



**TOOL KIT**



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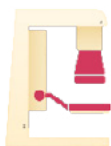


# Who We Are

The National Breast Cancer Foundation's mission is to save lives through early detection, and to provide mammograms for those in need. NBCF accomplishes this mission through education, providing diagnostic breast care services for those in need, and providing nurturing online support services. Our organization was started over 20 years ago by a 32-year breast cancer survivor, Janelle Hail, and has received the highest rating of four-stars from Charity Navigator for eight years. By helping raise funds for the National Breast Cancer Foundation, you will be saving the lives of mothers, daughters, sisters, and friends.

## *Helping Women Now*

We help women now by providing free mammograms, education, support and early detection services.



mammograms



education



support



early detection

*Learn more at: [nbcf.org](http://nbcf.org)*

# What We Do



## National Mammography Programs (NMP)

We partner with 91 medical facilities in all 50 states to provide free mammograms and diagnostic breast care services to underserved women.



## Patient Navigator Program

Part of our NMP program, patient navigation is a proactive approach to helping patients overcome the barriers of cost, fear, and misinformation by helping underserved women to navigate the health care system.



## Early Detection Plan (EDP)

The best way to fight breast cancer is to have a plan that helps you detect the disease in its early stages. NBCF's Early Detection Plan enables you to be proactive about your health by scheduling routine breast self-exams, clinical breast exams and mammograms, depending on your age and health history.

It's available at [EarlyDetectionPlan.org](http://EarlyDetectionPlan.org) and as an iPhone app in the iTunes app store.



## Beyond The Shock® (BTS)

Beyond The Shock is an online educational resource for those affected by breast cancer so that they can gain a better understanding of the disease. Learn about breast cancer through easy-to-understand educational videos. Ask and answer questions about breast cancer in our online community, and hear inspirational stories from breast cancer survivors.

Visit [BeyondTheShock.com](http://BeyondTheShock.com) or download the comprehensive iPhone app in the iTunes store. Beyond The Shock is currently translated into multiple languages including French, Spanish, Mandarin, and Portuguese.



## MyNBCF Online Support Community

MyNBCF is an online support community for women who are currently undergoing treatment for breast cancer and breast cancer survivors. More information can be found on [MyNBCF.org](http://MyNBCF.org).

# Tips for a Successful Fundraiser

## 1 Choose a Fundraiser

What kind of fundraiser do you want to hold? Here are a few suggestions:

- Art Show
- Neighborhood 5k Walk or Run
- Casual Days at Work
- Donate your Birthday
- Make Crafts to Sell
- Host a Cut-a-Thon at your Salon
- Concert or Music Festival
- Bake Sale



## 2 Set a Timeline

Start early to give people ample time to donate. A solid guideline is at least four months but no less than 60 days before your event.

## 3 Contact NBCF

Our fundraising team can help get your fundraiser off to the right start. If you are a business or organization wanting to host a fundraiser we have a great solution for allowing the use of NBCF's trademarked name and logo with your event. Contact [fundraising@nbcf.org](mailto:fundraising@nbcf.org) for more details.

## 4 Create a Fundraising or Ticketed Event on NBCF's Fundraising Site

For more detailed information on creating an online page, please flip a few pages forward to view "[Creating Your NBCF Fundraising Page or Ticketed Event.](#)"

## 5 Gather Your Team & Set a Goal

Anyone can make a difference. Ask your friends, family, and co-workers to join you. We bet you will be surprised by the number of people who want to help make your fundraiser a success! \$100 helps provide a mammogram for a woman in need. It is helpful to set a goal based around what your donations can do. (i.e. Let's help provide 10 mammograms for women and raise \$1000)

**6 Decide Who Your Audience Is**

Families, Schools, Children, Campus organizations, Adults. Find a way to communicate with your audience that will grab their attention.

**7 Get the Word Out!**

Create flyers, send invitations, make a few phone calls, and use social media (e.g. Facebook and Twitter) to show your family and friends how they can help make a difference. You can use any of the images and copy on NBCF.org to help make your fundraiser a success. Make sure your audience understands what your fundraiser is about, who it will help, and why it is important to you.

**8 Ask!**

Don't feel guilty about asking. You will find that people will be honored to be included in your project. Lots of people plan on donating, but simply forget due to your email getting buried in their inbox – Follow up and encourage them to donate early.

**9 Take Action**

Your fundraiser will be most successful when you begin planning early for things. Remember not to procrastinate on the last minute items. Take action early and often when planning to guarantee a great event!

**10 Set an Example**

Inspire others to donate by making the first donation yourself. Make your donation the same amount you hope for your supporters to contribute. Encourage others to match this donation.

# Fundraising Timeline

## 6-8 Weeks Before Fundraiser: Start Planning!

- **Choose a Date and Time.**  
Make sure the dates and times you choose will be convenient for your target audience.
- **Choose a Location.**  
You can hold your fundraiser at your home, local park, church, community activity center, or wherever you feel is most appropriate for the kind and size of event you will be holding.
- **Form a Planning Committee.**  
Friends and family are the best volunteers to help with your event. Don't be afraid to ask for help. Delegate tasks to everyone on your team, and have fun working together.

## 3-4 Weeks Before Fundraiser: Start Promoting!

- **Get Creative.**  
Use the resources at [NBCF's Fundraising Site](#) to create:
  - Flyers and Posters
  - E-vites
  - T-Shirts
  - Other Promotional Items
- **Double Your Donation.**  
See how local businesses or sponsors in your area can contribute to your fundraiser by asking about a matching donation program. Many businesses will be happy to match employee donations and assist in your fundraising efforts. Spreading your enthusiasm to your local marketplace could cause your donations to double!
- **Stay Organized!**  
Keep track of your planning and stay organized by recording everything on your NBCF fundraising page. If you choose not to create a page through [NBCF's Fundraising Site](#), use the attached [Donation Tracker](#), and [Volunteer Worksheets](#) to help you stay organized. Don't forget to complete the [Event Request Form](#) to be featured on our Events Pages.

## Week of Fundraiser: Prepare, Prepare, Prepare!

- **Re-Group!**  
Hold a meeting a week before the event. Distribute a final event sequence to each committee member and discuss assignments.
- **Run-Through.**  
Walk through the event in your head and talk it out with your volunteers. Make sure nothing falls through the cracks and create a 'Plan B' in case of weather, or something happening that could be unforeseen.

## Day of Fundraiser: Celebrate & Execute!

- **Set Up Your Event Space Early.** Arrive at your event space as early as the venue will allow and begin setting up. Remember that you don't have to do everything. Enlist a couple of your team members to:
  - **Record Your Fundraiser.** Have a friend or family member take pictures and video of the event. Don't forget to send these to [fundraising@nbcf.org](mailto:fundraising@nbcf.org) after your event. Your fundraiser may be featured on the [NBCF blog](#)!
  - **Speak About NBCF.** Designate a time to speak to your guests about NBCF and our mission. Tell about why the campaign is important to you. It would also make a great impact to have a breast cancer survivor share their story of hope and encourage others to raise awareness. You can also direct your guests to NBCF's [Fundraising Site](#) to start their own fundraisers.

## After Your Fundraiser: Follow-Up & Reach Out!

- **Share Your Photos and Video.** Share your photos and video of your fundraiser on your fundraising page, Facebook, Twitter, Flickr, and other sites. Submit your photos to [fundraising@nbcf.org](mailto:fundraising@nbcf.org) and show us your great work. Tell us about your event and share a story with us.
- **Send in Donations.** You can submit all of the funds from your fundraiser through your NBCF fundraising page, or mail your \*check(s) to:

NATIONAL BREAST CANCER FOUNDATION, INC.  
ATTN: FUNDRAISING DEPARTMENT  
2600 NETWORK BOULEVARD, SUITE 300  
FRISCO, TEXAS 75034

- \*Please make all checks payable to National Breast Cancer Foundation. Have your donors place the name of your fundraiser on the memo line of their check, or include a note letting us know that their contribution is going toward your fundraiser. *(Please refer to the Mail-In Donation Form)*
- **Thank Your Guests.** Your guests were instrumental to the success of your fundraiser. Send them a thank-you note to tell them how important their contribution was to you, and in assisting NBCF help women in need. You can encourage others to “pass the baton” on and create their own fundraisers. Businesses, clubs, schools, and friends will be inspired by you and want to continue on with the NBCF mission of helping women now.



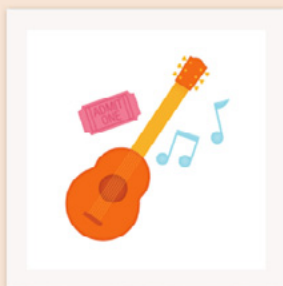
# Creating Your Fundraising Page or Ticketed Event

Step

1

## Create your fundraising page at NBCF's Fundraising Site

Choose one of the following pages for your fundraiser:



### START A TICKETED EVENT

Perfect for a **benefit concert**, art show, or breast cancer awareness walk.

[Start Your Event](#)

**Ticketed Event**  
Great for concerts, art shows, golf tournaments, etc.  
*See an example of a ticketed event.*



### CREATE A FUNDRAISING PAGE

Perfect for a **bake sale**, selling arts and crafts or asking for donations instead of birthday gifts.

[Create Your Page](#)

**Personal Fundraising Page**  
Perfect for running a 5k in honor of a loved one, a bake sale, or selling crafts.  
*See an example of a personal fundraising page.*

Step

2

Create a login through StayClassy & complete your profile.

**Create an Account**

**Sign Up with Facebook**

By signing up, I agree to the [terms and conditions](#).

or

**Sign Up with Email**

Your Name\*

First Name  Last Name

Email Address\*

lmafundraiser@nbcf.org

Create a Password\*

\*\*\*\*\*

Date of Birth\*

Month  Day  Year

**Sign Up with Email**

By signing up, I agree to the [terms and conditions](#).

Step

3

**Add Content.**

Add a photo, video, and edit your page with a powerful story about yourself, your goal, and why you are fundraising. We have already created a short story for you to fill in your information.

**Edit Your Page**

Share:

**Enter your Page Title**

Chicago Marathon

**Fundraising Goal**

\$ 250

**Custom Page URL**

/

http://www.stayclassy.org/

**Your Picture**

You can upload a JPG, GIF or PNG file. Ideal size is 106x106.

Your picture will be shown:

- On your fundraising page
- On your member profile

upload

**Personalize Your Message**

Add text, photos and videos to your page and tell people why you are passionate about this cause.

Welcome to my National Breast Cancer Foundation fundraising page!

My name is [First, Last] and I am raising funds to help with the National Breast Cancer Foundation's mission to save lives by increasing awareness of breast cancer through education and by providing mammograms for those in need. I am [Explain Fundraiser] hosting a concert, running a marathon, having a bake sale to help raise awareness and I am asking for your help!

This fundraiser is set to take place for [Duration] month of August, 2 weeks, 10 days and you have until [Date/Time] to help me reach my fundraising goal of \$ [Amount].

Step

4

**Be the First Donor!**

Make the first donation on your page and show other's that you are serious about your mission.

Thank you for helping out!

Select an Amount

\$100 \$40 \$20 \$10 Other

Your Donation \$  USD ☒ One-time ☐ Monthly

Step

5

**Social Share your Page.**

Use the Facebook, Twitter, and E-mail share icons on your page to begin getting the word out about your fundraiser.

Share This Photo

Share On a Page you manage

National Breast Cancer Fo... Posting as this page.

Write something...

From the album: Timeline Photos  
By National Breast Cancer Foundation

Public Share photo Cancel

# Fundraising Guidelines

1

**Approve All Materials.**

All printed materials (flyers, t-shirts, banners, etc.) for your fundraiser with the NBCF name or logo must be approved by NBCF's Marketing team prior to distribution. All drafts should be submitted to [fundraising@nbcf.org](mailto:fundraising@nbcf.org).

2

**Prepare All Necessary Paperwork.**

As a fundraiser or fundraising group hosting an event that is considered a "high-risk" event, you are responsible for your own necessary insurance and permits required by law. (e.g. dirt-bike rallies, white-water rafting, etc.) It will also be necessary for you to sign an additional waiver provided by NBCF.

3

**Be Responsible.**

You, as the fundraising coordinator, will be held liable for any fraudulent use of donations received on behalf the National Breast Cancer Foundation, Inc.

4

**Be Reputable.**

NBCF reserves the right to decline association with any event or organization for any reason, including its belief that such an association may have a negative effect on the credibility and/or reputation of NBCF.

5

**Use the Correct Logo.**

The NBCF logo should be appropriately used in conjunction with fundraising events and advertising, and may not be altered in any way. Any use of the NBCF logo must adhere to established graphic standards. Please ask for our Branding Guidelines to ensure proper use.

6

**Be Transparent.**

If you are donating a percentage of sales to NBCF, please make sure your audience knows your intentions. NBCF asks that you disclose to your sponsors and guests the amount in which their participation will impact NBCF, i.e. \$10/ticket or 80% auction sales.

7

**Choose a Good Name.**

In choosing a name for your fundraiser, NBCF's trademarks include, "Help for today... Hope for tomorrow," and "...for the Cause." Please represent NBCF's name and mission with integrity and honor. NBCF cannot sanction an event with the word "boobies" "ta-tas" or anything similar in the title and/or messaging.

8

**Be Timely.**

NBCF asks that you send in the donations from your fundraiser within 30 days of the event.

# Social Media Guidelines

Social Media channels include Facebook, Twitter, Instagram, blogs, Flickr, YouTube and many other sites. Here's a few "Do's and Don'ts" to help you market your fundraiser successfully through social media.

## DO!

- Use your existing social media networks to spread the word about your fundraiser.
- Direct people to your NBCF fundraising page for information about your event.
- Tag NBCF in your posts. You can find us on:



Twitter at @NBCF



Facebook at [facebook.com/nationalbreastcancer](https://facebook.com/nationalbreastcancer)\*

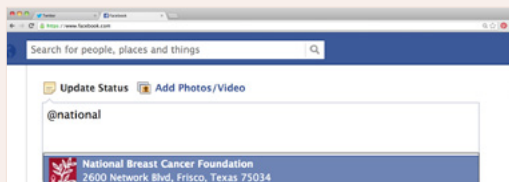


Instagram at [instagram.com/nbcf](https://instagram.com/nbcf)

➤ *NOTE: There is a NBCF Australia as well, so please make sure you tag the correct one!*

### \*Facebook Tagging Instructions:

- You must first "Like" the National Breast Cancer Foundation Page.
- Start typing your post on your wall. When you reach the point in the copy that mentions the National Breast Cancer Foundation, type "@" and start typing "National Breast Cancer Foundation." A drop-down menu will appear.



- Select "National Breast Cancer Foundation" and continue typing your post. The post now appears on NBCF's page wall, and our many followers will know about your fundraiser.

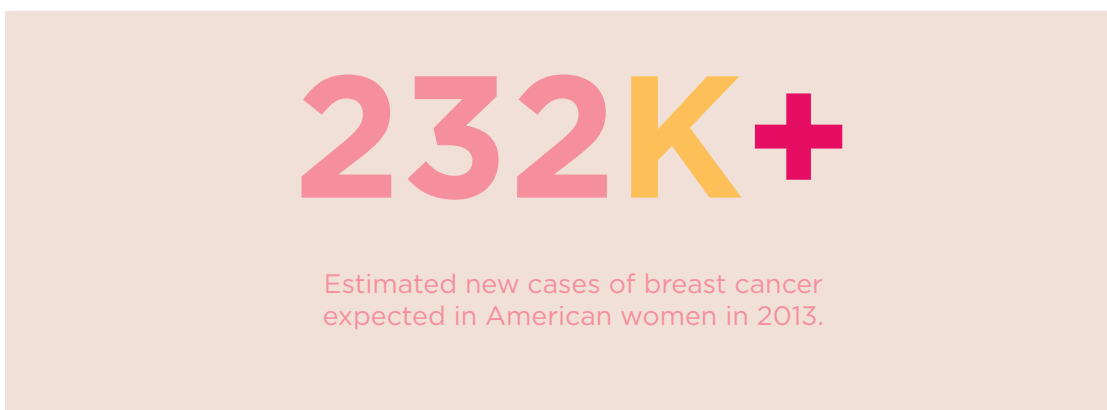
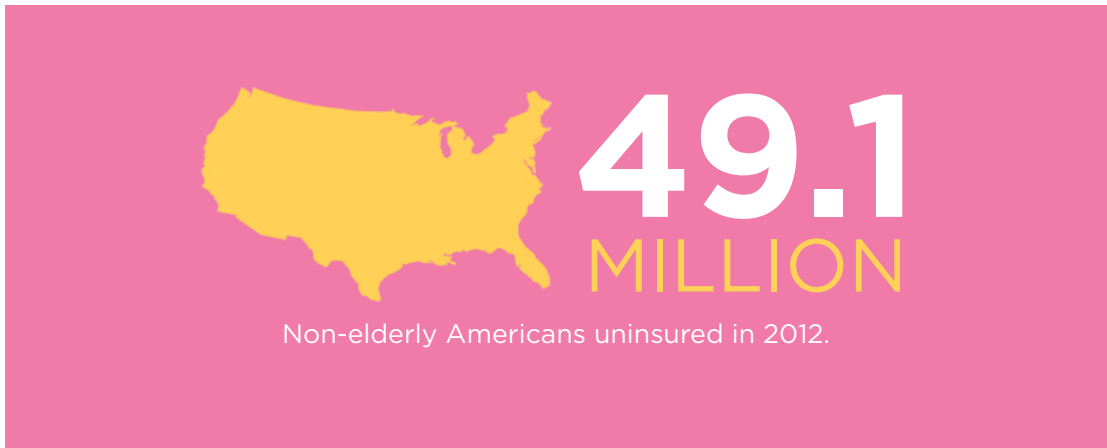
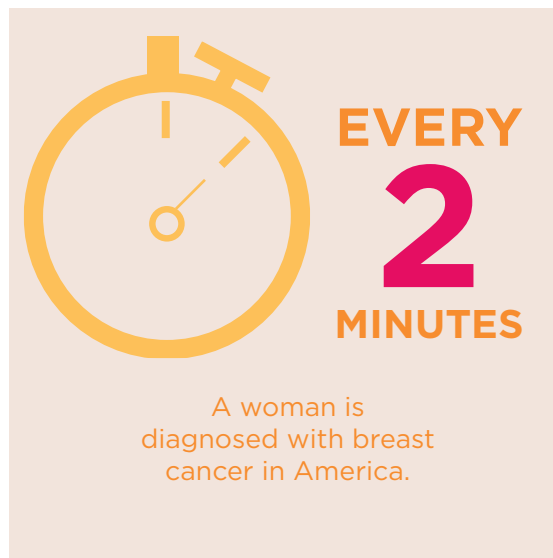
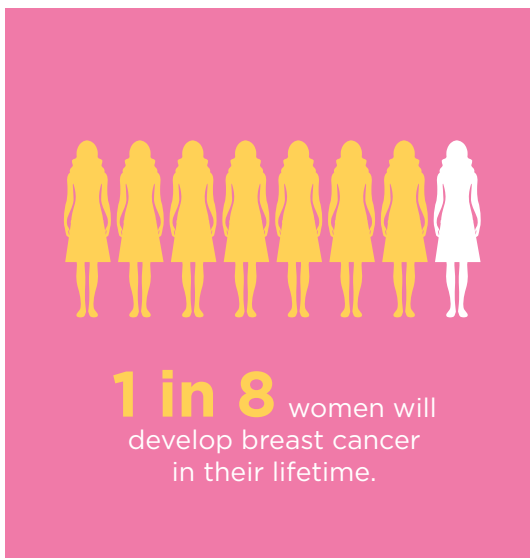
## DON'T!

Facebook and Twitter's Terms of Use forbid the following actions. These actions may result in your account being flagged for spam or banned from these networks.

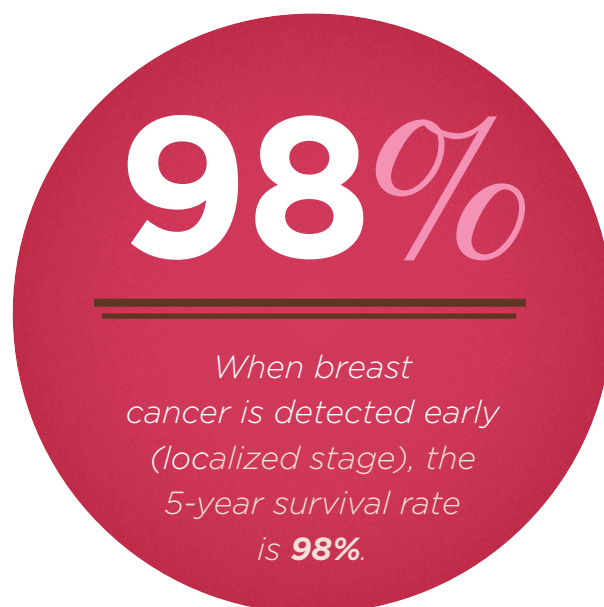
- Facebook: Making duplicate posts, especially on multiple walls.
- Twitter: Sending @ replies with duplicate content or unsolicited content.

## Know the Facts

You, as the fundraising coordinator, will be a great source in directing your fundraising participants to know more about early detection and to NBCF's breast cancer resources. According to the National Cancer Institute:



## Know the Facts *(Continued)*



Approximately 100 women die each day of breast cancer.

That is why it is our mission to give women access to mammograms and early detection services.

➤ You can learn more about breast cancer at NBCF's online resource, [BeyondTheShock.com](http://BeyondTheShock.com) and encourage others to create an early detection plan at [EarlyDetectionPlan.org](http://EarlyDetectionPlan.org).

# FAQ's

## How do I make my donation?

You can submit all of the funds from your fundraiser through your NBCF Fundraising page. You can also [donate online](#), or mail your check(s) to\*:

**NATIONAL BREAST CANCER FOUNDATION, INC.**  
**ATTN: FUNDRAISING DEPARTMENT**  
**2600 NETWORK BLVD. SUITE 300**  
**FRISCO, TEXAS 75034**

\*Please make all checks payable to “National Breast Cancer Foundation.” Have your donors place the name of your fundraiser on the memo line of their check, or include a note letting us know that their contribution is going toward your fundraiser.

## When are the donations from my fundraiser due?

We encourage fundraising coordinators to send in their donations as soon as they are collected, but donations may be sent in at least 30 days from the time your fundraiser has ended.

## What if a check is made out to me, not NBCF?

If a donor makes the check out to you, simply endorse the check with your signature and underneath add “Payable to National Breast Cancer Foundation” and submit it with your donation form. Please note that the account holder on the check will receive the tax receipt from NBCF.

## Can I accept the bulk of the donations and write NBCF one check?

Checks should be made out to NBCF, with “Your Fundraiser Name” written in the memo line. If the check is from your account, you, and not your donors, will receive a tax receipt from NBCF.

## Can I mail a cash donation with a donation form?

Please do not mail a cash donation with a donation form. We cannot accept cash donations. For any cash donation you receive, please convert the cash to a cashier's check or money order and mail it with the [Cash Donation Tracking spreadsheet](#), found at the back of our tool kit.



### **If a business donates good or services for my event will they receive a tax receipt from NBCF?**

Noncash gifts given directly to a fundraiser can be tax deductible gifts to NBCF. The key is that the gift was given on behalf of NBCF for a fundraiser that is 100% for NBCF.

The donor should present NBCF with a written document stating that 100% of the proceeds for project X was for the benefit of NBCF, and on behalf of NBCF, donor gave X items at X value each. After we receive the document from the non-cash gift donor, we will provide them with a “thank you letter” that serves as a tax receipt. An example of what the document needs to say would be:

*“X gave 100 t-shirts to Z fundraiser on behalf of NBCF, at a value of \$12 each. All net proceeds from Z fundraiser were for the benefit of NBCF.”*

We will send our 501(c)(3) IRS determination letter for the companies requesting the documentation. NBCF will need the written documentation on the noncash gift. We will provide substantiation for both the cash & noncash donations in the form of the Thank You Letter/receipt. Please refer to the [Non-Cash Gift Form](#) on pg. 20.

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### **I’m a business or corporation looking for a more long term relationship with NBCF through a cause marketing campaign. Where can I find out more information?**

If your company is interested in breast cancer partnership opportunities with NBCF, please visit our [Corporate Sponsorship Page](#).

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### **Can NBCF donate any brochures or giveaways for my fundraising event?**

For registered fundraisers we are more than happy to send you some of our “What Every Woman Needs to Know About Breast Cancer” Brochures. [Contact Us](#) to submit your request. Please include a link to your NBCF Fundraising page.

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### **Can I use the NBCF logo on my event materials or T-shirts?**

In order to use the NBCF logo on your event materials or on a product that you are selling for your fundraiser, NBCF requires an event agreement, written proposal, and an estimated budget. Upon final approval, you will have access to the NBCF logo and name for the specified agreement period.

### How can I get help planning my fundraiser?

Contact Us to submit your request. Please include a link to your NBCF Fundraising page.

### Can I receive a NBCF sign or banner to use at my event?

Unfortunately we do not have signs or banners available for fundraising events; however you can [contact us](#) to use our logo on a banner or flyer.

### Can I request a speaker for my event?

Due to the overwhelming requests for representatives and event speakers, we are unable to send an NBCF representative to your event. We are very sorry that we cannot accommodate you. If you would like a speaker for your event, we encourage you to reach out in your community and find a breast cancer survivor to share their story at your event.

### I want to support NBCF, but I would like to fund another charity with my fundraiser as well. Is this ok?

NBCF is grateful that you are hosting a fundraiser to raise money for such a noble cause. NBCF's board discourages fundraisers in which the funds are split between other organizations. Fundraisers for multiple organizations can be confusing, and we have received complaints from donors who felt misled in these circumstances. We would ask that you consider designating NBCF as the sole recipient of donations for your fundraiser.

### What about the name of my fundraiser?

Here are a few pointers for coming up with a name for your fundraiser:

- Refrain from using the statement "for the cure." NBCF's trademarks include, "Help for today... Hope for tomorrow," and "for the Cause."
- Please represent NBCF's name and mission with integrity and honor. NBCF cannot sanction an event with the word "boobies" "tatas" or anything similar in the title and/or messaging.
- Be creative and send a clear message about your event to your supporters.

### My question is not answered here. How can I contact you?

We are here to help make your fundraiser a success! Please contact us with any questions you may have regarding your fundraiser at [fundraising@nbcf.org](mailto:fundraising@nbcf.org).

# NBCF Event Request Form

Event Name \_\_\_\_\_

Event Description \_\_\_\_\_

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Date \_\_\_\_\_ Time \_\_\_\_\_

Location \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Event webpage or NBCF Fundraising Page link\*:

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\*If you do not have an NBCF fundraising page you can create one at the following link: [nbcf.org/breast-cancer-fundraising](https://nbcf.org/breast-cancer-fundraising)

➤ If you have an event image, such as a thumbnail, or a larger image, such as a poster or banner, you may send as an email attachment.

# Non-Cash Gift Form

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

Contact E-mail \_\_\_\_\_

## Non-Cash Donation

\_\_\_\_\_ gave \_\_\_\_\_  
(Business / Person) (Items Donated)  
 to \_\_\_\_\_ fundraiser on behalf of NBCF, at a value of  
(Fundraiser Name)  
 \$ \_\_\_\_\_. All net proceeds from the \_\_\_\_\_  
(Fundraiser Name)  
 fundraiser were for the benefit of NBCF.

We will send out a 501(c)(3) IRS determination letter for the companies requesting the documentation.

Donations are due 30 days after your event date. Please mail this form along with all donations to the following address:

**NATIONAL BREAST CANCER FOUNDATION, INC.  
 ATTN: FUNDRAISING  
 2600 NETWORK BLVD. STE 300  
 FRISCO, TEXAS 75034**

➤ Noncash gifts given directly to a fundraiser can be tax deductible gifts to NBCF. The key is that the gift was given on behalf of NBCF for a fundraiser that is 100% for NBCF and no other organization / non-profit / person. After we receive the document from the noncash gift donor, we will provide them with a "thank you letter" that serves as a tax receipt.

# Mail In Donation Form

Amount of Contribution\* \$ \_\_\_\_\_

## *Contributer Information*

Title \_\_\_\_\_ First Name\* \_\_\_\_\_ Last\* \_\_\_\_\_

Address\* \_\_\_\_\_

City\* \_\_\_\_\_ State\* \_\_\_\_\_ Zip\* \_\_\_\_\_

Phone Number\* \_\_\_\_\_

Contact E-mail\* \_\_\_\_\_

Fax Number \_\_\_\_\_

## *Individual Contributions*

If you want to use a different name (i.e., "The Smith Family") than the name on your credit card to honor the above contact, please complete the information below.

Contributor's Display Name \_\_\_\_\_

## *Corporate Contributions*

If this contribution is being made on behalf of a corporation, please complete the information below.

Corporation Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Title \_\_\_\_\_

# Mail In Donation Form (Continued)

## *Tribute Contributions*

To designate an honoree on whose behalf this contribution is being made, please complete the information below.

**Honoree Name** \_\_\_\_\_

## *Contribution Notification*

Who would you like us to notify regarding your contribution?

**Title** \_\_\_\_\_ **First Name** \_\_\_\_\_ **Last** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone Number** \_\_\_\_\_

**Reveal Amount of Contribution?** *(Please circle one)* **Yes / No**

**Reveal Contributor's Name?** *(Please circle one)* **Yes / No**

## *Special Instructions*

If there are additional instructions you want to give us regarding this Tribute Contribution, enter them in the space below.

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\* = Required Fields.

Complete the form above and mail this form along with your completed check or money order to:

**NATIONAL BREAST CANCER FOUNDATION, INC.  
ATTN: FUNDRAISING  
2600 NETWORK BLVD. STE 300  
FRISCO, TEXAS 75034**



