

Our Family Story: Considerations When Planning a Benefit

The planning for a benefit can be extensive, and requires considerable amount of preplanning, often months in advance. We learned to consider these areas when planning a successful family benefit.

In regards to the venue. . .

- Is this a restaurant or will the facility be serving food? Do you need any special permits for this?
- Will food be donated or a portion paid for as part of the benefit?
- Will the rental fee for the space be included with the meal or donated for the benefit?
- How far in advance do they require a reservation?
- Is there adequate space? Do you need an inclement weather plan?
- Is there ample set up space for awareness items?

In regards to scheduling and organization. . .

- What time of day will you hold the event?
- Will you have entertainment (aside from the meal, awareness activities/visiting, and auction/raffle/sweepstakes)? (Be sure to find out if you can hold raffles or silent auctions/sweepstakes and be aware that there some legal restrictions may be in place in your state/area for raffles due to gambling laws).
- Do you have enough help enlisted for the day's events? Consider: a host/hostess to welcome visitors, a treasurer to record donations, a person in charge of keeping donated items/auction items secure, a person running the auction, etc. The more help you have, the more you can visit with the friends and family that have come to visit with you and support you during this time.
- Have you contacted the Foundation for questions concerning tax exempt donations and applicable state fundraising laws? (individual and large/business).

In regards to advertising and media. . .

- Have you contacted the media to pre-advertise for the event and/or do a story about the event/about FPIES? (The Foundation can help with media preparations)
- Have you advertised for the event? Flyers around town, in newspaper ads, advertising in online communities, etc.

This event, when well planned and executed, can be very supportive for a family going through a difficult time, raising awareness to the condition, while helping others to understand related medical aspects.