Welcome to Team EndoFound!

The Endometriosis Foundation of America (EndoFound) is so excited that you are ready to take the next step as a dedicated supporter of our mission! Your passion for raising endometriosis awareness and your commitment to the cause are truly admirable and appreciated. Organizing an “Endo Event” presents an exciting opportunity to raise awareness and funding within your community, as well as connect with other like-minded advocates dedicated to improving the lives of those affected by endometriosis.

This manual will provide you with variety of different event ideas and tools that you can use to host an event as an official representative of EndoFound. From in-home “Lunch and Learn” sessions to coordinating a “Jeans Day” at your office, there is a wide range of fun options to choose from! If you want to host an even not listed in this manual simply send an email to events@endofound.org with your ideas. We can provide appropriate support from there!

Happy fundraising!

Best,

Kimberly Tronolone, MS
Development Coordinator, Endometriosis Foundation of America
Index

Using Everyday Hero - Page 4

Tips for Creating a Successful Event - Page 5

Endometriosis/EndoFound Fast Facts - Page 6

Email Templates - Page 7-8

Social Media Post Guidelines - Page 9-10

Social Media Post Examples - Page 11-13

Event Ideas/Types - Page 14-18

Fundraiser Flier Examples - Page 19-20

Processing Funds/Additional Information - Page 21-22
Using Everyday Hero

Everyday Hero is a fundraising and events system, similar to Crowdrise, GoFundMe, and Facebook Fundraisers. The EndoFound Everyday Hero page was designed specifically for our organization and is where all volunteer event hosts (like yourself!) are required to build their event pages, should their event require a page. Please do not use another platform like those mentioned above.

Below are steps and tips for creating your page.

Steps

1. Go to https://endofound.blackbaud-sites.com/
2. Select the category your event type fits best. There are four options. If you are uncertain which category your event falls under click an image to go to that category’s main page and read the accompanying description or you can email events@endofound.org. The categories are:
   a. Run with EndoFound
   b. Celebrate with EndoFound
   c. Honor with EndoFound
   d. Create Your Own Fundraiser with EndoFound (most events will fit here)
3. Once you are on the home page of your selected category click the “start fundraising” button
4. Follow the steps and prompts Everyday Hero gives you
5. Share your page with friends and family!

Tips

• Personalize your page! Add photos, a story, and updates as much as you can. The more personal your page feels the better your donors will be able to connect with you and the more likely they are to give.
• If you are hosting a ticketed event have attendees pay admission by giving $X to your Everyday Hero page. You can then use your donor list as a guest list and do not have to worry about collecting admission at the door.
• Not all fundraisers are in-person events. You are welcome to use your Everyday Hero as a stand-alone online fundraiser.
• **On occasion events do not require an Everyday Hero page. If this is true for your event, or if you are unsure if you need an Everyday Hero page, email events@endofound.org.**

Please note: The Run With EndoFound page includes the categories “Run the Rock ’n’ Roll Marathon Series” and “Run the TCS New York City Marathon”. Please do not set up an account on these pages unless you have been accepted, and officially registered, as an EndoFound Charity Team member and have been in communication with our marathons department. If you have questions about this, please email marathon@endofound.org.
Tips for Creating a Successful Event

Consider your community

When deciding what kind of event to host consider your community and what kind of event your potential supporters might be interested in participating in.

Plan ahead

Be sure to give your supporters enough time to plan to attend your event. This is especially important if you are planning an event near holidays or common vacation times.

Be conscious of your own schedule

Certain types of events require more time and attention to plan than others. Consider how much time you will be able to commit to planning, providing refreshments, set up, and clean up. If you cannot commit much time to these steps working with a local business (restaurant, bar, salon, gym etc.) may be the ideal option for you and your event!

Make it a team effort

There is no rule that you have to set your event up alone. In fact, enlisting a few friends to help you make it happen can enable you reach even more potential supporters! If you would prefer to plan with a team EndoFound recommends planning your event with a group of no more than 2-3 people. This way you can divide responsibilities and open your event to new connections and support. You never know who has connection with a local food truck, beauty shop, or performance space. More help means more options for your event!
Endometriosis/EndoFound Fast Facts

You can use these facts in emails or social media posts to help encourage specific donations. For example: 1 in 10 women are believed to be living with endometriosis. You can ask donors to give $10 to represent the 10% of women who are struggling daily with the disease.

- Endometriosis occurs in 1 in 10 girls and women of reproductive age in the United States
- Endometriosis is estimated to affect 200 million women worldwide
- Endometriosis is estimated to cost the US over $87 billion each year in medical costs and work productivity
- Federal research dollars for endometriosis amount to just $1.10 per year for each diagnosed woman
- Women with a close female relative with endometriosis are 5-7 times more likely to also have it
- 7 million women in the U.S. have endometriosis, three times the population of Chicago
- Every 5 seconds a baby girl is born in the US who will have endometriosis
- Endometriosis symptoms can begin with the onset of menstruation (average age of first period in the U.S. is 12 years old).
- It takes an average of 10 years for girls/women living with endometriosis to be diagnosed
- Endometriosis affects women equally across racial, ethnic, and socioeconomic backgrounds
- The Endometriosis Foundation of America (EndoFound) has educated over 30,000 adolescents about endometriosis
- EndoFound’s education program recently went global! We've educated students across the United States, Jamaica, Nigeria, and Kenya - with more locations in the works!
- EndoFound has funded over $200,000 in grant money to universities running groundbreaking endometriosis studies
Email Templates

**General Template**

Dear DONOR NAME,

On EVENT DATE, I will hosting EVENT NAME, TIME, LOCATION to benefit the Endometriosis Foundation of America (EndoFound)! EndoFound is at the forefront of combatting endometriosis, a debilitating chronic disease affecting 1 in 10 women of reproductive age.

This disease has only begun to receive public attention, despite the decades of suffering it has caused generations of women. As one of the top three causes of female infertility, endometriosis is a widespread but often-misunderstood public health crisis.

I have decided to support EndoFound because PERSONAL STORY HERE.

Please join me in supporting EndoFound's efforts by making a gift of (Make a specific dollar amount ask) to the Foundation. Your contribution will go towards furthering the foundation's awareness campaigns, groundbreaking adolescent educational program, and innovative research studies around the world! With your help, we can develop a greater understanding of endometriosis and help improve the quality of life for millions of girls and women. Please visit my Everyday Hero Page (hyperlink to your Everyday Hero page) to help support the endometriosis community today!

Sincerely,

YOUR NAME

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**Ticketed Event Template**

Dear DONOR NAME,

On EVENT DATE, I will hosting EVENT NAME, TIME, LOCATION to benefit the Endometriosis Foundation of America (EndoFound)! EndoFound is at the forefront of combatting endometriosis, a debilitating chronic disease affecting 1 in 10 women of reproductive age.

This disease has only begun to receive public attention, despite the decades of suffering it has caused generations of women. As one of the top three causes of female infertility, endometriosis is a widespread but often-misunderstood public health crisis.

I have decided to support EndoFound because PERSONAL STORY HERE.

Please join me in supporting EndoFound’s efforts by making a gift of (Make a specific dollar amount ask) to the Foundation. This gift will act as your admission to EVENT NAME! Your contribution will go towards furthering the foundation's awareness campaigns, groundbreaking adolescent educational program, and innovative research studies around the world! With your help, we can develop a greater understanding of endometriosis and help improve the quality of life for millions
of girls and women. Please visit my Everyday Hero Page (hyperlink to your Everyday Hero page) to help support the endometriosis community today!

Sincerely,

YOUR NAME

Marathon Template

Dear DONOR NAME,

On RACE DATE, I will be running all NUMBER OF miles of the EVENT NAME as a proud member of the Endometriosis Foundation of America (EndoFound) Charity Partner Team! EndoFound is at the forefront of combatting endometriosis, a debilitating chronic disease affecting 1 in 10 women of reproductive age.

This disease has only begun to receive public attention, despite the decades of suffering it has caused generations of women. As one of the top three causes of female infertility, endometriosis is a widespread but often-misunderstood public health crisis.

I have decided to run with the Endometriosis Foundation of America because PERSONAL STORY HERE.

As I train and raise awareness to help the Endometriosis Foundation of America continue their incredible work, I am asking for your support (Make a specific dollar amount ask). Your contribution will go towards furthering the foundation's awareness campaigns, groundbreaking adolescent educational program, and research-related efforts. With your help, we can develop a greater understanding of endometriosis and help improve the quality of life for millions of girls and women. Please visit my Everyday Hero page (hyperlink to your Everyday Hero) to help me reach my $X fundraising goal, and give my miles meaning!

Sincerely,

YOUR NAME

Tip: Edit these email templates as you see fit. You are certainly welcome to use them as they are written here, but it is not required. These templates are simply meant to serve as a guide so you know what key points to include. The overall language of the email is up to you!

Tip: Personalized emails will bring in more donations if you ask for a specific amount. For example: if you’re running a marathon use the amount $26.20. This symbolizes $1 for every mile that you will run! Other specific amounts can include: $50.00 covers the cost of educating one classroom through ENPOWR and $100.00 allows EndoFound to send informative materials to 5 healthcare clinics.
Other supporters have used personally important numbers such as years since diagnosis, years pain free, their birth date etc.

Social Media Guidelines

Posting about your event/fundraiser on social media is a wonderful way to drive support and attendees to your event! Below are some posting tips to keep in mind as you promote your event on social media.

Handles

Tag EndoFound in your event posts so supporters have a direct link to the charity they’re giving too. By including the handles, or usernames, listed below our social media pages will be linked to your post. Also, the EndoFound social media team will see the post and can share it on our pages as well!

- **Facebook:** @endofound, [Facebook Link Here]
- **Twitter:** @endofound, [Twitter Link Here]
- **Instagram:** @endofound, [Instagram Link Here]

General Posting Tips

- Keep posts short and event-focused
- Use conversational and audience-specific language
- Endometriosis can be a complex issue to explain. EndoFound recommends posting a video if you want to share your story, or directing your supporters to our Endo A-Z page on endofound.org for more information
- Peak posting time is between 12pm-5pm, 3pm is ideal
- Weekday posts tend to receive more attention
- Utilize action items for certain donor levels Ex: “If I raise over $x by X date I will shave my head, dye my hair, get pied in the face at my event, etc.”
- Also @ or # the location you’ll be running/hosting your event in. Many towns and cities have their own social media accounts and this will help you reach locals who might be interested in supporting your campaign!
- When linking to your Everyday Hero page on Twitter, you can utilize tinyurl.com, which shortens long urls.
- Using hashtags can help your posts reach new people who are engaged in those communities and may be willing to donate to your campaign in solidarity!

Community/Related Hashtags

- #endometriosis
- #EndoSisters
• #EndoWarriors
• #EndEndo
• #education
• #WomensHealth
• #research
• #ChronicIllness
• #ChronicPain
• #InvisibleIllness
• #spoonies
• #FundraisingFriday
• #FlashbackFriday
• #ThankYouThursday
• #ThrowbackThursday
• #WorkoutWednesday
• #MotivationMonday
• #PhotoOfTheDay
• #running
• #training

**Tip:** If you are planning an event at a local business ask them to help promote your event and include their handles in your posts!
Social Media Post Examples

MY @RunRocknRoll in Nashville is next weekend!! this is where I’m at with training.. #EndometriosisAwareness #5Ktraining #jkimtraining #iam1in10 @Endofound
I can't thank all of our friends and family enough for joining us yesterday at the @AzzipTweets give back for the @Endofound and our Endo Race Team. The love was so overwhelming and the pizza was so good! We appreciate all of the support in helping us reach our fundraising goals!
Our goal is to raise $6,000 ($3k on each of our EFA fundraise pages) for The Endometriosis Foundation of America BEFORE the NYC Marathon....what date have we chosen to do this by....Thursday, October 12th. Why this date?? This is the year anniversary of the surgery that saved my life. Why $6,000....BECAUSE THIS IS HOW MUCH A WOMAN NEEDS TO PUT DOWN TO GUARANTEE THEIR OPPORTUNITY TO WALK THROUGH THE HOSPITAL DOORS FOR THIS SURGERY. **All out of their own pocket because lack of Endometriosis Awareness = outdated insurance coverages, in which the surgery needed to live is not covered at all. Please help us give all women, and their families as well, the opportunity to live the life they deserve!!!

www.crowdrise.com

CROWDRISE.COM
Event Ideas/Types

Your fundraising strategy doesn't need to be limited to social media alone. Hosting a local fundraiser is an excellent way to help you reach your goal! In the past year we've seen a growing number of supporters utilize this strategy to boost their fundraising totals and raise endometriosis awareness in their communities. Below are some details on types of fundraisers that have been held by EndoFound volunteers. Feel free to do something similar or create a new type of event all your own!

Be sure to send any fliers, event pages, or promotional materials to events@endofound.org with a description of your event. EndoFound will happily promote it on our social media networks as well!

EndoFound can provide any 501 c (3) and/or W9 information needed.

Dine Out Nights

Many chain restaurants have programs in place for customers to partner with them for fundraising events. Below is a list of chain restaurants that you can work with. You can find these businesses' specific fundraiser steps on their websites.

Independently owned restaurants may be open to the idea of hosting a fundraiser as well! If you have a favorite local spot check with the manager to see if they'd be interested in setting something up. Typically the restaurant will give X% of proceeds from sales during a certain time frame or from a specific dish to the organization. You can work with them to set a date and then rally your community to give back while enjoying a great meal!

<table>
<thead>
<tr>
<th>Arby's</th>
<th>BD's Mongolian Grill</th>
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<tbody>
<tr>
<td>Bertucci's</td>
<td>BJ's Restaurant and Brewhouse Fundraisers</td>
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<tr>
<td>Blaze Pizza</td>
<td>Boston Market</td>
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<tr>
<td>Bruster's Real Ice Cream</td>
<td>Buffalo Wild Wings</td>
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<tr>
<td>Buca di Beppo</td>
<td>Buona Beef</td>
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<tr>
<td>Burger King stores operated by Tri-City Foods</td>
<td>California Pizza Kitchen</td>
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<tr>
<td>Cheeburger Cheeburger</td>
<td>Chick-Fil-A</td>
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<tr>
<td>Chili's Give Back Events</td>
<td>CiCi's Pizza Buffet</td>
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<tr>
<td>Culver's</td>
<td>Elmer's Restaurants (select locations)</td>
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<tr>
<td>54th Street</td>
<td>Foster’s Grille: Home Of The Charburger</td>
</tr>
<tr>
<td>Friendly's FUNraising</td>
<td>Fuddruckers</td>
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</table>
Go Roma                      Greene Turtle Sports Bar & Grille
Isaac's Famous Grilled Sandwiches  Kona Ice
Lone Star Steakhouse              Lou Malnati's Pizzeria
Maggie Moo's                      Marie Callender's Restaurant & Bakery
Max & Erma's                      Moe's Southwest Grill
Ninety-Nine Restaurants           Noodles & Company Fundraisers
Panda Express                     Panera Bread: Fundraising Nights
Pizzeria Uno Chicago Grill: Dough Raisers Portillo's
Potbelly Sandwich Shop            Raising Canes
Rubio's                           Sonic
Souplantation and Sweet Tomatoes  Wendy's
Yogurtini Fundraisers

**Tip**: Visit [https://www.groupraise.com/](https://www.groupraise.com/) to find locations in your area and other participating restaurants!

**Cocktails for a Cause**

Similar to the dine-out event a number of bars have charity happy hour opportunities. Some locations will create a specialty drink to benefit EndoFound, others may opt to simply donate X% of proceeds from a happy hour to the organization. Speak to the manager at your favorite bar to learn more about their charity program (or to get one started)!

**Fitness Fundraisers**

Certain gyms will donate a class to your cause, listing it as a charity class. Like the chain restaurants, each gym will have its own way to create a fundraiser so be sure to connect with the location manager to set your class up. Past volunteers have worked with the chains listed below. If you don’t see your favorite workout spot listed talk to the location manager about creating your event.

Flywheel
Pure Barre
SoulCycle
**Get Glam and Give Back**

Have a favorite salon? They can choose to donate the proceeds, or percentage of proceeds, from a certain service to EndoFound! It can be as simple as %X proceeds from X spa service on X date are donated. It could also be something more specific, such as the proceeds from every person who chooses to get a purple pedicure will go to EndoFound! Work with what the salon is comfortable with and enjoy some self care for the cause!

**In-Store Shopping Event**

Some shops, both chain and independent, will work with you to coordinate an in-store shopping event. Usually the dynamic for these events is that X% of proceeds from all purchases made on X date between X - X time are given to the charity. Stores may have other dynamics. Speak to your local shop's manager for details on how to set up an in-store event for EndoFound. Below are a few stores that have held shopping for charity events in the past. Participation may vary by location.

<table>
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<th>Alex &amp; Ani</th>
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<tbody>
<tr>
<td>Dillards</td>
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<tr>
<td>Pandora Jewelry</td>
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<tr>
<td>Bloomingdales</td>
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</tbody>
</table>

Similarly, if you own a shop (online or storefront) you can elect to give X amount of proceeds from certain purchases to EndoFound over X period of time. Contact events@endofound.org for more details.

**Tip:** Each December EndoFound hosts an online Holiday Bazaar. If you own an online shop (Etsy, Ebay, independent) you are welcome to apply to join our Bazaar this holiday season. Holiday Bazaar participants typically give 10% of proceeds from all or X items sold between December 1st- December 31st back to the foundation. To participate in the Bazaar shops must agree to give a specific percentage of sales back to EndoFound. Not all applicants are guaranteed acceptance as an EndoFound Holiday Bazaar shop.

**Host a Raffle**

Work with local shops, or friends of yours who run local business or sell certain items, that can donate products or gift cards to this kind of fundraiser. Charge admission to your raffle (can be hosted in a restaurant, your home, or community event space) and then have people bid on the products provided. This can also be done in conjunction with the majority of the other event types on this list as part of the overall event. EndoFound is happy to provide a swag bag to raffle off at your event as well.
**In-Office Jeans Day**

Have a formal dress code at your office? Talk to your supervisor or office manager about setting up a “Jeans Day” Fundraiser. For these types of fundraisers employees donate $X to your Everyday Hero page to get to wear something more casual to work (jeans, Hawaiian shirts, yoga pants). This is a great way to inform your work community about the organization and change up their week a bit with a shift in dress code. It can boost office moral and allows your company to align itself with a good cause, all while supporting EndoFound- a win, win, win!

For fundraisers such as these EndoFound recommends, with your company’s permission, setting up your Everyday hero page under the company and/or department name, Ex: “Starbucks Hawaiian Shirt Day- Seattle Office” so it is easy for fellow co-workers to find.

**Host a Benefit Concert/Dance-A-Thon/Improv Show**

Connected with a group of local performers? Give them a chance to shine while giving back! An event like this can be hosted in a home or backyard, or in a local community events/performance space. You can charge admission to the show through your Everyday Hero page and use your donor list as a guest list at the door. Be sure to note if a guest gave double (or more) the admission fee. If they did, they may be bringing along a friend for the show! Before starting the performance(s) take a moment to welcome your guests, tell them a bit about EndoFound and why supporting the foundation’s work is important to you and for your community. Encourage donors to give additional support that evening by donating directly to the EndoFound Venmo account (@endofound). Include our website and Venmo information in any programs or posters you print as well! Thank your performers and break a leg fundraising!

**Please note:** When giving on Venmo make sure all Venmo gifts include the event title, host name, and the donor’s email in their payment description. Without this information we cannot connect the gift to your event nor give the donor a receipt.

**Donate a Milestone**

Recently engaged but already have a blender... and a set of knives... and plates... and that fancy but sort of unnecessary avocado opening tool? Donate your bridal shower to EndoFound! For your next big event you can invite guests to give back to EndoFound in lieu of gifts. Guests can give through an Everyday Hero page, our regular website donation page, or our Venmo account (@endofound)

**Please note:** When giving on Venmo make sure all Venmo gifts include the event title, host name, and the donor’s email in their payment description. Without this information we cannot connect the gift to your event nor give the donor a receipt.
**Brunch/Lunch and Learn**

Host a get-together in your home that allows people to network, eat, and maybe have a drink or two. Reach out to members of your community with a particular interest in women's health, charitable giving, or learning something new. EndoFound will provide informational materials and timely fundraising goals/speaking points to help you boost your donations for the day! You can charge admission, via your Everyday Hero Page, as the first leg of fundraising for this type of event.

Once your attendees seem settled (apx. 1 hr. into event), gather them together to discuss EndoFound and your reason(s) for hosting an event for the foundation. Congratulate your donors for their commitment to the cause and their support of the endometriosis community. If you are able, bring in a speaker from the endo community to share their story. If you feel comfortable, share your own story! A personal touch at this type of event is key.

Bring the event full circle by explaining what the EndoFound mission means to you. You can then encourage further support right there on the spot (it works, trust us!) and have attendees give an additional gift via their cellphone to EndoFound’s Venmo account (@endofound). Using Venmo helps streamline this part of your event and means attendees won’t have to fill out a full online donation page or snail-mail donation card. For this portion of the event EndoFound suggests encouraging attendees to support a specific EndoFound program that connects to the discussion you just held. Attendees can then designate their gift to “education”, “research”, or “general support” along with “YOUR NAME’s Brunch/Lunch and Learn Event”.

**Please note:** When giving on Venmo make sure all Venmo gifts include the event title, host name, and the donor’s email in their payment description. Without this information we cannot connect the gift to your event nor give the donor a receipt.

**DIY Walk or Run**

You don’t have to apply to a major marathon to run with EndoFound! You can set up your own local EndoWalk or Run to fundraise for EndoFound. To learn how to set up your own EndoWalk or Run please download our **DIY EndoWalk/Run Handbook.**

EndoFound is an official charity team for the TCS NYC Marathon as well as Rock ‘n’ Roll Marathons in select locations. If you are interested in joining an official charity team please email **marathon@endofound.org**.
Example Fundraiser Fliers

Panera Fundraiser (Chicago-based)
Salon Fundraiser (Brooklyn-based)

Hair
Love
POP UP
SALON
NEW YEARS EVE
JOIN US TO BRING AWARENESS TO ENDOMETRIOSIS

261 BROOKLYN AVE BKLYN, NY 11213
12/31/2017 | 9AM-10PM
SERVICE SPECIALS ALL DAY UP TO 25% OFF
GIVEAWAYS | SPECIAL GUEST
Let's make this a cause to remember!

VISIT WWW.HAIRLOVELADIES.COM FOR MORE INFORMATION
Processing Funds and Receipts

Processing Funds with Everyday Hero or Venmo

When fundraising through Everyday Hero processing your funds is direct. Provide the link to your Everyday Hero fundraising page in your emails/posts and donors can give there. The money is automatically charged and processed into the Foundation’s bank account. We can see what has come in from your online outreach and track your progress accordingly on your Everyday Hero page.

When encouraging donors to give during your event please have them submit their donations to EndoFound’s Venmo account (@endofound). ALL Venmo gifts must include the event title, host name, and the donor’s email in their payment description so the gift can be recorded properly with the foundation. If your donors want to give to a specific EndoFound program please have them include one of the following in their payment description as well: education, research, or general support.

Any pre-event giving should be done on Everyday Hero. If you are not hosting an in-person event you will likely not need to utilize Venmo for your fundraising needs. Venmo is best used for during-event giving.

Tip: Make a “Giving Through Venmo” poster or instruction card to hand out at your event. This will provide guests with an easy point of reference as they make their Venmo gift. Include our handle (@endofound) and the gift designation instructions outlined above.

If Business provides the Funds

When hosting an event with a business, especially larger chains, it is likely that the business will cut the check for your fundraiser. Some may give the check to you to pass on to the Foundation; most will issue the check directly to the Foundation. All checks should be made out to The Endometriosis Foundation of America. Please review the steps below when working with a business that will provide the final donation.

- If the company is sending the check to you: Send the check to our offices along with a note designating those funds to your specific fundraiser. Example: “These funds were from X event on X date are intended to support Jane Doe’s Diva Nails Salon fundraiser”.

- If the company is sending the check to EndoFound: Email how much was raised and the name of the company that will be sending the check to events@endofound.org. Example: “Wendy’s will be sending $758.64 to your offices, these are proceeds from my fundraiser held there on X date”.

Tip: In either case it is always best to email events@endofound.org to notify us of the incoming funds. EndoFound staff will process these donations and issue acknowledgments of support to the donor/s. We will also enter the total amount to your Everyday Hero page on the manager side, so your fundraising total is tracked accurately.
Please note: Checks from businesses do not include lists of individual donors. For example, if you host a fundraiser at your local Arby’s and raise $500 Arby’s will send EndoFound a $500 check only. This check will not include a list of everyone who made a purchase that contributed to the $500 total and the foundation cannot provide individual receipts for donations made through businesses. In these situations you may provide your own “thank yous” to your event attendees.

Non-Event Donations, Non-Everyday Hero Donations

Occasionally a friend or family member does not want to give through Everyday Hero, preferring to give via mailed-in check or through the EndoFound website. This is perfectly fine! These individuals should send checks to the address below with a note designating the gift to your fundraiser or they can donate through https://www.endofound.org/donation and include a note designating the funds to your fundraising in the “additional comments” section. EndoFound staff can processes these donations and add the totals to your Everyday Hero through the manager side.

Please make ALL checks out to:
Endometriosis Foundation of America

Please send these gifts to:
Endometriosis Foundation of America C/O Kimberly Tronolone
205 E. 42nd Street, 20th Floor
New York, NY 10017

Receipts

EndoFound issues receipts for tax purposes to our donors. How receipts are issued depends on how funds are given to the foundation.

Receipts for funds given through Everyday Hero

- Everyday Hero sends automated thank you emails with tax information for each donation given. Donors should receive these emails and save them for their records.

Receipts for funds given through Venmo
- EndoFound can email a receipt to those who give through Venmo, provided they include their email address in their gift description.

**Receipts for funds given by check**

- EndoFound will issue a receipt through the mail, unless an email address is provided and the donor specifies they’d prefer to receive their receipt via email.

**Receipts for funds given through a business**

- When hosting an event at a participating business the business itself frequently provides the funds to endofound via a company check. This means the receipt is given directly to the business and individual donors, and hosts, are not formally credited for their individual donations. Below is an example to help clarify.
- EX: Volunteer fundraiser Jane Smith is hosting a Dine-Out night at her local Friendly's. Friendly's has agreed to give 10% of all proceeds made from all appetizers sold between 5pm-11pm that night. This portion of proceeds ends up equaling $546.23. Friendly’s Corporate notifies Jane of the total and then sends a donation check for $546.23 to EndoFound at the address listed above. Jane has already emailed events@endofound.org to let them know to expect this donation check and what the total will be. When the donation check arrives the following will happen:
  1. EndoFound will email Jane letting her know the check for her event has arrived
  2. EndoFound will process the check into our donor database
  3. EndoFound will send a formal letter of receipt, tax language included, to Friendly's Corporate. This is because the donation was made directly from what is technically Friendly’s profits
  4. Jane Smith will receive a “soft credit” in our donor database. A soft credit indicates that she set up an event to provide us with a $546.23 donation, but that the $546.23 was not directly given by Jane from her own, personal bank account. If requested, EndoFound can send an informal thank you to Jane for her efforts. No tax receipt language will be included in this thank you as EndoFound cannot provide tax receipt information for the same gift twice (or more)
  5. Jane can, if she chooses, send informal (no tax receipt language) thank yous to her event attendees

Any and all questions regarding the contents in this manual should be sent to events@endofound.org