Support Sandy Hook Promise’s mission to prevent gun violence and other forms of violence and victimization BEFORE they happen.
Each and every day since that chilly morning when we lost our sweet, beautiful boys, we have been doing everything we possibly can to put an end to gun violence in this nation. Our mission in life is to make sure no other parent has to endure the unspeakable pain of a child’s preventable death. That’s why we co-founded Sandy Hook Promise: to honor all victims of gun violence by turning our tragedy into transformation in providing programs and practices that protect children and youth from all forms of violence and victimization.

The Sandy Hook Promise mission is to prevent gun violence and other forms of violence and victimization BEFORE they can happen by creating a culture of engaged youth and adults committed to identifying, intervening, and getting help for individuals who might be at risk of hurting themselves or others. To date, more than 7.5 million have been trained in our proven Know the Signs programs with life-saving tips, techniques, and tools to keep schools and communities safe. Our prevention programs have stopped multiple school shootings, suicides, and gun threats; reduced bullying and victimization; and helped hundreds of youth get the help they need at critical times.

The impact that Sandy Hook Promise is having is heartening. Yet, there is much more work to be done -- and we can’t do it without the enduring support of friends like you. We rely on generous charitable support to bring our programs at no cost to schools and youth organizations.

Please know that every dollar you raise for Sandy Hook Promise goes immediately toward expanding and strengthening this life-saving work. With your help, we can these critical Know the Signs programs into more school communities:

- **Start with Hello**: where youth learn to notice and act when someone is socially isolated
- **Say Something**: where youth learn to identify, intervene, and get help for someone at risk of violence before a tragedy can occur, and also submit tips anonymously with our Say Something Anonymous Reporting System
- **SAVE Promise Clubs**: where youth are empowered to learn and lead their fellow students in violence prevention activities

Thank you for joining us in spreading the word that gun violence IS preventable when you know the signs. We are grateful for your partnership and support.

Sincerely,

Mark Barden
Co-Founder and Managing Director

Nicole Hockley
Co-Founder and Managing Director
Sandy Hook Promise (SHP) is a national non-profit organization founded and led by several family members whose loved ones were killed at Sandy Hook Elementary School on December 14, 2012.

Based in Newtown, Connecticut, our intent is to honor all victims of gun violence by turning our tragedy into a moment of transformation by providing programs and practices that protect children and prevent the senseless, tragic loss of life.

SHP’s mission is to prevent gun violence and other forms of violence and victimization BEFORE they can happen by creating a culture of engaged youth and adults committed to identifying, intervening, and getting help for individuals who might be at risk of hurting themselves or others.

SHP focuses on prevention in ways that make the issue personal, actionable, and above the politics. We provide community-based solutions that focus on the human side of gun violence — preventing the individual holding the firearm from ever getting to the point of hurting themselves or others. We deliver these solutions at no cost to participants because we believe funding should not be a barrier to saving lives.

Our results and impact are significant. Since implementation of our Know the Signs programs began in January 2015, SHP has trained over 7.5 million students, educators, and community leaders from thousands of schools and organizations. Our programs have helped stop school shootings, suicides, and countless other acts of self-harm, significantly reduced bullying in reporting schools, and helping children and youth get the mental health and wellness assistance they need. We are scaling to reach 26 million trained by the end of 2026 with immeasurable tragedies stopped, individuals helped, communities strengthened, and lives saved.

With more than 3 million supporters and a unique non-partisan position and programmatic approach to change, Sandy Hook Promise leads the way in providing meaningful, sustainable solutions to protect children and adults from violence and gun violence.
WHAT IS PROMISE FRIENDS EVENT FUNDRAISING?

Promise Friend Event Fundraising is a “Third Party Event” held by friends of and advocates for Sandy Hook Promise. While these are not staff-run events, Promise Friends Event Fundraising helps Sandy Hook Promise to:

- Raise awareness of Sandy Hook Promise and gun violence prevention,
- Educate and train youth and adults on how to identify the signs of violence and intervene before a tragedy occurs,
- Inspire community action, and
- Bring our vital and free programs to schools across the country.

WHAT IS A THIRD-PARTY EVENT?

A Third-Party Event is put on by volunteers who are interested in utilizing their time, talents, and personal connections to raise money on behalf of Sandy Hook Promise. A Third-Party Event can be anything from hosting a bowling tournament, happy hour, fundraiser at your home or place of employment, and everything in between.

The organizer is responsible for all recruitment and publicity of the event, as well as taking care of all expenses and income generated in connection to the event. Sandy Hook Promise will not reimburse any expenses incurred during the event and must have a signed Third Party agreement from the organizer before the start of the event. It is the responsibility of the event organizer to submit all funds raised in a timely manner.

WHAT DO I NEED FOR MY EVENT FUNDRAISER?

Your needs may vary depending on the size and complexity of your event. Sandy Hook Promise suggests that you do the following when creating your event:

- Reach out to events@sandyhookpromise.org, 203-304-9780 Ext. 5 to discuss your event.
- Fill out and return the Promise Friends Event Fundraiser agreement enclosed with this document.
- Put an accounting system in place for event day to ensure that all donations are recorded and handled properly.
- Provide information about Sandy Hook Promise for your participants.

WHAT RESOURCES WILL SANDY HOOK PROMISE PROVIDE?

Sandy Hook Promise wants your event to be a success and is willing to work with you ahead of the event. The support Sandy Hook Promise provides depend on a number of factors, including availability of staff and resources.

Here are some examples:

- Approval of your SHP branded materials (signage, banners, brochures, etc.);
- A staff person to serve as a reference during the planning of your event;
- Provide promotional materials and banners;
- Provide and approve SHP logo use;
- Provide a letter of authorization and validation to assist in fundraising;
- Provide tax acknowledgement letters for gifts of $100 or more made payable directly to Sandy Hook Promise.

SHP cannot:

- Provide tax exemption for your use;
- Provide funding or reimbursement for expenses;
- Provide donor or vendor mailing lists;
- Solicit businesses or vendors for financial or in-kind support;
- Guarantee event attendance by staff or volunteers.

Final Notes

Please remember that Sandy Hook Promise has a very small staff. Although we are not able to manage your event for you, we can provide you with reasonable support throughout the process and greatly appreciate your efforts to keep children safe.

While Sandy Hook Promise actively encourages Third Party Event Fundraising, all events and promotions must be approved in advance by our Events Director. This is an important safeguard in preserving the integrity of the Sandy Hook Promise brand and image, and in protecting our members and donors whose generous contributions are based upon our pledge to keep overhead costs low, so that more money can go directly to support the prevention of gun violence and other forms of victimization BEFORE they can happen.

A Promise Friends Event Fundraiser (Third-Party Event) agreement can be found enclosed and filled out at your convenience. If you would like to host an event on behalf of Sandy Hook Promise, please contact events@sandyhookpromise.org.
Do-it-Yourself EVENT FUNDRAISING

This easy-to-use toolkit is a step-by-step guide to plan, execute, and promote your next Sandy Hook Promise Friend Event Fundraiser. Every dollar you raise helps Sandy Hook Promise’s mission and the support you give is greatly appreciated.
SPREAD AWARENESS
At Sandy Hook Promise, we are educating a generation of engaged youth and their adults who are committed to identifying, intervening, and getting help for individuals who might be at risk of hurting themselves or others. This WILL stop the violence BEFORE it happens.

Your Promise Friends Event Fundraiser will help raise awareness about Sandy Hook Promise’s mission and our Know the Signs programs.

EDUCATE
Here are just a few ways to help spread Sandy Hook Promise’s message at your event.

- Display Sandy Hook Promise signage.
- Set up a table onsite to distribute educational literature, to collect donations, and to hand out Sandy Hook Promise’s information. We are happy to provide the collateral.
- Make announcements throughout your event!
- Interested in having a Sandy Hook Promise representative speak at your event? Contact Aimee Thunberg, aimee.thunberg@sandyhookpromise.org 203-304-9780 Ext. 177 or for a speaker request form.
- Bring Sandy Hook Promise’s educational initiatives to any school with which you are affiliated or to your workplace before your Event Fundraiser. Contact programs@sandyhookpromise.org for help getting started.

SANDY HOOK PROMISE MERCHANDISE
Selling Sandy Hook Promise merchandise is an easy way to add dollars to any Event Fundraiser! You can find clothing and gear at the Sandy Hook Promise online store here: https://store.sandyhookpromise.org/ and purchase any items to show your support or to sell at your event! We are happy to provide discount codes for bulk orders.

Please allow 2-3 weeks delivery time. If you choose to print locally, Sandy Hook Promise must approve the proof before completion of your order.

PROMOTE YOUR EVENT-RAISER
Check out the detailed information on page 12 for more information on how to promote your event!

RAISING FUNDS
Once your fundraiser is complete, simply send in your donations to Sandy Hook Promise via online or mail a check:

- **Online:** Set up an online fundraising page – Facebook, Eventbrite, and Crowdrise are great resources for this.
- **Checks:** Make checks payable to Sandy Hook Promise Foundation and include a copy of your third-party event agreement. Mail checks with agreement to:

  Sandy Hook Promise Foundation  
  Attn: Promise Friend Event  
  PO Box 3489  
  Newtown, CT 06470

Please Note: Sandy Hook Promise cannot reimburse any out-of-pocket expenses from donations sent directly to our organization.

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**Categories of the Highest Revenue-Producing P2P Events**

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event with no registration or required minimum</td>
<td>43%</td>
</tr>
<tr>
<td>Event with registration fee, but no required minimum</td>
<td>24%</td>
</tr>
<tr>
<td>Event with no registration fee and required minimum fundraising</td>
<td>9%</td>
</tr>
<tr>
<td>Event with registration fee and required minimum fundraising</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
</tr>
</tbody>
</table>


- Setting a registration requirement does not necessarily ensure greater funds raised.
- Consider reducing or eliminating registration costs and minimums to promote attendance.
HAPPY HOUR/DINNER PARTIES
Host a happy hour or dinner party at your home or a restaurant to talk about violence prevention and how we can stop the gun violence epidemic through charitable giving and education.

SCHOOL FUNDRAISERS
Work with your school’s administration to organize a class, grade, or school-wide fundraiser.

COMMUNITY EVENTS
Organize a BBQ, music festival, or other community event in your area. Sell tickets and ask for donations on-site.

EXERCISE CLASS
Work with a local yoga, barre, Pilates (etc.) studio to donate a class to Sandy Hook Promise. Sell as many spots in the class as possible and try to make it a recurring event.

YARD SALE
Spring cleaning? Hold a Yard Sale at your home or with your neighbors and donate the proceeds to Sandy Hook Promise.

GOLF (OR OTHER) TOURNAMENTS
Work with a local golf course to organize a golf tournament in your community. Sell individuals as well as foursomes. Sponsorships are a great opportunity to get your local businesses involved. Not a golfer? What about tennis, soccer, baseball, ultimate frisbee, or even whiffle ball? Whatever sport appeals to you!

RUNNING RACES
Sandy Hook Promise has a New York Marathon team and we are currently building out teams in other cities. If there is another race you want to do on behalf of SHP, we strongly encourage you to do that. We are happy to help you set up your fundraising page.

PRODUCT PARTY (books, jewelry, home goods, sports equipment, etc.)
Work with a vendor to host a sale party in your home or other location. Ask them to donate a portion of the proceeds to Sandy Hook Promise. This gives you an opportunity to talk about SHP’s mission and raise money at the same time.

These are just a few ideas to get your creative juices flowing. Please share any other ideas you may have!


• Although the vast majority of events tend to be athletic, this chart shows that some of the most successful events feature non-traditional activities. There is no rule to what type of event you can create in support of SHP, just pick an activity you’re passionate about and you can’t go wrong!
• Non-athletic or minimally strenuous activities can reduce and remove barriers to participation for enthusiastic supporters who may be elderly or differently abled.
CREATE A CHANGE JAR
Create a change jar and drop in your spare change at the end of every day. Spare change adds up very quickly! Ask permission to collect spare change in your classroom. You can make more than one change jar and ask your parents or other adults to take them to work, too. Print out a label for your change jar that shows why you are collecting money.

HAPPY BIRTHDAY TO YOU!
Instead of gifts for your birthday, ask your friends and family to give a donation toward Sandy Hook Promise. You can also create a Facebook birthday fundraiser.

WRITE LETTERS
Ask your teacher for permission to write a letter to send home with your fellow classmates and/or mail to your family and friends. The letter can share information about why you are raising money and a little bit about Sandy Hook Promise.

HELLO GRAMS!
Sell candy or flowers with custom Start with Hello messages and sell them to friends and family. Here are a few examples:

- You are a kind person
- Have a great day
- You have a warm smile
- Thank you for being you
- I am your friend

BAKE SALES
Make homemade lemonade or bake something sweet and set up a stand with your friends to sell your treats to neighbors.

SOCIAL MEDIA STAR
Create a video with you, your siblings, or your friends that features you talking about why you want to support SHP and ask for donations. You can create a song or any kind of short skit to include in the video. Post the video on social media and ask people to donate to your cause. Be sure to tag us on Facebook, Twitter, or Instagram and we may be able to help promote your ask.

Facebook: Facebook.com/SandyHookPromise
Twitter: Twitter.com/sandyhook
Instagram: @sandyhookpromise
Tumblr: http://sandyhookpromise.tumblr.com

ART SALES
Make some art – picture frames, drawings or paintings – and sell with the proceeds supporting Sandy Hook Promise.
The most important aspect of fundraising is knowing who to ask. When asking for donations, remember to consider all the different groups of people that you know. People want to support your efforts - you only need to ask. (P.S. the worst that can happen is they say 'no'!)

Who to ask

1. FAMILY
Consider more than just your immediate family and include people you visit over the holidays or relatives from another state.

2. FRIENDS
These include your closest friends as well as your acquaintances. Consider your friends from all different times of your life: elementary school, college, and beyond! Also consider groups that you belong to: PTA, athletic clubs, book club, etc.

3. CO-WORKERS
Do you work in an office where you could ask your colleagues or post information about SHP in a common area? Start with current colleagues and branch out from there to former co-workers from previous positions.

4. COMMUNITY GROUPS
Think about all the clubs in which you participate: religious, political, civic, volunteer, alumni - both in-person and virtually.

5. BUSINESSES YOU FREQUENT
Consider asking your doctor, your friends at the gym, your hairdresser, dry cleaner, local deli, even the person you buy coffee from every morning may want to give if you just ask!

6. ASK YOUR NEIGHBORS

7. USE YOUR BUSINESS RELATIONSHIPS
When appropriate, ask your clients, vendors and other networks you have through work. Please make sure to gain approval from your supervisor for permission first.

How to ask

Figure out how you want to reach out to ask for donations.

1. PHONE
2. EMAIL
3. IN-PERSON
4. MAIL A LETTER

to your friend and family telling them why Sandy Hook Promise is important to you and why you think they should support our mission.

5. SOCIAL MEDIA (Facebook, Twitter, Instagram)
   a. Facebook - If you’d like to use social media to fundraise, consider creating a fundraiser through Facebook which will allow you to ask all of your friends for donations right on the platform. You can pick your designated charity (Sandy Hook Promise) and tell everyone why our cause matters to you! Start here: https://www.facebook.com/fundraisers
   b. Twitter - Post your Facebook fundraiser link to your Twitter account. Sample post: “I’m fundraising for @SandyHook to help #ProtectOurKids from gun violence. Please donate what you can here: [link]”
   c. Instagram - Put the Facebook fundraiser link in your Instagram biography. There is only room for one link on your Instagram profile and it’s right in your biography! Copy and paste it there, mention in your stories that people can donate at the link in your bio.
**HOW TO RAISE $1,000**

*In Ten Days!*

When fundraising it is important to set goals. The following is an example of how to set fundraising goals in a reasonable time frame.

<table>
<thead>
<tr>
<th>DAY</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$25</td>
<td>Kickstart your fundraiser and lead by example! Make a self-donation. Your network will be more likely to give if they see that you have</td>
</tr>
<tr>
<td>2</td>
<td>$125</td>
<td>Post a link to your online fundraising site on all your social media channels and let people know that no donation is too small. If ten of your connections each donate $10, that’s $100!</td>
</tr>
<tr>
<td>3</td>
<td>$175</td>
<td>Ask your boss for a company contribution of $50 (or better yet, find out if your company will match what you raise!).</td>
</tr>
<tr>
<td>4</td>
<td>$425</td>
<td>Ask five businesses or companies that your company works with to sponsor you for $50 to raise $250.</td>
</tr>
<tr>
<td>5</td>
<td>$450</td>
<td>Ask your company if you can accept donations in exchange for a dress-down day at work. Charge five of your co-workers $5 each and add $25 to your fundraising!</td>
</tr>
<tr>
<td>6</td>
<td>$575</td>
<td>Reach out to five family members and ask them to donate $25 each, bringing you $125 closer to your goal.</td>
</tr>
<tr>
<td>7</td>
<td>$775</td>
<td>Ask 10 close friends to each give a $20 donation to raise an additional $200.</td>
</tr>
<tr>
<td>8</td>
<td>$875</td>
<td>Ask four neighbors to each make a $25 donation to raise an additional $100.</td>
</tr>
<tr>
<td>9</td>
<td>$925</td>
<td>Ask ten members from a club or house of worship if they will give $5 each to raise an additional $50.</td>
</tr>
<tr>
<td>10</td>
<td>$1,000</td>
<td>Ask three businesses you frequent (dry cleaners, nail salon, coffee vendor, barber/hair stylist, etc.) to give $25 for the final $75!</td>
</tr>
</tbody>
</table>
3 EASY WAYS TO PROMOTE YOUR EVENT

USE SOCIAL MEDIA

- Create a Facebook event and invite people, or create a Facebook fundraiser. Include details about your event and tell people why you’re supporting this cause.

- Consider a “takeover” of a popular social media account that people in your community follow (i.e. your school’s Instagram, or your local sport team’s social account) and use it as an opportunity to promote your event.

- Create a hashtag or use one that already exists (i.e. #ProtectOurKids or #KnowTheSigns)

- Make a Snapchat Geofilter

- Post photos of your fundraiser on social media and don’t forget to tag Sandy Hook Promise so we can see and share all the awesome things you’re doing!
  - Facebook: Facebook.com/SandyHookPromise
  - Twitter: Twitter.com/sandyhook
  - Instagram: @sandyhookpromise

GET CREATIVE!

- Use a free site like Canva to make promotional print materials and shareable graphics.
  - These materials should include Sandy Hook Promise’s logo, the date and location of your event-raiser, and a contact to answer questions and sign-up supporters.
  - Don’t forget to send to us for approval! Please send drafts to events@sandyhookpromise.org for review.

- Promote your event in-person (flyers, posters, campus tables, bulletin boards, etc.) through local media, or digitally through e-mail or social media (Facebook, Instagram, Snapchat, Twitter).

- Ask local sponsors to get involved (popular local businesses, i.e. pizzeria, banks, etc.).

- Incentivize people to attend with food or prizes.

RECRUIT EVENT

- Find passionate representatives and ask them to be ambassadors for your event. Their job is to recruit others to your fundraiser through social media and word-of-mouth.

- Get other influential people involved in the event (i.e. star athlete, local news anchor, your dean).

- Give event ambassadors any promotional materials you create to share both online and in-person.

SUCCESS STORIES!

Shopping Experience
Shop, sip, and give back at Kendra Scott. Provide information about the program at different counters. Invite a speaker (local teacher, counselor, or other Promise Leader) to talk about the importance of SWH. 20% of the proceeds support Sandy Hook Promise.

Camp Theme
Goal: Provide a method for youth group to host a positive experience in an outdoor setting to converse about and experience theme of the SWH program in a casual setting.
Where: Local park or outdoor location (pending appropriate permitting) to bring youth and parents together. “Campers” can bring tents to inspire the camping theme and participate in sing-a-longs, team games, and eat.

Kindness Roll
Goal: Increase awareness for SWH in an “alternative” march to support of kindness. Children and parents can make signs together to bond and explore the concepts of kindness and inclusion. Afterward, the group can roll (bike, roller-skate, skateboard, etc) in a public location to expand awareness and spread good cheer.
Where: Outdoor path, blacktop, other.
We are here to help!

E-mail events@sandyhookpromise.org, if you have any questions or need help getting started. The most important thing to remember is that event-raising should be fun! By donating your time and attention in this way, you are strengthening communities and saving lives. SHP is grateful for your support.