



Financial Information for ALSF Fundraiser

Fundraising event

Your office has chosen to hold an event to raise money for Alex's Lemonade Stand Foundation (ALSF) which funds childhood cancer research.

Fundraising page

Money that is raised at the event appears on your office's individual ALSF fundraising page. Donations are applied to your fundraising page in any of the following ways:

- Donor accesses fundraising page and makes a credit card donation.
- Donor sends a check to ALSF and identifies your fundraising page as the recipient of the funds.
- Donor makes a mobile donation using your office's fundraising page URL.
- Office collects cash donations and then makes a credit card donation to the fundraising page for the amount of cash collected.
- Office collects several checks made payable to ALSF and mails them to ALSF. Written in the Memo field of each check is the office's event ID number (fundraising page ID).
- Office collects donations made payable to "Office name FBO Alex's Lemonade Stand Foundation," and deposits donations into FBO account. One check is then cut from the FBO account made payable to ALSF for the entire amount of donations collected. Written in the Memo field of the check is the office's event ID number (fundraising page ID).
- Office sells tickets to event using EventBrite. EventBrite makes an automatic deposit into office's FBO account for the amount of money collected. One check is then cut from the FBO account made payable to ALSF for the entire amount of donations collected. Written in the Memo field of the check is the office's event ID number (fundraising page ID).

Matching gifts

Personal donations of \$100 or more made by advisors at the event qualify for a matching gift.

Note: Donation cannot be made from advisor's 120 account.

There are two ways to apply for a matching gift:

- Individual advisor applies for matching gift using the online [Easy Match system](#).

Or,

- For 10 or more advisors, the event coordinator completes the matching gifts excel sheet by identifying each advisor's donation date and amount.

Note: Each advisor must sign the attestation field on the excel sheet.