

Helping Move the Mission Together.



GET INVOLVED!

One of many ways to get involved with our organization is to become a "Grassroots Fundraiser!"

When you volunteer your time and creativity to seek support from friends, family, and your immediate community, you are a grassroots fundraiser!

This type of fundraising also directly supports scholarships that allow nevus owners the opportunity to attend our conference & reunion.

YOU MAKE A DIFFERENCE

Since 1997, people like you have raised over \$750,000 for Nevus Outreach by holding fundraising events across the nation.

Grassroots Fundraising has funded research projects, informed doctors and others about CMN and NCM, kept our organization running, and brought people with nevi from all over the world together through conferences and international meetings.



ABOUT GRASSROOTS FUNDRAISING

Grassroots fundraising is a strategy for obtaining small donations from neighbors, community members, and other individuals. It is a decentralized, community driven way to support our community's advocacy and needs. It also allows you independence, creativity, and the ability to advocate for our cause.

Grassroots fundraising is different from grants and scholarships, which rely on one central funding source.



WHERE DOES THE MONEY GO?

Since 2020, all the funds raised via Grassroots Fundraising goes to support our flagship event, the Nevus Outreach Conference. The conference is held every 2 years somewhere in the United States. In 2024, the Nevus Outreach Conference will be held in St. Louis, Missouri July 7-11.



Fundraise Your Way To Conference.



BE A MAKER OF THE MAGIC

Each conference, we have people tell us what a “magical” or “special” place the conference has become to them. It is a place where you are welcomed and cherished in our special community.

Truly, families that hold grassroots fundraisers are the makers of this magic. Without a doubt, they make this magic happen. Through their creative and fun efforts, they have helped Nevus Outreach defray the costs of attending the conference.

The process allows for people to earn credits towards coming to the conference.

The only stipulation being they cannot donate to their fundraiser, since they are receiving a benefit from that fundraiser for ethical and tax deduction stipulations.

For each conference, the board decides the level of fundraising needed to defray costs, and any leftover balance is allocated to the General Fund.

With careful attention, we can directly relate the funds from grassroots fundraising to credits for that Nevus owner.

The Nevus owner is assigned a code to use at registration to help defray their costs to register for the conference from these fundraising efforts.

DON'T DELAY!

Grassroots fundraisers for the conference need to be completed by May 27th.

2024 REGISTRATION CREDITS

For 2024, people can earn registration credits for every \$1000 fundraised for Nevus Outreach.

Example: A fundraiser raises \$4500.
The person holding the fundraiser qualifies to have waved registration for up to 4 people in their party.

\$500 balance converts to a donation to Nevus Outreach since it is not enough for an additional reward.



Tips For A Successful Fundraiser.



A PERSONALIZED ONLINE GIVING PAGE- AN EASY WAY TO START YOUR FUNDRAISING JOURNEY

1. Request your personal kindful page.
 - <https://www.nevus.org/grassroots-fundraising>
 - Within 24-48 hours you will receive your customized link including a custom URL to share
2. Let your friends know.
 - Send emails to your closest friends.
 - Post your event URL on social media. Start by tagging and thanking someone who already has donated while asking for new donations. To tag someone simply type the @ symbol and start typing the donors name. This will tag them in the post.
3. Keep track of your donations
 - You can track donations made to your personal page weekly you will be sent a list of those who have given through your link
4. Celebrate, send thank-you emails
 - Send a thank you email or card to anyone who donated on your page.

GIVING IS CONTAGIOUS



People give when they know others have given too! People like friends, neighbors and coworkers - share information about people who have already given and then encourage others to join the cause. And ask donors to share the great news after they've given. Give them a public shout-out, too, in person or on-line.

We're all in this together, and making our giving visible encourages others to join our community.

SHARE YOUR STORY



Make sure when you are choosing your fundraiser you give your WHY. Why are you choosing to fundraise for Nevus Outreach? What is your story?

Remember your friends and family may share your fundraiser so you want to make sure you paint a clear and vivid picture or anyone your fundraiser reaches. It's important for people to understand the cause, they're more inclined to donate.



Putting FUN in Fundraiser.



WANT TO HOST AN EVENT? WE'LL MAKE IT EASY!

The hardest part of fundraising is taking the first initial step.

- Consider the number of people you want to get involved with (do you need volunteers?), the resources available to you, and your budget. *Remember some fundraisers won't cost you anything so keep that in mind!*
- Think about who your potential supporters are and how to speak to them. Make sure you tell YOUR story!
- Set your goal — how much money do you need to raise to get your family to the conference (**\$1,000 = 1 Conference registration**)
- Define your strategy — an overall plan to reach your goal, considering all the information you've gathered so far.
- Decide the best tactics to use for your fundraiser idea and to reach your goal.
- Most importantly, have fun! We are here to help you along the way, don't be afraid to ask!

Not sure what kind of fundraiser to do? Check out a list here: **Fundraising Ideas** at <https://www.nevus.org/grassroots-fundraising>

PRO-TIP

Start early!!! This is very important! Gather a group of close friends and family who are interested in helping and start brainstorming. This is a good time to set goals for the fundraiser.

Pick a place where the event will be held. If someone's house can be used, this saves a lot on cost. If not, try to find a place that is willing to work with you. Decide on things like admission price at the door, if you will offer a pre-sale price, what will be included in admission, etc. We typically include dinner and non-alcoholic beverages in admission price.

PRO-TIP

Find something that is exciting to you - whatever fundraiser you choose to do (sale, bike ride, dinner/dance, in lieu of birthday gifts), choose an event that seems fun to you and not a chore. Have an idea no one has done? Give it a try! See an event someone else is doing? Duplicate it!



Hear from a longtime Fundraiser.



MAKE AN IMPACT

Hi, I'm Jenna Van Derzee.

My 6 year old son Anthony was born with a giant nevus. I was a new mom trying to navigate the whirlwind of being a parent on top of Anthony's Nevus diagnosis.

My mom found Nevus Outreach and a few months later is when I really became involved. Nevus Outreach became my lifeline, and the support from the community truly got me through some of my most challenging times.

As we were approaching Anthony's 1st birthday we felt compelled to do something to give back to the community who had done so much for us. Aside from giving back we also knew how important it was to raise awareness.

We had never organized a fundraiser but we decided to dive in head first. I am an avid runner so I wanted to do a 5K. There was a lot of planning involved but we had so many friends and family willing to help that we pulled it off. We had so much fun and success that we decided to do it for a second year. After COVID it was a little more challenging so we hosted a spin class, a cornhole tournament, and a basket auction. The possibilities are endless and as I mentioned, no fundraiser is too small.

REQUEST A FUNDRAISER LINK

Vist:

nevus.org/grassroots-fundraising

CONTACT OUR FUNDRAISING TEAM FOR QUESTIONS OR SUPPORT

Send us an email:

fundraising@nevusoutreach.com

Send us a text:

501-500-1932

WATCH THIS VIDEO FROM JENNA

https://youtu.be/T6_Zz6UD-V8



nevus.org



fundraising@nevusoutreach.com

A photograph of two young children sitting on the ground and holding hands. The child on the left is wearing a blue and yellow floral dress, and the child on the right is wearing a tan t-shirt with a colorful graphic and blue shorts. The background is a light-colored, textured wall.

Frequently Asked Questions.

HAVE A QUESTION? WE'RE HERE TO HELP!

Will someone be available to help plan my event or answer any questions I may have?

- Yes, you can email fundraising@nevus.org and we will get back to you as soon as possible!

What kinds of materials are available to help me promote my fundraiser

- Nevus Outreach will be happy to send brochures or signage depending on the event

How can I ensure my campaign will be a success?

- The key to a successful fundraiser is involving people. Plan & spread the word. Promote your event – hang flyers, post on Facebook and Instagram, and email friends and family. If you have created a fundraising page, include a link in your emails, tweets, or social media pages.

How much of my fundraiser goes towards the Nevus Outreach conference?

- 100% of all donor contributions are invested in the 2024 See Beyond Nevus Outreach Conference.

How do I publicize my fundraiser?

- The more people who know about your event the better, as this will attract more support. Talk about it online using social media sites. Make a video and take photos and post it on YouTube. Don't forget to contact your local press, who are always interested in hearing personal stories, and may be able to send a photographer or reporter along. Finally, while posters may seem a bit old fashioned they do get noticed! So ask everyone from cafes owners to libraries and post offices to display.

