

THE

Celiac Disease
FOUNDATION

TEAM

gluten-free®

HANDBOOK

All the tools and resources you need to get started on your fundraising efforts!

If you have questions about anything here, please email us at tgf@celiac.org

TABLE OF CONTENTS

Chapter One: Team Gluten-Free 101

How Team Gluten-Free Works Page
A summary of your responsibility as a member and how we can help

Tax Deductions and Team Gluten-Free Page
How tax deductions work for your donors and sponsors

CDF 101 Page
All you need to know about Team Gluten-Free, CDF and celiac disease

Chapter Two: Fundraising 101

Fundraising 101 Page
A one-sheet with tips on being a successful fundraiser

Sample Fundraising Letter Page
Use this as a guide to get your donation asks out there

Sample Thank-you Letter Page
Don't forget to thank your donors for their support

Team Gluten-Free Contribution Form Page
A form that captures your donors' payment and billing information

Donor Tracking Sheet Page
An excel sheet that allows you to keep tabs on who has donated, etc.

Chapter Three: Event Planning 101

Event Planning Checklist Page
A list of key considerations to planning a successful fundraising event

Cover Your Costs Page
Tips on keeping your event planning costs to a minimum

Sample Sponsorship Proposal Page
An example of a brief and compelling sponsorship proposal

Chapter Four: Media Outreach 101

Publicity 101 Page
A one-sheet with tips on reaching out to your local media

Sample Press Release Page
A template for writing a compelling press release



**CHAPTER ONE:
TEAM GLUTEN-FREE 101**

Learn how the Team Gluten-Free program works

HOW TEAM GLUTEN-FREE WORKS

Team Gluten-Free is a community fundraising program that provides a simple way for anybody to raise awareness and funds for celiac disease and non-celiac disease gluten sensitivity. It is up to you to actively fundraise, plan, promote and host your event. As a member, you have access to many resources to help make fundraising, planning and hosting as simple and stress-free as possible. Fundraising efforts may include any event from marathons to triathlons, BBQs, walks and virtual fundraisers! The money raised by Team Gluten-Free members goes directly toward celiac disease and gluten sensitivity research, advocacy and education programs. Here is a snapshot of some of the things we can offer and what you are responsible for as a member.

YOUR RESPONSIBILITY

- **ATTENDANCE:** Team Gluten-Free is **not** responsible for attendance at your event, so it is up to you to send out invitations and secure RSVPs. We **cannot** share our contact lists with anyone or send out invites on your behalf.
- **COSTS (expenses, sponsorships, etc.):** While we are **not** responsible for any expenses you may incur while you plan your event, there are ways you can raise funds to cover costs. This can be done by securing sponsorships and/or in-kind donations from local businesses. You are responsible for securing such sponsorships, but we can provide you with tools to put together a compelling proposal.
- **MULTIPLE BENEFICIARIES:** If your event is set up to benefit more than one charity, it is up to you to donate the specific proceeds to each charity. We **cannot** issue checks to any individual or organization that will also benefit from your event.
- **PORTION OF PROCEEDS:** If you want to set up a Portion of Proceeds fundraiser, please contact us for approval before you start to market your product/service as a benefit for Team Gluten-Free. **After it has been approved**, you may use our logo on your website and marketing materials and must specify what percentage of your profits will be donated to Team Gluten-Free.

HOW WE CAN HELP

- **EVENT PROMOTION:** We can help promote your event through our social media channels. Please contact CDF and provide all the necessary details.
- **STAFF ATTENDANCE:** While we wish we could attend every Team Gluten-Free event, it is no guarantee that we can make it to your event, but we will certainly try. Keep us posted on the date/time/location and we will do our best.
- **SPONSORSHIPS:** We can provide you with a letter of acknowledgement and/or a copy of our IRS Letter of Determination to legitimize that your event is to benefit CDF. Because any sponsorships you receive are not coming directly to the Foundation, we are unable to issue tax receipts or let you use our 501(c)3 status for any sponsorship donations you receive.
- **MATERIALS:** We will send you Team Gluten-Free t-shirts, hat, banners, stickers, and postcards, as well as CDF newsletters to give your event branding and legitimacy.
- **PORTION OF PROCEEDS:** If you are setting up a Portion of Proceeds fundraiser and **it has been approved by Team Gluten-Free**, we **cannot** actively promote or endorse your product/service. We also **cannot** sell your product or service on the CDF shop. Please click [here](#) to get started.

TAX DEDUCTION: HOW IT WORKS WITH TEAM GLUTEN-FREE

The Celiac Disease Foundation, is a 501(c)3 nonprofit organization as designated by the Internal Revenue Code. Donations made directly to the Foundation are tax-deductible to the fullest extent allowed by law. Refer to the below FAQs for a better understanding of how tax deductions work within the Team Gluten-Free program. Don't see your question below? Email us at tgf@celiac.org.

GENERAL FUNDRAISING

How can I guarantee my donors that their contributions to my Team Gluten-Free efforts are tax-deductible?

Encourage all of your donors to make a donation online via your personal fundraising page. They will be emailed a receipt directly after the donation is made. Or, your donors can send a check directly to CDF; checks should be made payable to "Celiac Disease Foundation" with "Team Gluten-Free, *Your Name*" in the memo line. That way, we will know to properly credit your fundraising page and issue a receipt to your donors.

What if a donor writes a check directly to me? Or, what if they give me cash? Can they still get a write-off?

If you receive a check written out to you, either ask your donor to issue a new one written out to the Foundation, or endorse the check over to us before sending it to our donation processing center. Cash donations are always discouraged, but if you provide CDF with the donor's name, email address, mailing address and donation amount with a cashier's check, CDF can issue a tax receipt.

I'M THROWING MY OWN TEAM GLUTEN-FREE EVENT

I'm charging a registration fee at my event but am not collecting it via my personal fundraising page. Instead, participants are paying with cash at the door. If I take the total amount and get a cashier's check issued at my local bank, can each participant still get a write-off?

We can only issue a tax receipt to the person whose name is on the check. That said, if you include a list of each donor with their donation amount and address with a cashier's check, we can credit them for their contribution. If possible, we encourage you to have your donors make a gift online or via check.

I am seeking sponsors for my event to help me cover costs. Can they get receipted for a donation?

If the sponsorship donation is made directly to your personal fundraising page or via a check to the Foundation, the sponsor will get a tax write-off. If the purpose of the sponsorship is to cover your expenses and thus the contribution is made directly to you, we cannot issue a receipt. However, to thank sponsors for their contributions, we can issue a letter to acknowledge that they made a donation to your event.

What if a company issues an in-kind donation, such as a raffle item or a catered meal?

We can issue an acknowledgment for an in-kind donation, but cannot put a value on any such donation. It is up to the donor to appraise their contribution with their accountant.

THE BOTTOM LINE:

Celiac Disease Foundation can only issue tax receipts for monetary donations made directly to us, whether that is in the form of a check written out to "Celiac Disease Foundation," or the donation was made online through a Team Gluten-Free fundraising page or CDF donation page. In-kind donations and sponsorships can be acknowledged with a thank you letter, but CDF is unable to provide values for any such donations made to a Team Gluten-Free member. It is up to the sponsor/in-kind donor to work with their accountants to get a write-off.

Celiac Disease Fact Sheet

All you need to know about celiac disease, Team Gluten-Free and Celiac Disease Foundation:

Celiac disease is one of the world's most prevalent genetic autoimmune disorders. People with celiac disease cannot eat gluten, a protein found in wheat, rye and barley, because it damages their small intestine and causes them to be malnourished.

Celiac disease cannot be cured. The only treatment available for celiac disease is to follow a strict, gluten-free diet.

Celiac disease affects 1 in 100 people worldwide, including 3 million Americans. Celiac disease can develop at any age, even if you have tested negative previously.

Celiac disease is hereditary. People with a first-degree relative (parent, sibling, child) with celiac disease have a 1 in 10 risk of developing celiac disease.

Only 1 in 6 Americans are diagnosed. 2.5 million Americans are undiagnosed and are at risk for long-term health complications including anemia, osteoporosis, infertility and miscarriage, neurological conditions like epilepsy and migraines, and short stature.

The average time to diagnosis is 6 to 10 years. A child with celiac disease will visit 8 pediatricians on average before a correct diagnosis is made.

People diagnosed past age 20 have a 34% chance of developing another autoimmune disorder like multiple sclerosis, thyroid disease, Type I diabetes and psoriasis.

Doctors in America have been taught that celiac disease is extremely rare so are not screening patients for celiac disease. Screening consists of a simple blood test, followed by an endoscopic biopsy to confirm diagnosis. Patients MUST be consuming gluten in order for the blood test to be accurate.

Left untreated, people with celiac disease have a four-fold greater risk of developing lymphoma and intestinal cancers.

1 in 20, or about 37,000 women diagnosed with infertility have undiagnosed celiac disease. For these women, infertility may be reversed with a strict, gluten-free diet.

More children have celiac disease than those with Cystic Fibrosis and Crohn's and Colitis combined.

CHAPTER TWO: FUNDRAISING 101

Tips and resources on being a successful fundraiser



FUNDRAISING 101

BEST PRACTICES:

No matter what your fundraising activity, it's important to keep your donors engaged, to spread the word about your efforts, and to give proper recognition to those who show support.

- Inspire others by educating yourself on celiac disease and what Celiac Disease Foundation is doing to accelerate research and education. Understand how CDF provides people with celiac disease a better quality of life, increases the number of people diagnosed and treated, and ultimately funds a cure. Showing your commitment to this cause will motivate your donors to take action and contribute to your efforts.
- Take advantage of your local newspaper or TV station to share your story. The more people who know about your fundraising efforts, the better.
- Send personal thank-you notes to everyone who donates. Take the time to express your gratitude in a meaningful way by making your supporters feel a personal connection.

FOR YOUR EVENT:

If you are planning your own Team Gluten-Free event, make sure to keep your costs low and to create a memorable experience for your guests.

- To cut costs, find friends with a specialty who can help in ways other than providing a monetary donation. Do you know someone who is a caterer or graphic designer? Ask them to help by donating their services to cut your costs as you plan, promote and run your event. Additionally, ask local businesses to provide in-kind donations in exchange for advertising on event materials.
- Create an experience for your event attendees. The more fun they have, the more willing they will be to give (and return if your event becomes an annual thing). Donors will be more inclined to buy into an experience that is fun and entertaining.
- Have a raffle and/or auction. Provide an opportunity for your donors to win something or bring an item home that will remind them of the event and the great cause they supported.

AS AN ATHLETE:

Donor fatigue is very common among individuals who fundraise for an athletic race. Here are tips to help overcome that hurdle so that you can still meet your goal:

- When you make your asks, give your potential donors an exact figure to contribute. For example, if you are running a marathon, ask for a donation of \$26.20—the equivalent of \$1 per every mile you will run. If some of your donors have the capacity to give more, suggest a donation of \$5 per every mile you will run, or \$10, and so on.
- Ask your donors to sponsor a mile. If they do, you will write their name on the shirt that you will wear on race day.
- Host a fundraiser at your home or in your community and charge guests to attend.
- Send email reminders to those who have not yet donated, providing an update on your training or including a countdown to race day. Tie each ask to a certain training milestone; for example, if you make it halfway through your training schedule, if you cover the longest distance you've ever run/biked/etc., if you are one month away from race day, and so on. It helps to relate your asks to the efforts you are making to help speed research and education for celiac disease.
- Don't forget that a matching gift can double a pledge, so encourage your donors to check into the matching gift programs at their companies.



Sample Fundraising Letter

Dear Friends and Family:

This year I am proud to raise awareness for celiac disease. As a Team Gluten-Free member, I will be [NAME ACTIVITY HERE - *e.g., hosting golf tournament, running a marathon, asking friends and family for support*]. I am making a commitment to raise funds and awareness for celiac disease because [YOUR ANSWER HERE]. The money raised by Team Gluten-Free members goes directly toward celiac disease and gluten sensitivity research, advocacy and education programs.

Celiac disease is a genetic autoimmune disorder affecting 1 in 100 people worldwide. People with celiac disease cannot eat gluten, a protein found in wheat, rye and barley, because it damages their small intestine and causes them to be malnourished. While it is one of the most common autoimmune diseases in the United States; only 17% of people with celiac disease are currently diagnosed.

There is no known cure for celiac disease. Left untreated, it carries a four-fold greater risk of developing lymphoma and intestinal cancers and causes long-term health complications including anemia, osteoporosis, infertility and miscarriage, thyroid disease, Type I diabetes, neurological conditions like epilepsy and migraines, and short stature.

Currently, the **ONLY** treatment available for celiac disease sufferers is to follow a strict gluten-free diet. The Celiac Disease Foundation drives early diagnosis and treatment of celiac disease through advocacy, education and advancing research to improve the quality of life for all people affected by gluten-related disorders.

I'm asking for your support in the race to improve the lives of those with celiac disease. My personal goal is to raise [FUNDRAISING GOAL]. Please help me reach my goal by making a contribution now. Donations are tax-deductible to the full extent allowed by law and should be made payable to the Celiac Disease Foundation. I have enclosed a self-addressed, stamped envelope for you, or you can visit my Team Gluten-Free fundraising page at [INSERT WEB SITE URL] to make a secure gift online. I invite you to join me in making a difference in the lives of those living with celiac disease and other gluten-related disorders.

Thank you in advance for your generous support.

Sincerely,
[YOUR NAME]

Sample Thank-You Letter



Dear [NAME OF DONOR],

Thank you for supporting my Team Gluten-Free efforts to benefit the Celiac Disease Foundation. Your generosity not only inspired me in my fundraising, but also provided much needed assistance for celiac disease advocacy, education and research efforts. Together, we brought the Celiac Disease Foundation closer to driving early diagnosis and treatment of celiac disease and to improving the quality of life for all people affected by gluten-related disorders.

Becoming a Team Gluten-Free member has been a truly rewarding experience. In total, I raised [TOTAL FUNDRAISING DOLLARS] for the Celiac Disease Foundation. I could never have accomplished this without your help.

With Thanks,

[YOUR NAME]



CHAPTER THREE: EVENT PLANNING 101

Checklists and tips on hosting a successful fundraising event

EVENT PLANNING CHECKLIST

DECIDE WHAT YOUR EVENT WILL BE

What do you love to do? Do you have a hobby or something that you are particularly good at? Asking yourself such questions can help determine what type of event to host. Golf enthusiasts usually organize golf tournaments; artists usually hold charitable art auctions, etc. The success of Team Gluten-Free truly comes from members who take their passions and turn them into fundraisers.

PICK A DATE AND LOCATION

After you decide on the type of event you are going to throw, determine when and where you will host it. Once you have those two logistics confirmed, you can work backwards to organize an efficient planning process.

FORM A COMMITTEE

No matter what type of event you are throwing, the more people who are involved in the planning process, the better. Even if it's just a two-person team, having an extra set of hands to take the pressure off of throwing an event can make all the difference.

ESTABLISH GOALS

Put together a schedule with your planning/fundraising goals and assign certain tasks and deadlines to your committee members.

SET A BUDGET

Consider all the moving parts of your event to get an accurate picture of your costs.

SEEK SPONSORSHIPS

The best way to cover your costs is through sponsorships from local businesses. Think about who you know in your community that may be willing to help, or consider businesses that have something to do with your event. For example, if you have a favorite gluten-free restaurant that could donate food.

SPREAD THE WORD

Whether your event will be open to the public or if it is invite-only, you will need to come up with a plan to make sure folks mark their calendars. Start with save-the-dates about three months prior to your event, either via email, regular mail or on Facebook. Next, when you are one month to six weeks away, send out your official invitations. And, don't forget about media outreach. When you are one to two weeks away from your event, consider reaching out to your local newspaper, radio station or TV outlet to secure an interview and/or to get your event details included in your town's calendar listing.

FOLLOW-UPS & THANK-YOUs

After your event, it is important to give recognition to everyone who was involved. In the days following your event, send a follow-up note to everyone who played a part, thanking them and providing an update on your fundraising total. It is always a nice touch to also send personal thank-you notes in the mail.

COVERING YOUR COSTS

There are many details to consider when you are planning a Team Gluten-Free fundraiser. One of the most important is your budget—specifically, how to keep your costs to a minimum when balancing venues, catering, promotional materials and more. There are many ways to keep costs down.

SPONSORSHIPS

Securing sponsorships is a great—and often ideal—way to cover your costs. Sponsorships can come from local or national businesses; it all depends on who you ask and how you structure your proposal. An important factor to consider when putting your proposal together is how your sponsor(s) will benefit from contributing to your efforts. Some incentives include free entry to your event, free raffle tickets, placement of logo and URL on all event materials, etc.

Your sponsorship proposal should be short and to the point. First, provide background on your event and why you need help. Second, put together sponsorship levels to allow companies to choose how much they would like to donate. As your sponsorship levels/amounts increase, make sure to provide more incentives. To choose a donation amount for each level, it will help to figure out the total amount of your expenses and how many companies you will approach.

Because the Foundation cannot provide tax receipts for companies who sponsor your event, present the opportunity as a marketing/advertising expense. In this way, companies can write off the expense. As such, the best contacts to approach are those in the marketing department. If it is a small business, start with the owner and go from there.

IN-KIND DONATIONS

If you are unable to secure monetary sponsorships to cover your costs, consider reaching out to local businesses for in-kind donations. In other words, will a local catering company donate their services to provide food for your guests? Will a local printer issue event flyers and/or programs free of charge? Break down your expenses by category and think about what businesses near you may be able to donate that specific item or service so that the expense is not your responsibility. Similar to a structured sponsorship proposal, your in-kind donation proposal should include incentives.

EXPENSE FUNDRAISING

If sponsorships and in-kind donations do not work out, you can always have a separate fundraising campaign to cover your expenses. For instance, ask your family members or closest friends to make a donation to your “expense fundraising”—they are the folks who know you most and will trust that their donations will in fact go to cover the expenses of your event. Or, tie expense fundraising into the night of your event, whether it’s with donation jars or a separate raffle.



Sample Sponsorship Proposal

Financial support is key to maximizing the fundraising efforts of *[EVENT NAME AND/OR TEAM GLUTEN-FREE MEMBER NAME HERE]*. We are seeking sponsors to help us underwrite costs and contribute to the silent auction. The event is expected to draw *[EXPECTED NUMBER OF GUESTS]* people.

Platinum – \$10,000

1 Spot Available

- Presenting partner of the event.
- Prominent logo placement in all promotional items, including invitations and flyers, event program, press outreach materials, and social media.
- Recognition during the evening.
- Corporate name and web URL included on Team Gluten-Free web page.
- “Word from our sponsor” opportunity at event. This can either be a recorded advertisement, or a representative speaking to the crowd for no more than 60 seconds.
- Inclusion of signage, i.e. a banner, pamphlets , etc.
- Ten (10) tickets to the event; Five (5) raffle tickets for each of the ten (10) attendees.

Gold - \$5,000

3 Spots Available

- Logo placement in all promotional items, including invitations and flyers, event program, press outreach materials, and social media.
- Recognition during the evening.
- Corporate name and web URL included on Team Gluten-Free web page.
- Brochure availability at check in.
- Four (4) tickets to the event; Three (3) raffle tickets for each of the four (4) attendees.

Silver - \$1,000

- Logo placement in all promotional items, including invitations and flyers, event program, press outreach materials, and social media.
- Corporate name and web URL included on Team Gluten-Free web page.
- Two (2) tickets to the event; Two (2) raffle tickets for each of the two (2) attendees.

Bronze - Donation of Auction Item

- Logo placement in event program.
- Two (2) tickets to the event; Two (2) raffle tickets for each of the two attendees.



CHAPTER FOUR: MEDIA OUTREACH 101

Learn how to publicize your fundraising efforts in your local media

PLEASE NOTE:

All press releases must be approved by the Team Gluten-Free staff before they are made public. If you choose to customize the sample press release in this chapter or write one on your own, please email it to tgf@celiac.org for approval.

When you are describing your event in a press release and/or interview, you **must** make it clear that the event is a “Team Gluten-Free event to benefit the Celiac Disease Foundation.” It is not a Celiac Disease Foundation sponsored or hosted event.

We greatly appreciate your cooperation and support.

PUBLICITY 101

Large or small, your fundraising event is important to Team Gluten-Free and the Celiac Disease Foundation, so we urge you to publicize it in your own community. Doing this not only raises the profile of the event, but also increases awareness of celiac disease, and the need for support from your local community. Here, you will find basic strategies for promoting your event.

Writing an Effective Press Release

1. In general, your release should not exceed one page and it should include only the most pertinent information: your contact information, the event details (location, time, etc), a mention of any high-profile figures who may be attending, and a quote from someone in the community who is involved in some way.
2. Refer to the press release template or follow these simple guidelines to create your own:
 - a. Title: Keep it short and to the point, include a local angle.
 - b. Contact Information: Provide your full name, phone number and email address at the top of the release.
 - c. Body: List all the vital information and key messages here: who, what, where, when, why. Be sure to clarify that this is a Team Gluten-Free event to benefit the Celiac Disease Foundation. Include the most important information about your event in the first one or two paragraphs.
 - d. End: Add “# # #” at the bottom of the release — this is a universal way to mark the end of the release.

Contacting the Media

3. Decide who to target. Choose papers or websites that have events calendars or feature local happenings. Read the local papers, events guides, church or neighborhood association newsletters and listen to and watch local TV and radio programs to determine whether that outlet would cover or list your event.
4. Call or email the appropriate news outlets to connect with the right person. Reporters are busy so only provide the key details. If they are interested, ask for their direct contact information and send them your press release with the necessary information. Follow up as needed.

Dealing with Journalists

5. Be responsive. If a journalist calls you, provide them what they need as fast as possible. Journalists are usually working on tight deadlines and you likely have a lot of competition for their attention.
6. Use email. Many journalists prefer to receive press releases via email. Call the reporter first and if you get them interested in your news, get their email address.
7. Follow up. After emailing the release, follow up to confirm that the reporter received it. If you get their voicemail, do not leave a message. Continue calling until the reporter answers.

Other Options

8. Letters to the Editor. A letter to the editor can be a great way to get attention. Keep it short and concise. Rather than writing only about the event, draft a letter for someone else to send (e.g. a well known local person attending the event or a CD patient who could explain how the funds raised will help them).
9. Photographs. If your local paper can't send a photographer to your event, take your own pictures and submit them after the fact. Remember to include relevant details for the captions.



For Immediate Release

Media Contact: [Your Full Name]
[Your Phone Number]
[Your Email address]

**[YOUR NAME] OF [YOUR TOWN] TO RAISE FUNDS FOR
THE CELIAC DISEASE FOUNDATION FOR CELIAC DISEASE RESEARCH AND
EDUCATION**

[Include details of event here, e.g., A Golf Tournament followed by Dinner and a Silent Auction; A Bake Sale to Honor Close Friend and CD Patient; etc.]

[City, State], [Date of Release] – [Your name or group] of [your town] will [fill in activity] on [date] as a member of Team Gluten-Free, benefitting the Celiac Disease Foundation (CDF) to help provide mission-critical advocacy, education, support and research programs.

[Your name] aims to raise [fundraising goal] or more to enable CDF to drive early diagnosis and treatment of celiac disease through advocacy, education and advancing research to improve the quality of life for all people affected by gluten-related disorders. S/he is [describe activity here – include information on attending, how to make donations, etc. BE SPECIFIC].

“I chose to [activity] as part of Team Gluten-Free because [explain your inspiration here], and I wanted to do something personally to further the Foundation’s mission. They are assuring that no one suffers from undiagnosed celiac disease,” said [Your name].

About Celiac Disease

Celiac disease is a genetic autoimmune disorder affecting 1% of the population. People with celiac disease cannot eat gluten, a protein found in wheat, rye and barley, because it damages their small intestine and causes them to be malnourished. While it is one of the most common autoimmune diseases in the United States; only 17% of people with celiac disease are currently diagnosed. There is no known cure for celiac disease, but it can be managed with a strict gluten-free diet. Left untreated, it carries a four-fold greater risk of developing lymphoma and intestinal cancers and causes long-term health complications including anemia, osteoporosis, infertility and miscarriage, thyroid disease, Type I diabetes, neurological conditions like epilepsy and migraines, and short stature.

About Team Gluten-Free

The Celiac Disease Foundation drives early diagnosis and treatment of celiac disease through advocacy, education and advancing research to improve the quality of life for all people affected by gluten-related disorders. Team Gluten-Free is the community fundraising program that directly supports Celiac Disease Foundation. With an estimated 3 million people in the US affected by celiac disease, there is a critical need to raise awareness and funds. You can play an active role. Learn more about [Team Gluten-Free](#) and become a member today.



STILL HAVE QUESTIONS?

Email the Team Gluten-Free staff at tgf@celiac.org