

NSC

Community Fundraising

Toolkit





The National Safety Council is a nonprofit organization whose mission is to eliminate preventable deaths at work, in homes and communities, and on the road through leadership, research, education and advocacy. NSC advances this mission by partnering with businesses, government agencies, elected officials and the public in areas where we can make the most impact – workplace safety, opioid misuse and defensive driving.



Improving Workplace Safety

NSC was founded in 1913 to make workplaces safer for employees. More than a century later, we continue to identify what is causing workplace incidents and are committed to finding innovative ways to make your workplace safer. Today, fatigue is one of the most critical worker safety issues, and it is largely unaddressed in the workplace.



Eliminating Opioid Misuse

Over 115 people die every day from opioid overdoses. NSC is leading the way in creating policies and educational platforms to engage the community in addressing this devastating crisis. Contributions support our efforts to educate the public, prescribers, legislators and employers about the opioid epidemic and the roles each of us can take to bring about change.



Keeping People Safe on the Road

Traffic fatalities have been rising since 2016 and 90% are caused by human error. Contributions support the efforts of NSC to develop interventions, programs and policies to increase attentive driving, improve teen driving skills and instill safer driving habits for everyone on the road.

What is an NSC community fundraiser?

A community fundraiser is an event or activity in which individuals, businesses, groups or schools raise funds on behalf of the National Safety Council. These are not hosted, organized or paid for by NSC, but the proceeds generated from these third-party fundraisers are donated to and support our lifesaving mission.



Why support NSC?

The National Safety Council works to save lives and prevent injuries by educating and empowering youth and adults to make choices that keep each other safe. Every day, we work to identify emerging risks to human safety and create effective solutions to help individuals, employers and community leaders. We encourage all to partner with us to achieve our mission to eliminate preventable deaths in our lifetime. Support from the community is essential to tackle the ever-growing issue of safety in our world. With your help, we can make safety a priority at work, in homes and communities, and on the road.

Where will my donations go?

The National Safety Council leads a variety of programs and projects that rely on philanthropic support. If you have a passion for a specific initiative, we will work with you to designate your donation to that area or you can choose to support all NSC programs through our Friends of Safety fund.

If you would like more information about the funding areas listed below or would like to explore different funding ideas, please email partnerships@nsc.org

- Friends of Safety (Area of Greatest Need)
- Distracted Driving
- Fatigue
- Opioid Epidemic
- Teen Driving
- Workplace Safety

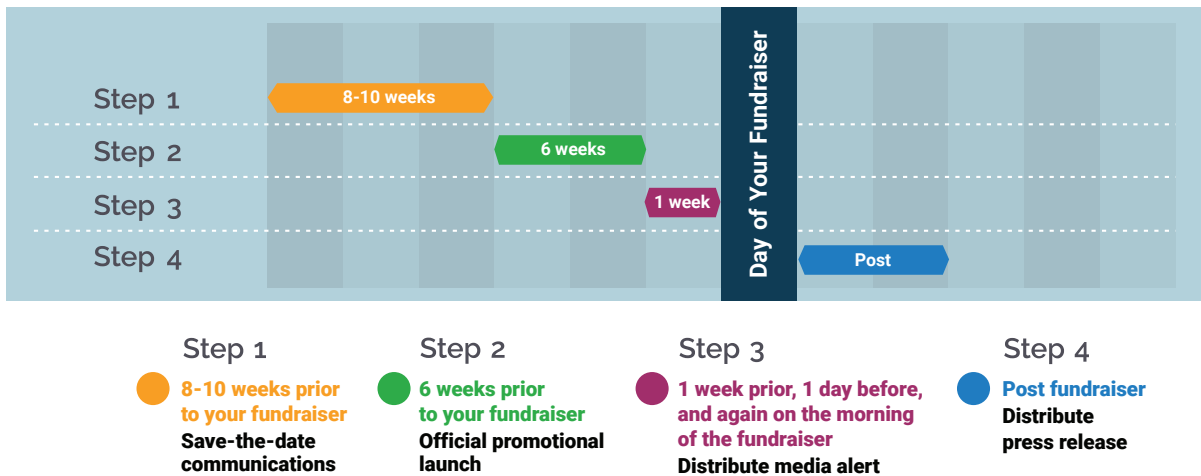
Fundraising Ideas

From an office jeans day, school read-a-thon, to golf outings and more, any type of fundraiser can make a difference. Here are some ideas to get you started:

- Auction
- Bake Sale
- Donations in lieu of birthdays, weddings or other life celebrations
- Employee Giving Campaign
- Fun Run
- Garage Sale
- Golf Outing
- Lemonade Stand
- Office Jeans Day
- Progressive Dinner
- Read-a-Thon
- Car Wash
- Restaurant or Retail Promotion
- Sports Tournament
- Trivia Night

Promote Your Fundraiser

Timing and audience are important when it comes to promoting your event. A thoughtful and timely strategy will maximize your efforts and ensure you are achieving your desired reach and impact. NSC recommends the following timeline for your consideration:



Media Alerts and Press Releases

Media alerts and press releases aren't the same thing, so they shouldn't be used interchangeably.

A media alert is like an invitation to reporters, encouraging them to attend your event and giving them time to schedule the event into their coverage. For this reason, a media alert should be sent multiple times. Send the media alert one week prior to the event, send it again the day before, and send it a final time on the morning of the event.

A press release is more comprehensive and essentially a short, pre-written article for a news outlet.

Many newspapers will print press releases exactly as they are received, and reporters often pull quotes and other information directly from press releases. Send your press release immediately after your event. We are happy to provide you with a media alert and press release template for your use. While the NSC media team is not able to lead your efforts, team members are available to review media alerts and press releases and offer tips for maximizing coverage.

Please email us at partnerships@nsc.org
to request templates or to submit for review.

Share on Social Media

Social media presents the opportunity to get your message out in front of the audiences you want to target the most. Each platform varies in tone and by using these best practices your event will get the highest social media reach possible. It is important to tag the appropriate NSC social media channels on each platform so that our team can interact with your posts, which further extends your posts' reach. The reach is determined by how much engagement your posts receive, how frequently you post and the type of messages you are posting.

Make sure to tag the NSC social media pages with your post.

Type [@National Safety Council](#) (Facebook and LinkedIn) and [@NSCsafety](#) (Twitter)

Facebook's audience is more consumer and public facing. The platform gives you an opportunity to create a "Facebook Event" where you can house your registration. If you do create a Facebook event, make sure your social materials always point back to the event page (even for your Twitter and LinkedIn posts). Your posts should not be longer than three lines of text.

Twitter has the most diverse audience as the platform is used both professionally and socially. Twitter messages should be short and snappy, and should fit within the platform's character count parameters (280 characters).

LinkedIn is used by professionals and should be thought of as an extension of workplace networking opportunities. Your posts should not be longer than three lines of text.



NSC can provide the following to help your fundraiser be a success:

- Serve as a consultant, sharing best practices and offering guidance throughout
- Use of our benefitting NSC logo with approval
- Promotional support for public fundraisers on NSC Facebook page
- Existing printed mission materials for you to share with your supporters
- Letter of authorization to validate the authenticity of the event and its organizers
- Assistance in selecting the NSC mission initiative you would like to support
- Celebratory check presentations, when feasible and dependent upon location of fundraiser

Services we are unable to provide:

- NSC sales tax exemption number
- Insurance or liability coverage
- Mailing list of donors or partners
- Funding or reimbursement for your expenses
- Publicity (newspaper, radio, television, etc.)



Will NSC staff help me plan my fundraiser?

Due to limited staff resources, NSC is not able to plan your fundraiser, but we are honored to serve as a consultant, sharing best practices and guidance with you throughout the planning process.

Will an NSC representative attend my fundraiser?

As a nonprofit organization, we must be mindful of expenses at all times, including travel. If there is an NSC representative in the city in which your fundraiser is hosted, we will do our best to arrange for them to attend.

Can NSC assist in covering costs associated with my fundraiser?

As the host, you are responsible for paying for all expenses related to the fundraiser. NSC is not able to provide funds or reimburse you for your expenses.

Can I use the National Safety Council tax exemption number?

Because NSC is not hosting your event, it is considered a third-party event. For this reason, you will not be able to use our IRS 501(c)(3) charitable classification or tax-exempt certificate. However, you may use our tax ID number for donation purposes only as needed.

Will each of my donors get a receipt?

NSC will send acknowledgement letters to all donors who made online donations via nsc.org or contributed via checks made payable to the National Safety Council. Please note that NSC will not issue receipts for donors or sponsors who make payments directly to your fundraiser.

Where do I send the proceeds from my fundraiser?**NATIONAL SAFETY COUNCIL**

Attention: Jamie Arquilla

P.O. Box 558

Itasca, IL 60143





Eliminating Preventable Deaths[®]

nsc.org/fundraise