

We're excited that you are interested in hosting a fundraiser for Sentinels of Freedom (SOF). By doing this, you can make a huge difference in SOF's ability to continue its mission of helping severely wounded veterans. We hope this checklist helps you get started and keeps you on track towards a fun and successful fundraising event

## Define

### Select your type of event

Start by researching common types of events to hold, think about whom your potential supporters are, your event location, and your volunteer base. Some popular ideas that have been successful in the past include: sports tournaments, golf events, runs, walks, bike or swim events, motorcycle or car events, or benefit concerts. (Also, please familiarize yourself with our fundraising event guidelines below)

### Select a committee

Gather a dedicated committee from your community to make your event planning a success.

### Set a date

Do this early in the process, as this will help determine the timeline for the event planning process. Consider holidays and other local events as you are selecting your date.

### Let us know (See event guidelines for approvals)

- Contact the SOF Community Events team by emailing [events@sentinelsoffreedom.org](mailto:events@sentinelsoffreedom.org) or calling 925-380-6342.
- We can also see if we can coordinate Sentinels and/or speakers to attend.

### Fundraising Goal and Budget

Determine a realistic fundraising goal and set a budget.

### Make a plan and recruit volunteers

You've outlined the big details and registered your event, so now it's time to start planning. Start with the date of the event and work your way backward to ensure you give yourself enough time to prepare.

## Promote

### Distribute flyers for your event

Use our flyer template from the “[Fundraising Tips](#)” page ([www.sentinelsoffreedom.org/get-involved/fundraising-tips/](http://www.sentinelsoffreedom.org/get-involved/fundraising-tips/)) or create your own. (Please get approval from SOF before publishing flyers)

### Share the event on social media and tag SOF in your posts



FACEBOOK

[facebook.com/sentinelsoffreedom](https://facebook.com/sentinelsoffreedom)



TWITTER

[@sentinelsvets](https://twitter.com/sentinelsvets)



INSTAGRAM

[@sentinelsoffreedom](https://instagram.com/sentinelsoffreedom)



LINKEDIN

[linkedin.com/company/sentinels-of-freedom-scholarship-foundation](https://linkedin.com/company/sentinels-of-freedom-scholarship-foundation)

### Ideas for sharing

- Create a Facebook event
- Share flyer in a post tagging SOF
- Ask your followers to share the event on their social media by posting the event flyer

## Collect funds

### Check donations

Please note: ALL donation checks should be made out to Sentinels of Freedom and write fundraiser name on “memo” line.

### Eligibility for tax deductions

Don't forget to mention that all donations made in the form of a check, cashier's check, or money order are tax deductible. As soon as we receive the funds you've collected, we will send a letter of acknowledgment for all eligible donations, which supporters can use for their tax records.

**Enjoy your event!**

P.O. Box 1316  
San Ramon, CA 94583  
Phone: 925-380-6342  
Email: [info@sentinelsoffreedom.org](mailto:info@sentinelsoffreedom.org)

Sentinels of Freedom (SOF) is a  
501(c)(3) nationwide nonprofit  
Federal Tax ID: 20-8139201

Since we owe so much to our veterans and their needs are great, we know individuals and organizations want the opportunity to make a difference by raising funds for Sentinels of Freedom. Here are some guidelines that should prove helpful as you plan your activities.

## Approvals

- SOF encourages organizers to create the necessary promotional materials they think will make a successful event. If you wish to cite SOF by name as a beneficiary of the fundraiser in printed materials, press releases, print, broadcast, electronic advertising, web pages, emails or other promotional venues, please have the materials reviewed and approved by SOF event staff before production and distribution.
- We ask that your event name not include 'Sentinels of Freedom' or 'SOF' in the title. This helps protect our trademark and to avoid confusion with SOF Alumni and donors.
- Please create a name that is unique to your fundraiser. We highly encourage verbiage such as 'benefiting Sentinels of Freedom,' 'making a donation to Sentinels of Freedom' or 'in support of Sentinels of Freedom' throughout your event materials. It's preferred that you also state what percentage of proceeds is to benefit Sentinels of Freedom, if possible.
- Sentinels of Freedom is, unfortunately, unable to draft individualized press releases for third-party events. Please feel free to create your own. As noted above, if our name is on it we need to pre-approve it.
- Sentinels of Freedom cannot be held responsible in any way for injuries, casualties and/or situations that occur at your special event. We ask event organizers to obtain all necessary permits, licenses, and insurance.
- Community events should not be based upon for-profit marketing or promotions, a percentage of sales, long-term fundraising, alcohol and or drug-based events, apparel sales, or events that are political, discriminatory or sexual in nature.
- We discourage initiatives to purchase and resell food, books or other items. A better option is the sale of something with costs covered by donors: for example, a bake sale, sale of handcrafted items, yard sale, or resale of donated items.

## Financials

- Sentinels of Freedom cannot provide insurance coverage for third-party events.
- Sentinels of Freedom cannot issue tax receipts for the value of an individual's time, goods, or services donated to your Community Event, as these items are not tax deductible under federal law and, therefore, are not eligible for a tax receipt.
- We unfortunately, can only acknowledge checks/donations made to Sentinels of Freedom directly.

## Confidentiality

- We compile a list of registered events and can post it on our Facebook page and/or website.
- If Sentinels are interested in attending an event, we will then gladly connect them to the event host. We cannot release names and contact information for SOF Alumni due to privacy concerns.

## Indemnity Clause

The event organizer(s) agree to indemnify, defend, and hold harmless Sentinels of Freedom and its affiliates, from all claims and liabilities that may arise from any acts or omissions of its agents, volunteers, or employees, or from any claim by it or anyone else relating to the quality, performance, or failure to perform during the specified time period of the event. The event organizer(s) are responsible for obtaining and agrees to obtain all necessary and adequate insurance coverage for the event.

For questions, please contact the SOF Community Events team by emailing [events@sentinelsoffreedom.org](mailto:events@sentinelsoffreedom.org) or calling 925-380-6342.

**Thank you for reading our guidelines.**



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