



# FUNDRAISING TOOL KIT



This toolkit is a handy package of resources for anyone raising funds benefiting Welcome Home and the veterans they serve.



**WELCOMEHOME**  
A COMMUNITY FOR VETERANS



Dear Friend,

Thank you for stepping up to support Welcome Home: A Community for Veterans. Whether you're planning your first fundraiser or you're a seasoned advocate, we're so glad you're here.

This Fundraising Tool Kit was created with you in mind—to guide and inspire your efforts as you rally critical support for the veterans we serve. Every dollar you raise helps us fulfill our mission: to honor veterans and restore their lives. Because of you, veterans facing homelessness, trauma, and uncertainty have more than just hope—they have a path forward. A place to heal. A chance to begin again.

**You're not just raising money.**

**You're raising hope.**

**You're restoring dignity.**

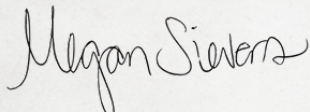
**You're opening the door to second chances.**

Most importantly, you're helping us keep a sacred promise to those who have served our nation.

Inside this kit, you'll find everything you need to spark action: resources, tools, ideas, and encouragement to make your fundraiser a meaningful success. And remember, you're never in this alone. Our team is here to support and guide you every step of the way.

Together, we can build something powerful. Thank you for standing up—and showing up—for Welcome Home and our veterans.

In Deep Gratitude,



Megan Sievers  
Executive Director





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# BRANDING GUIDELINES

Ensure all language reflects the mission of supporting veterans and ending veteran homelessness.

## Key Facts about Welcome Home

- Welcome Home is a 501(c)(3) public charity, a tax-exempt nonprofit organization. Tax ID Number: 43-1372690
- **MISSION:** Welcome Home works to honor veterans and restore lives.  
**VISION:** Welcome Home's vision is to end veteran homelessness.  
**VALUES:** Serve with Honor. Serve with Compassion. Serve with Excellence.  
All support and services are customized to meet the needs AND goals of each individual veteran we serve.
- Through our organization, homeless and at-risk veterans are provided shelter, permanent/rapid re-housing assistance, food, supplies, transportation, employment assistance, individualized case management, advocacy, connection to collaborating partners for mental, physical, and VA eligible benefits, and access to a greater quality of life – a life our veterans deserve.
- Welcome Home serves 26 mid-Missouri counties, and we're actively working to increase our service area into additional northern and southern rural counties.
- Address: 2120 Business Loop 70 East  
Columbia, MO 65201  
Phone: (573) 443-8001  
Web: [www.WelcomeVeterans.org](http://www.WelcomeVeterans.org)  
Tax ID Number: 43-1372690

## Key Messaging about Welcome Home

- Avoid words such as "*battle*," "*fight*," "*combat*," or "*wage war on homelessness*". Military metaphors may seem appropriate, but can imply "failure" if goals aren't met.
- When you are designing your promotional materials, remember to remove organizational jargon, cliché phrases, self-promotional tone, martial metaphors, and insensitive wording. Your fundraiser's messaging will be more clearer, more respectful, and resonant with both veterans and donors alike.
- Avoid political or divisive language – remain apolitical to respect all veterans.

# BRANDING GUIDELINES

## Logo Usage

- Use only approved logo versions provided in the kit.
- Maintain correct proportions—do not stretch, skew, or alter the logo.
- Ensure logo visibility on both digital and print materials.



## Colors & Fonts

Use official brand colors however event accent colors are welcomed.

Recommended fonts to use in

Poppins

**Poppins (bolded)**

**POPPINS (ALL CAPS)**

Antonio

**Antonio (bolded)**

**ANTONIO (ALL CAPS)**

Open Sans

**Open Sans (bolded)**

**OPEN SANS (ALL CAPS)**



Hex #1d1d47

CMYK: 59%, 59%, 0%, 72%

RGB: 29, 29, 71



Hex #bb2a2f

CMYK: 0%, 78%, 75%, 27%

RGB: 187, 42, 47



Hex #91898f

CMYK: 0%, 6%, 1%, 43%

RGB: 145, 137, 143

# EVENT PROMOTION MATERIALS

## Digital graphics

- Include the official Welcome Home logo and relevant contact information.
- Ensure that all materials reflect the core values of the organization.

## Email & Website copy

- Use pre-approved talking points for event-related emails and landing pages.
- Mention that the event is "In Support Of" Welcome Home, not hosted by the organization.

## Social media & Digital presence

- Use approved images, hashtags, and messaging to promote the event.
- Add Welcome Home as an admin or Co-Host on any FB Events created.
- Tag Welcome Home in all related social media posts.
- Include links to **WelcomeVeterans.org** for further information or donations.
- Avoid controversial or politically charged language in event promotions.

## Tag us!

Tag Welcome Home in your posts to boost promotion.



@welcomehomeevets



Welcome Home, Inc.



@Welcome Home



@welcomehome8895



# FUNDRAISING & DONATION MANAGEMENT

## Payment & QR codes

- Ensure all donations are directed to payment links or QR codes. These QR codes could be unique to the event or utilize the general QR codes provided by Welcome Home.
- Use only the official payment QR codes provided in the kit to prevent errors.

## Acknowledgment & Tax info

- Acknowledge Welcome Home as the official recipient of the funds.
- Avoid making any guarantees about tax-deductibility without approval.
  - Tax ID Number: 43-1372690

## Sponsorship acknowledgment

- Obtain pre-approval before listing sponsors alongside Welcome Home's branding.
- Share all sponsor contact information.

## Expense tracking

- Keep a running list of expenses and donations.
- Must also include in-kind donations, which are donated items or services.
  - example: raffle basket items, gift cards, or locally crafted items



# MEDIA & PUBLIC RELATIONS

## Press releases & Media coverage

- Use approved language when describing the partnership or fundraiser.
- Submit all press release details to [Info@WelcomeVeterans.org](mailto:Info@WelcomeVeterans.org) for review and approval before distribution.

## Interviews & Public statements

- Ensure all public statements align with Welcome Home's mission, vision, and values.
- Notify Welcome Home in advance of any media inquiries or interviews.

# LEGAL & COMPLIANCE

## Third-party relationship disclosure

- Acknowledge that the fundraiser is independently organized and operated.
- Clearly state that the event is benefiting Welcome Home but not officially managed by the organization.

## Licensing & Permits

- Obtain any necessary licenses or permits for the event as required by law.
- Confirm compliance with local regulations for fundraising activities.

## Insurance & Liability

- Secure any necessary event insurance to protect against liability.
- Indicate that Welcome Home is not liable for event-related incidents.



While we are deeply grateful for fundraising efforts in support of our mission, all third-party events must align with our values and standards. Welcome Home, Inc. reserves the right to decline or withdraw association with any event or activity that does not reflect our mission, values, or brand integrity.

# POST-EVENT FOLLOW-UP

## Impact reporting

- Share event results, photos, and key highlights with Welcome Home.
- Submit funds raised promptly using approved payment methods.
- Provide a brief summary of event outcomes for internal reporting.

## Thank you & recognition

- Send personalized thank-you notes to donors, attendees, and sponsors.
- Stop by for a photo opp. Participate in a check presentation announcing funds raised.

## Event debrief & feedback

- Provide feedback on the toolkit and event experience to help improve future resources.
- Suggest any new ideas or insights gained from the event.



# SUCCESSFUL EVENT IDEAS

Successful fundraising events can be both impactful and easy to coordinate. Hosting a 5K run/walk, CrossFit challenge, or yoga marathon is a great way to bring the community together for a cause, while encouraging wellness and support for our veterans.

Another simple but effective idea is to partner with a favorite local restaurant for a give-back night, where a percentage of sales benefits Welcome Home. These evenings are a win-win for both the restaurant and your cause.

Additionally, car shows, and poker runs have consistently proven to be fun, community-driven events that draw large crowds and passionate supporters. These events not only raise critical funds, but also create opportunities to honor veterans in meaningful, memorable ways.



Car Show



CrossFit Challenge



Dine-to-donate  
% matching



5K or Dance Marathon



Bingo or Trivia Night



Garage sale



Golf Tournament



Poker Tournament



Car wash

# VOLUNTEER OR IN-KIND DONATIONS

Welcome Home is always grateful for the time, talents, and tangible items that individuals and groups contribute to support our veterans. In-kind donations help meet essential daily needs. These donations can include hygiene products, non-perishable food items, cleaning supplies, and office supplies.

We also welcome service-based in-kind donations such as haircuts, facility maintenance, printing services, or other professional skills that can benefit our veterans or our operations. If you or your organization would like to donate items or services, please reach out—we'd be happy to coordinate and ensure your gift makes a meaningful impact.

# HELPFUL TIPS

Based on our experience here are some other helpful ideas, tips, and tricks to host a successful fundraiser:

## Set clear goals

- Define a fundraising target that aligns with your event size and audience.
- Be specific—whether it's raising \$5,000 or attracting 100 attendees.

## Create a realistic timeline and expectations

- Plan ahead! Allow at least 6–8 weeks for event promotion and preparation.
- Build in time for sponsorship outreach, ticket sales, and media coverage.
- Prepare for the unexpected, have contingency plans in place for weather, technology glitches, or other challenges.
- Assign volunteers specific roles to keep things running smoothly.

## Leverage your network

- Engage family, friends, and colleagues to spread the word.
- Encourage attendees to share your event on social media to extend your reach.

## Tell a powerful story

- What is your why? Highlight the impact of your fundraiser by sharing real stories of veterans served.
- Use emotional appeals that inspire action and generosity.

## Make giving easy

- Promote QR codes and online donation links for seamless giving.
- Offer multiple ways for attendees to contribute (raffles, silent auctions, etc.).
- Approach local businesses for sponsorships or in-kind donations.
- Recognize sponsors in all promotional materials and at the event.

## Promote, Promote, Promote!

- Write a communication plan in advance so content is ready to go.
- Use social media, email campaigns, and local media to build excitement.
- Post regular updates leading up to the event to maintain interest.

# EVENT CHECKLIST



## **What to Do (Pre-Event)**

- ☐ Select date, time, and venue
- ☐ Obtain required permits, insurance, and licenses
- ☐ Coordinate with Welcome Home on event purpose and support
- ☐ Create an event plan/timeline and delegate responsibilities
- ☐ Confirm volunteers/staffing needs
- ☐ Plan for onsite donation processing (card reader, cash, QR codes)
- ☐ Confirm signage and branded materials usage
- ☐ Determine how participant data will be collected

## **What to Bring**

- ☐ Event supplies (tables, tents, chairs, signage, pens, tape, etc.)
- ☐ Name tags and markers
- ☐ Welcome Home-branded materials (banners, flyers, brochures)
- ☐ Merchandise or giveaway items (t-shirts, water bottles, etc.)
- ☐ QR codes for donations and registration
- ☐ Printed or digital waivers (if needed)
- ☐ First-aid kit and emergency contact info
- ☐ Participant items by size (shirts, bibs, etc.)

## **How to Promote**

- ☐ Design flyers and graphics using Welcome Home brand guidelines
- ☐ Tag us on Facebook, Instagram, and LinkedIn
- ☐ Include event on community calendars and partner websites
- ☐ Send press releases or media alerts, one approved by Welcome Home
- ☐ Share event updates and photos on social media

## **Sponsorship Acknowledgement & Tracking**

- ☐ Secure and confirm sponsors in writing
- ☐ Display sponsor logos on signage, shirts, or materials
- ☐ Thank sponsors publicly during the event and on social media
- ☐ Provide a follow-up summary to sponsors (impact, photos, etc.)

# EVENT CHECKLIST



## Event Data & Reporting

- ☐ Track:
  - Number of attendees
  - Total amount raised
  - Notable partners, vendors, and sponsors
- ☐ Track all event-related expenses using an expense tracking sheet
- ☐ Collect and share event photos with Welcome Home
- ☐ Submit event recap or summary form within 2 weeks of event
- ☐ Set up online registration or RSVP form
- ☐ Collect name, contact info, shirt sizes, waiver signatures, etc.
- ☐ Securely store and share relevant participant data with Welcome Home
- ☐ Ensure all health or safety protocols are followed

## Post-Event Follow-Up

- ☐ Thank donors, sponsors, volunteers, and attendees
- ☐ Send photos and reports to Welcome Home staff
- ☐ Submit any remaining funds or donations collected
- ☐ Evaluate and document what went well and what to adjust next time
- ☐ Share event impact on social media



@welcomehomevets



Welcome Home, Inc.



@Welcome Home



@welcomehome8895

NOTES

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# THANK YOU

We are so honored that you are considering raising funds for Welcome Home and the veterans we serve. We would love to hear about your upcoming event.

Please reach out to our Welcome Home team if you have questions.

**MICHELLE VOGT**  
[INFO@WELCOMEVETERANS.ORG](mailto:INFO@WELCOMEVETERANS.ORG)  
[WELCOMEVETERANS.ORG](http://WELCOMEVETERANS.ORG)



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