend who is a local business leader, an author, an artist, a professor -- anyone you know who would attract listeners and help generate a memorable evening of conversation on any topic... not necessarily about FSHD. Or it could be a games night (Trivial pursuit, poker, etc.) – whatever would appeal to your circle of friends and acquaintances.

How you raise money. Charge $50 per person. Invite 100 people. Have the restaurant provide free champagne and appetizers for the first hour. Expenses = $0. Amount raised =$5,000! If you like, you can add a raffle, auction, merchandise sales, etc., to generate additional revenue.

What's in it for the venue? Hold the event on a slow night (typically a Monday). The event brings in 100 potential new patrons. They get to sample some appetizers and are encouraged to stay on and have dinner there. The restaurant keeps 100% of that revenue.

How to get 100 people to attend. Make the event as interesting as possible. Pick a trendy spot that people are intrigued to check out. Find a speaker or activity that will draw an audience. Promise free champagne and appetizers. Publicize that 100 percent of proceeds are going to the FSH Society. AND recruit your friends to co-host and invite their friends!!

The invitations. Use Evite (evite.com) or email to keep the cost low. Or you can print a letter or card and send via the postal service. Use the attached invitation template as a starting point to create your own. Remember to include instructions on how to buy tickets!

Processing payments. The FSH Society can set up an online event ticket sales page. Or checks can be made out to the FSH Society and mailed in. If the venue has wifi, you can bring a laptop and process online credit card payments using the event page on our website.

Make this a win-win-win.

- The venue gets business on a slow night and gains publicity and new patrons.
- The guests have an enriching and entertaining night out.
- You get to raise awareness and funds for a cause you care deeply about.

Rinse and repeat! Turn Champagne for Charity into a regular event. Change up the venue. Find fresh themes and speakers. With each event you host, it gets easier to plan and easier to bring in a growing network of devotees!

Notify the FSH Society! It's important that the FSH Society knows about events being held for its benefit, so please let us know as soon as you have basic details to share. We can help you get the word out and connect you to fellow patients and families who might be interested in co-hosting. We will also review draft invitations and promotional material to make sure information about the Society is accurate and complies with our internal auditing requirements.

*Thanks to Natalie Moss for giving us permission to replicate her brilliant idea.

Champagne for Charity invitation template

Please join hosts <NAMES HERE>
for a wonderful evening of champagne and conversation!

Featuring <guest speaker> on <topic>

<DATE AND TIME> at <LOCATION>

$50 per person

RSVP <YOUR PHONE/EMAIL>

100% of proceeds will be donated to the FSH Society, a 4-star charity that supports patient education and funds research on facioscapulohumeral muscular dystrophy, or FSHD. A genetic disease, FSHD is among the most prevalent muscle-wasting diseases among adults and children, affecting an estimated 1 in 8,333 people, or 870,000 worldwide. Together, we can find treatments and a cure.