**Planning an Event for FSHD Fundraising: The Picnic Fundraiser**

Even a small fundraiser can make a big difference to the FSH Society. We encourage you to create an event that feels manageable in terms of logistics and size for you. We are here to help you along the way; please let us know about your event by contacting us at [info@FSHSociety.org](mailto:info@FSHSociety.org).

*Please Note:* Games of chance, raffles, casino themes and live auctions may be regulated by local state and county laws state. Before undertaking such activities, please research the requirements with your local and state gaming commission, understand what is required, and notify the FSH Society of the steps you have taken to be in compliance.

**The Basics: Date, Time, Location**

First, decide on an event time, date and location. Check the calendar to make sure that your desired date does not conflict with any holidays, school vacations or other community events. Once you have your date and time, choose a location. Your backyard is a great option, but you could also plan an event at public park or event hall.

**Invitations**

For the FSH Society Picnic Fundraiser we suggest that you use online invitation tools like [evites](http://www.evite.com/) and [Facebook event pages](http://www.facebook.com/help/116346471784004/). This will allow you to easily create a guest list through your email contacts and to track RSVPs online. We suggest sending out invitations at least three weeks ahead of time and then following up one week before the event. Consider extending a couple of personal invitations to prominent figures in your community, telling them why you are holding the event and why this cause is important to you. See our invitation guide also included in this tool kit for more details.

**Schedule**

Write out a simple schedule of activities including when you will begin set-up, when guests should arrive, when food will be served, the timing of a short welcome from you and a brief introduction on FSHD and the FSH Society, and clean-up.

**Menu**

Create a simple budget for the event deciding how much you will spend on food, drinks and other items like paper plates, napkins and decorations. Remember to keep it simple, a buffet style event incorporating dishes that can be made ahead of time is ideal. You can also do a potluck style event asking guests to bring food with a certain theme: New England Picnic, Summer BBQ, Pool Party Snacks, etc.

**Talking About FSHD & the FSH Society**

Chances are that you are holding this event because someone you know and love is affected by the disease, but some of your guests may not be as familiar. The event is a great time to inform new people who are attending, and we encourage you to talk to your guests about FSHD, why you are holding the event and how they can help. This tool kit includes a “**FSHD Fact Sheet**” which explains the basics of the disease, as well as an “**Introduction to the FSH Society**.” We encourage you to use these documents as a guide to prepare a few minutes of remarks for your guests. You can also print out copies to have at the event for guests to take home.

**Donations**

Every donation, no matter the size, helps us in our efforts. We encourage you to either ask for a donation to the FSH Society to attend and/or to encourage your guests to make a donation at the event. Checks can be made out to: **FSH Society Inc**., and mailed to: **FSH Society, Inc., 450 Bedford Street, Lexington, MA 02420**. Donations can also be made online at www.fshsociety.org

**Checking All the Boxes**

This tool kit contains an “**Event Checklist”** so that you can keep track of all the tasks you’ll need to complete before the event. The checklist also acts as a timeline suggesting when to plan certain parts of the event.

*Again, don’t forget that we want to hear about your event. Please contact us at* [*info@FSHSociety.org*](mailto:info@FSHSociety.org)*.*

Thank you!