

A smile is a brief putting apart of the clouds.

**A GUIDE TO GIVE BACK A  
SMILE GRASSROOTS FUNDRAISING**  
FOR AACD MEMBERS, DENTAL PRACTICES, AND AACD AFFILIATES

# { A GUIDE TO GRASSROOTS FUNDRAISING }

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*The AACD is unable to provide any form of tax advice. Please consult with your tax advisor prior to planning your fundraising efforts. The purpose of this guide is to provide an overview of supportive information for planning your fundraising initiatives.*



Charitable  
Foundation, Inc.

Give Back  a Smile<sup>®</sup>

# INTRODUCTION

Domestic violence is not easy to talk about nor is it a cause that just any professional association would embrace with passion. We are different. We make up the only program nationwide that helps this often overlooked population and epidemic by restoring smiles and lives.

As a member of the American Academy of Cosmetic Dentistry (AACD) or a dental practice supporting Give Back a Smile (GBAS), not only do you have the opportunity to directly restore the smiles and lives of survivors of domestic violence, you also have the opportunity to engage in simple fundraising activities that will benefit both your AACD Charitable Foundation (AACDCF) and your practice.

## **How aligning with the AACDCF and a noble cause can help your practice:**

- Strengthen your brand – connect with a cause that is aligned with your mission and vision
- Improve overall trust in your practice while building a strong reputation in the community
- Expand practice awareness into new, untapped markets
- Contribute to your differentiating factor – stand out from the rest
- Build relationships and emotional ties with your patients and prospective patients
- Provide credibility in your practice and staff

## **Purpose**

This guide is intended to provide you with the tools to successfully plan and execute a range of fundraising activities to support the GBAS program. Additionally, you will be equipped to spread awareness within your community of the effects of domestic violence and what your practice is doing to help the cause.

If planning a fundraiser, please complete and return the participation form found on page 10.

# ABOUT AACDCF

## AACDCF Mission

The AACDCF's mission is to assist in rebuilding the lives and dignity of survivors of domestic violence through compassionate cosmetic dental services and support programs. Our program provides restorative and cosmetic dentistry in the smile zone at no cost to qualified survivors through our nationwide network of volunteer cosmetic dentists and our support team of laboratories and dental manufacturers.

## Give Back a Smile

According to the National Coalition Against Domestic Violence, it is estimated that 1.5 million people experience intimate partner violence each year. The AACDCF's GBAS program heals some of the most devastating effects of intimate partner violence, by restoring the smiles of adult women and men who have suffered damage to, or lost, their smiles at the hands of a former intimate partner or spouse. So far, more than 1,200 survivors have had dental work completed for a total of over \$12 million in donated dental services. There are currently around 300 smile restorations in progress throughout the United States and Canada.

## Your Financial Contribution Will

- Directly support smile restorations
- Ensure GBAS patients are able to make all their dental appointments by assisting with gas and travel expenses
- Assist with necessary GBAS case dental laboratory and specialist fees
- Make it possible for GBAS program recipients to seek higher education through the GBAS scholarship program
- Give you the opportunity to be featured in AACD member communications

**RESTORE A SMILE,  
RESTORE A LIFE**



# FUNDRAISING IDEAS

## Bite-sized fundraisers

Limited on time and resources? Here are some fun and easy ways to raise money for a great cause:

- Add the Good Search toolbar in your office, and raise money for the AACDFC every time you search the web or shop online. To learn more, go to [www.goodsearch.com](http://www.goodsearch.com)
- Donation collection jar
- Purchase/color the “paper tooth”
- Point-of-sale donations
- Guess how many - each guess would require a donation and the winner would receive a prize
- Raffle for a free dental procedure (fundraising permit may be needed)
- Free “dental screening” with donation (could be oral cancer screening or something similar)
- Penny wars
- Vacation donation - practice/business to donate \$ for untaken vacation day by staff
- Coupon books - partner with a few local business and sell a book of discounts
- Break the balloon - sell the chance to ‘pop’ a balloon that contains a coupon or \$5/10/20 bill
- Donation in lieu of Holiday cards

## Events you can sink your teeth into

Make a statement! For a little extra time and effort, you can coordinate an event that will produce great results.

- Golf outing
- Silent auction
- Dance-off
- Pancake breakfast
- Fun run/walk (Page 8)
- Garage sale (Dr’s and team staff) with proceeds donated
- Whitening day
- Organized motorcycle/ bicycle ride
- Hold a wellness event
- Party with a purpose (next page)

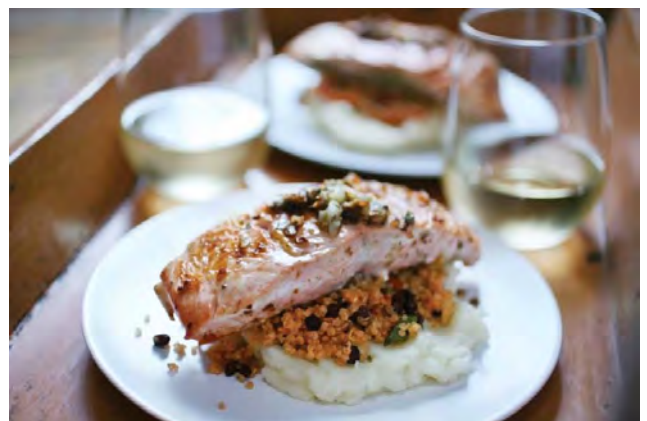


# PARTY WITH A PURPOSE

## Get together with family and friends while raising money for a good cause!

Specify a suggested donation amount, or ask your guests to donate the amount they would typically spend during a night out.

- **Picnic party:** Invite guests to join you for an outdoor picnic or barbecue. Make it a BYOB and ask your guests to bring their favorite picnic dish
- **Theme night:** Throw a party around Halloween or another occasion to get dressed up. Have a costume party! Go the extra mile and ask guests to dress as their favorite female diva or celebrity!
- **High class:** Have a wine and cheese party or serve champagne and strawberries. You could even make it a formal dress event
- **Movie night:** Pop up the popcorn and throw a movie in the DVD player. Choose a current movie that deals with domestic violence or family violence, and then have a post-film discussion about the film
- **Potluck:** The tried and true formula. You provide the beverages, and attendees provide the food
- **The classic:** Why mess with perfection? Serve drinks and light hors d'oeuvres in your home
- **Auction it off:** Have a silent auction to raise money for the AACDCF during your party!
- **Just desserts:** Serve coffee and desserts to your guests. Who doesn't love dessert?
- **Rock out:** Throw a benefit concert. See if local bands and venues will donate services in exchange for advertising
- **Group bike ride:** Get 20 of your friends to go on a long Sunday group ride on a fun route and return to your house for brunch and beverages.
- **Scavenger hunt:** Get creative! Work with local businesses to pass out clues and send your friends on a neighborhood scavenger hunt for goofy items, clues, and answers. Make it competitive and give prizes for best time, most items gathered, etc.
- **Wine tasting party:** Provide a wide variety of wines for sampling and set up a rating system so friends can vote on their favorites! Better yet, do a blind wine tasting and reveal the wine varietals at the end of the evening
- **Eat out together:** If you don't want to host the party in your own home, a great option is to find a local restaurant with a banquet room, reserve it, and host your party at a local restaurant. Often, once restaurant owners understand the purpose of the function, they may be willing to kick-in a little something as well



# TIPS FOR FUNDRAISING SUCCESS

The following are only suggestions.

Please consult with your tax advisor prior to planning your fundraising efforts.

# 1

Set clear goals and firm deadlines

# 2

Partner with local businesses to sponsor or underwrite fundraising expenses

# 3

First cover your fundraising expenses, then send net proceeds to the AACDCF

# 4

If you incur expenses, it may be easier to set up a separate account to accept donations. Once expenses are covered, donations may be made with one lump sum check. If provided with donor names, amount donated, and addresses, the AACDCF will gladly send thank you notes

# 5

If you do not have expenses to cover, donors may make their checks payable to "AACD Charitable Foundation". Please send individual checks in one envelope and the AACDCF will gladly send thank you notes to each donor

# 6

Engage your dental team to create office synergy

# 7

Spread the word

# 8

Send press releases to your local media

# 9

Utilize social media. Post on your Facebook fan page and tweet about your efforts

# 10

Post a flyer in your office and announce your participation in your office newsletter

# 11

Get your local domestic violence agency involved

# 12

Thank your donors and volunteers

# 13

October is Domestic Violence Awareness Month. What a great time to fundraise while letting your community know what your office is doing to help heal the effects of domestic violence

# 14

Visit [www.ncadv.org](http://www.ncadv.org) to find out more about the dynamics of domestic violence and how it affects the United States as a whole, as well as your own state

# 15

Mail net proceeds to:  
**AACDCF**  
402 West Wilson Street  
Madison, WI 53703

# 5K RUN/WALK PLANNING CHECKLIST

Thinking about hosting a run/walk in support of the GBAS program? We've done it before and can help you make your event a success!

Follow these suggested steps and you are well on your way to a successful event that will also expand local awareness of your practice. (The following are only suggestions to help guide in your planning. Please consult with your city for permit requirements, etc.)

## 5K Run/Walk Planning Checklist:

- Recruit volunteers to assist with pre-planning and day-of-event duties
- Determine date/location of event
- Establish participation goal  
(For example, 100 runners or walkers)
- Contact your city for permit requirements (usage of park, streets, etc.)
- Determine entry fees
  - Suggested: Adults - \$30 (\$35 day of event)
  - Youth - \$15 (\$20 day of event)
- Establish race route ([www.mappedometer.com](http://www.mappedometer.com))
- Determine race budget
- Establish race-day schedule of events (start time, end time, clean-up)
- Approach local businesses to sponsor event and recognize them on event signage and/or t-shirts
- Develop event marketing plan (post flyers, send press releases to local media, announce event on Facebook or Twitter)
- Provide race t-shirts to pre-registered event attendees
- Develop participant waiver (available online)
- Develop registration procedures  
(paper forms, within your own website or through [www.active.com](http://www.active.com))
- Determine post-race refreshments
  - Seek local businesses for in-kind donations and recognize them on event signage and/or t-shirts
- Purchase bibs and pins for race numbers
- Determine if your race will be timed
- Establish location and number of race route aid stations
- Approach local businesses and/or dental reps for participant giveaways and/or door prizes
- Your event can make both a national and local impact. GBAS is a national program so funds generated assist survivors of intimate partner violence across the nation. Depending on the geographical need, funds generated may not have a direct impact in your local community. Pick a local charity of choice and donate a portion of race registration fees to that organization. (The AACDCF donates a small portion of their Race for Smiles 5K registration fees to a local domestic violence shelter in Madison, WI.)





# SHARING YOUR PHILANTHROPY WITH LOCAL MEDIA

It can often be hard to catch the attention of your local media, even when you have great news to share, like your support of GBAS! Here are some tips on how to get your story published:

1. Request your customizable press release from the AACDCF by e-mailing [givebackasmile@aacd.com](mailto:givebackasmile@aacd.com). **Please include the dentist's name and indicate which press release you are requesting:**
  - **Announcing your treatment of a GBAS patient**
  - **Announcing your participation in the GBAS Whitening Challenge**
  - **Announcing a fundraiser in support to GBAS**
2. Be sure to customize the release to include your practice and contact information. If you have an office manager or team member who deals with media inquiries, include their contact information as well.
3. Send the release (e-mail is usually the most effective) to local media outlets, including newspapers, TV, and radio stations. Copy the press release into the body of the e-mail **and** attach a copy in a Word doc if possible. If you can, contact the media outlets ahead of time to find the name of the person you should address the e-mail too. Usually, these releases are handled by the local news desks.
4. A few days after you've sent the release, follow up with the news outlet with a quick phone call to ask if they received the release. If they have, tell them you'd be happy to answer any additional questions they might have.
5. If your press release is announcing an event, be sure to send it to local organizations (such as a chamber of commerce) who can announce the events in community calendars. Local newspapers may also have calendars of events on their websites.

**GET INVOLVED,  
GIVE MORE, AND  
GET NOTICED!**

## AACDCF FUNDRAISING PARTICIPATION FORM

If you are engaging in any form of fundraising to support the AACDCF, please complete and submit this form by faxing to: 608.222.9540 or e-mail [givebackasmile@aacd.com](mailto:givebackasmile@aacd.com)

Dentist/Laboratory Technician Name \_\_\_\_\_

Contact Name (If different from dentist) \_\_\_\_\_

Phone number \_\_\_\_\_

E-mail address \_\_\_\_\_

Please describe your fundraising efforts

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Date you will start fundraising \_\_\_\_\_

Your projected end-date for fundraising \_\_\_\_\_

Please indicate if you are interested in utilizing the following for your fundraising efforts:

- AACDCF Logo (usage rules apply)
- GBAS before and after photos (usage rules apply)
- GBAS Fundraising brochures (quantities are limited)
- Customizable press release

A foundation representative will contact you upon receipt of this form.

**Thank you for helping to restore lives!**