



Child's Play Fundraising Guide

Introduction

If you are reading this document, you may be interested in organizing a fundraiser for Child's Play, so let us start off by saying thank you! Child's Play relies strongly on independent fundraising efforts, and is proud to have benefited from community gaming marathons, tournaments, donation drives and many other events and fundraisers. We appreciate your support!

This document is not meant to be a requirement; see it as a guide. Frequently asked questions, general policies, and suggestions are contained within. Be creative and plan an event that will be fulfilling and fun for you as well as the participants!

Your feedback is always important. If you have questions, or would like to provide comments, please contact Child's Play at info@childsplaycharity.org.

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Frequently Asked Questions - Fundraising

Do you just need one quick question answered? Below are our most common inquiries. If you have additional questions, read on through the document. If your question still isn't answered, feel free to contact us!

What's your PayPal address?

donate@childsplaycharity.org

What's your mailing address?

Child's Play
8151 164th Ave NE
PMB #418
Redmond, WA 98052

Are you a registered 501(c)3?

Yes. Our ID is 20-3584556.

Public information on the non-profit status of Child's Play can be viewed through the [Child's Play GuideStar profile](#).

Are there policies or restrictions I should know about?

We take special care to ensure that we're up front regarding fundraisers. Our policy is to only participate in fundraisers where the event is transparent as to the ultimate distribution of proceeds raised during the course of the fundraiser. If you have questions regarding this policy, or to find out if your fundraiser fits, please feel free to contact us.

In addition, we ask that digital fundraisers send donations directly to our PayPal address. Therefore, it is a requirement for fundraisers to use the Child's Play Donation Widget. This absolves event organizers of tax requirements, guarantees donors that their full donation will go directly to the cause, prevents doubling up on digital transaction fees, and so on.

We do understand that there are some cases in which the Child's Play Donation Widget might not fit; if you plan to use a different fundraising tool, please contact Child's Play prior to the event for permission. If you have any questions about your fundraiser and how it fits in to our policy, please email Child's Play at info@childsplaycharity.org.

Fundraising Ideas

A good brainstorming approach is to visualize how you want donors to become participants in an event. Whether it's an online broadcast or a live charity concert, the best events make the donor feel a part of something great.

Basic Categories of a Fundraiser:

Selling an Item:

- Auctions
- Raffles
- Product Sales

If you have a product you would like to sell and donate the proceeds to Child's Play, please refer to our fundraising policy.

Please do not use our logo or name prior to speaking with Child's Play.

Internet Telethon:

- Game Marathon
- Online Tournament

Local Event:

- Local Tournament
- Theme Game Night
- Dinner Event

Planning an Event

Resources:

If you're looking to do a game marathon, we highly recommend checking out the [Mario Marathon Guide to Marathon Planning!](#) They include information on putting a fundraiser team together, management of fundraiser costs, and setting up a livestream video feed.

The G33KWatch crew have also created an [outline for planning an event](#).

To learn more about the streaming process for an online event, please refer to the resources on gameplay broadcasting for the [PS4](#), [Xbox One](#), and [PC](#).

Contact Child's Play:

Child's Play would like to know about your event before you start! Email Child's Play to fill us in on what you have planned at info@childsplaycharity.org.

Student Volunteer Hours:

If you are a student seeking to fulfill a required number of community service hours, Child's Play would be happy to have your support! If you will require confirmation of your fundraising work, please contact Child's Play in advance of your event to confirm that your event will qualify.

At the conclusion of your event you will need to provide Child's Play with verification that it took place. In the case of digital events, this can be done by saving an archive of the stream or taking photos of the stream as it is in progress. Local events can send along photographs or video of the event as verification.

If you are unable to verify that your event took place, Child's Play will unfortunately not be able to confirm your participation. If you have any questions please contact info@childsplaycharity.org in advance!

Running an Event

Managing Money:

Internet Only Donation Drives:

If you're running your event as an internet-based fundraiser, it is absolutely imperative that you use one of our Donation Widgets. The widgets allows you to collect metrics on how much your fundraiser collected without having to "touch" the money.

We have 2 widget options, our [Child's Play Widget](#) and our [Tiltify Widget](#).

Using a Child's Play Donation Widget absolves fundraiser coordinators from tax implications they would otherwise receive by technically accepting money privately prior to donating the proceeds to Child's Play. The Widgets also allow the community to tell at a glance that the fundraiser is supporting Child's Play. If you don't feel the widget will work, get in touch with Child's Play and we'll try to help.

eBay for Charities:

Child's Play is registered as an eBay Charities and PayPal Giving Fund charity. This means that anyone can sell almost any item on eBay and the proceeds from those auctions go directly to Child's Play.

While Child's Play cannot accept used video games, systems, or unconventional items, this system allows individuals to still contribute to Child's Play.

In order for those proceeds to go to Child's Play, please list your auction through eBay's Charities system. When you begin the listing process, go to <http://charity.ebay.com/> and choose the charity of your choice. There is an option when you're setting the price to select a non-profit to benefit, and what percentage you're planning to donate.

Note: eBay Auctions fall under the same policy as other fundraisers. The distribution of auction proceeds must be transparent.

Promoting an Event

Fundraising Policy:

With roots in our community, Child's Play takes special care to ensure that we're up front regarding fundraisers. Our policy is only to participate in fundraisers where the event is transparent as to the ultimate distribution of proceeds raised during the course of the fundraiser.

Child's Play Website:

You are able to submit your event to be included on the Child's Play event calendar. To submit your event, please fill out the form at the bottom of the [events page](#).

We approve all submissions before they appear on the calendar, and ask that you submit your event seven days or more before it begins to give us appropriate time to review. When submitting your event please keep the following requirements in mind:

If you are doing an online/streaming event, the URL must be listed.

All online events are required to have a Child's Play Donation Widget active. You can create a widget at the [Child's Play widget website](#) or [Child's Play Tiltify Page](#). In cases that the Child's Play Donation Widget does not function as a script (Facebook, Twitch.tv) you are free to link your widget's donate page (located at the bottom of the "edit event" screen).

If you're doing a local event, the event's location and how it benefits Child's Play should be clearly stated (entry fees, raffle ticket costs, auction, etc). The description of the event addresses donors/attendees should be listed.

If you have any questions, please contact us at info@childsplaycharity.org!

Event Website (Custom, Facebook, Twitter):

Custom Website:

A website for your fundraiser is an important aspect of getting the word out. From there, social media such as Facebook and Twitter are great ways to spread the word.

Although a customized website with its own hosting a domain name is great, an effective website can still be created for low to no cost. Services such as WordPress and Blogger can be used in tandem with a customized template.

Facebook:

Facebook is designed for events! Users can create a “Page” which includes a large set of tools to engage and manage your event. If you are doing an annual or recurring, you should create a Facebook Page.

Pages allow you to do most of the things an individual can use Facebook for, like the creation of events, but without the need to confirm people before they can see and engage with your content.

Twitter:

Twitter is a great way to get the word out about your event. However, make sure your message is appropriate and that you’re not spamming your followers or other users.

Completing an Event

Unless you ran donations completely via the Child’s Play Donation Widget, you now have to send the proceeds to Child’s Play. There are two ways to do so: online via PayPal, or mailing it directly.

If you would like to donate your proceeds via PayPal please donate through the [Child’s Play PayPal account](#).

If you choose to mail the money, send a check, money order, or cashier’s check with the following:

- 1) A letter addressed to Child’s Play including:
 - A) The amount listed on the check.
 - B) A brief overview of the event itself.

C) Return mailing address and other relevant contact information.

D) If possible, a link to any photos of the event!

2) The check itself, made out to Child's Play

These materials can be mailed to Child's Play at:

Child's Play
8151 164th Avenue NE
PMB #418
Redmond, WA 98052

Tax ID Number

If you contribute directly to a hospital in the Child's Play network, each hospital's charity tax identification number is included in the information section on its wish list.

If you are making a cash donation, the Child's Play tax identification number is 203584556. If you have any questions regarding tax implications, please ask your tax advisor.

Contact Information

For volunteering, event information, tax receipts, or donation questions:

info@childsplaycharity.org.

For corporate sponsorships, student or media interviews, or partnership inquiries:

childsplaycharity@childsplaycharity.org.

For hospital additions, wishlist updates, or beneficiary inquiries:

foundation@childsplaycharity.org.

Frequently Asked Questions - Child's Play

Hopefully by now Child's Play has answered most of the fundraising-related questions you have. The following are some of the most common questions related to Child's Play as an organization.

Does Child's Play charge administrative fees?

We try our best to have every dollar that Child's Play receives go right back to the hospitals. However, there is a slight administrative cost that does get paid for with donations.

Unfortunately shipping large quantities of toys, games, and systems is not free. Historically, these charges have not exceeded 6%. It's true that we're a non-profit, as such, we're not in it to create a self-sustainable entity. We do it to give.

How will these toys be used?

Items like the video game systems and games will be given to the hospitals and a child will essentially be able to check these items out and have them placed in their room. The more systems and copies of each game the hospital has, the better.

Other toys will be given to the individual children as presents. Something they can keep and take with them when they leave.

Can the proceeds of our event go to a specific hospital?

Yes! When you said your check or PayPal donation, please make a note as to what hospital you would like your funds to benefit.

Do you have any brochures/banners/posters/marketing info that we can use?

Child's Play offers a general press kit which contains information regarding the history and purpose of Child's Play. In addition, we offer a standard Child's Play logo.

If you have a product you would like to sell and donate the proceeds to Child's Play, please refer to our fundraising policy. Please do not use our logo or name prior to speaking with Child's Play.

This information may be found on the [Child's Play about page](#).