

# AFTD's 2023 Food for Thought Campaign

**Take Time with Friends and Family. Take Action.**



An AFTD Grassroots Fundraising toolkit  
for event hosts, educators, and eaters.



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## Take Time with Friends and Family. Take Action.

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King of Prussia, PA 19406  
www.theaftd.org | (267) 514-7221

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Dear AFTD Volunteer,

Every day, volunteers like you help raise FTD awareness while supporting AFTD's mission and the people we serve. During this year's Food for Thought campaign—held September 24 through October 8—we encourage you to host an event where you can share information about your experience alongside facts about FTD as you help raise funds to drive and sustain AFTD's work, all while incorporating food!

In this toolkit, we've provided information and guidance you may find useful in planning your Food for Thought event, as well as previous examples to inspire creative in-person, virtual, and hybrid events. Past Food for Thought events featured restaurant give-back nights, hybrid cooking demonstrations and competitions, and social media campaigns sharing cherished recipes in support of a person diagnosed with FTD. One volunteer has hosted a Downton Abbey-themed event, while another has compiled a cookbook with recipes from local supporters to sell as a fundraiser. For more ideas, be sure to contact your Food for Thought Liaison who will be a vital resource for you throughout this process.

Every FTD story told counts! Hosting an event generates more understanding of FTD's unique nature and helps build a community of support for people affected. With your participation in this year's campaign, we can provide resources and support services such as the Comstock Grant program and HelpLine services, and advance FTD research and therapeutic development.

So, let's break out the cookbooks, dust off those utensils, and create a sense of community to help support our goal to make the 11th annual Food for Thought campaign the tastiest one yet! Together, we can bring forward a world with compassionate care, effective support, and a future free of FTD.

Sincerely,

Bridget Graham  
AFTD Events Director



## AFTD's 2023 Food for Thought Campaign

# Welcome to the AFTD-Team!



As a Food for Thought event host, you are joining an elite group of Special Forces driven by a common goal of bringing help and hope to families nationwide and around the world.

### **We are grateful to call you part of the Team!**

AFTD is a small but mighty organization, and our impact multiplies with each Food for Thought host who organizes an event and shares their story.

Your commitment to hosting an AFTD Food for Thought event will make a huge impact on our ability to fulfill AFTD's mission. **Thank you for your support!**



## Food for Thought: The Power of Your Story

**Food for Thought (FFT)** is a grassroots fundraising and awareness campaign held each year in tandem with World FTD Awareness Week. **Our 11th annual campaign will take place from September 24 through October 8, 2023.** Our collective effort to raise awareness is designed to draw local and national media attention, garnering powerful coverage of FTD and the people it touches.

Although frontotemporal degeneration (FTD) is a life-altering disease for those affected as well as for their loved ones, it remains little known and poorly understood. This campaign seeks to change that. Event hosts tell their stories, making people personally aware of FTD, while incorporating some food and

raising funds to support AFTD's mission. We encourage you to choose an event option that is comfortable for you. This toolkit has guidelines and examples to help you host an amazing event. If you have your own idea, we're happy to help support you in any way you need.

**AFTD's Food for Thought Goal for 2023:** To have at least one person in every state host a Food for Thought event!

Don't sit this one out... By sharing your story, you have a great opportunity to make a REAL difference and draw national attention to this disease, help other families on this journey, and advance a future free of FTD.

## Planning Your Event

### Getting Started: We're Here to Help!

If you are interested in hosting an event, the first step is to go to the [FFT Contact Form](#) and submit your contact information. AFTD staff will reach out, then assign you to a volunteer Food for Thought liaison. Your liaison will reach out to share additional information about the campaign, answer any questions you may have, and connect as your primary point of contact throughout the planning process.



### Decide What Type of Fundraising Event to Have

Host a Food for Thought event that best suits your interests, the time you have available to commit, and ensures safety for you, your family, and your guests. Take into account any costs you may need to incur. Because AFTD is not managing these events, we cannot legally incur any costs for them. Remember to make your event manageable to your abilities, budget and goals.

Hosting an event can be simple or as grand as you can manage! Past event examples include:

- Share recipes and FTD facts every day of the campaign via social media.

- Record yourself cooking/baking your favorite recipe, sprinkle in some FTD education, and share it with your contacts.
- Host a dinner in your home and show an AFTD video to friends and family.

For additional creative event ideas, please refer to the "Host a Virtual Event" or "Ideas from Past Events" pages in this toolkit.

### Pick a Date and Determine an Event Format

First, choose a date, and remember, our goal is to have all FFT events take place between September 24 and October 8, 2023.



## AFTD's 2023 Food for Thought Campaign



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Once you officially confirm your event with your liaison they will let AFTD know, and your materials will be prepared and shipped off!

Prior to your event, AFTD will mail you a package that includes branded:

- Tote bag
- Bracelets
- T-shirt
- Pens
- Newsletters
- Magnets
- Brochures
- Hand sanitizer

AFTD also has t-shirts for purchase. Contact your liaison for more information.

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- Let local media such as radio, newspapers, magazines, and television stations know what you are doing. Ask your liaison for the "Tips for Successful Fundraising" document for tips and

samples. It should be sent two to four weeks in advance of your event, depending on the media outlet. AFTD welcomes the opportunity to be interviewed.

- Utilize social media to promote your event. Post your event on Facebook, tweet about it on Twitter, share a mouth-watering picture on Instagram, or upload a video on Tiktok. Social media is free and a quick and easy way to let family and friends know about your event!
- Create a digital flyer to promote your event and ask different local community groups in your area to post on their online forums. If you belong to a place of worship, ask if they can send your digital flyer out on your behalf. Your liaison can provide you with a sample.
- Use hashtags like #FoodforThought2023 and #EndFTD to promote your campaign.



## Donations

Fundraising through Food for Thought events is a powerful opportunity to accelerate AFTD's mission. There are several ways you can collect donations for your event.

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## Handling Expenses

### Event-Related Expenses

Just a reminder, Food for Thought events are not formally run by AFTD and therefore, AFTD cannot incur any expenses related to the event.

- Expenses incurred for Food for Thought events are the responsibility of the host. AFTD cannot provide any money for overhead costs.
- Out-of-pocket expenses incurred for the event may be tax-deductible. Maintain all receipts and consult with your tax advisor for direction.
- Contributions of cash that do not come directly to AFTD can be used to offset the cost of event expenses; at the end of the event, AFTD will send an official letter on AFTD letterhead acknowledging the donation of the cumulative balance that you forward us. This can be copied and shared with anyone who made a cash donation. They must work with their tax advisor regarding the amount they contributed and deductibility. AFTD will not be able to send individual donation acknowledgments for cash donations.



### Event Sponsorship

AFTD can provide the following items to support you in securing corporate sponsors (financial and in-kind gifts) for your event. Your liaison is available to answer your questions and provide you with the items below as needed.

- **Letter of Support:** a letter on AFTD letterhead stating that you are hosting an event to benefit AFTD and that AFTD is a non-profit organization that has an annual grassroots fundraising campaign called Food for Thought. This letter is to be used in soliciting sponsorships as well as in-kind donations of goods and services.
- **Thank you letter** to any company donating goods/ services to your event.
- **Thank you letter** from AFTD to any individual/ organization/corporation whose donation is made payable to "AFTD" via check or credit card.
- **AFTD logo:** You may use the AFTD logo and Food for Thought logo on flyers, posters, websites – however you'd like to promote your event. There are some guidelines to be aware of when using AFTD's logo. Please email a sample of your materials to your liaison for a final check before printing/distributing. Using the logos will add to the credibility of your event and let potential sponsors know you are indeed raising funds on behalf of AFTD.





## Checks

- Checks should be made payable to "AFTD."
- Donations made payable to AFTD are tax-deductible.
- Donations made directly to AFTD will receive an acknowledgment letter.
- If you receive a check made out to you personally, you can endorse the check and add "payable to AFTD." AFTD cannot accept checks made out to "Food for Thought", "FFT", or the name of your event if you choose to call it something else.

## Digital Payments

AFTD can accept donations made by credit card, PayPal, Venmo, bank transfer or digital wallets (ApplePay and GPay) via our Food for Thought campaign page here: <https://give.classy.org/FFT2023>



## Online Donations/Fundraising

You can create your own personal online fundraising page. This option is especially convenient for those who may not be able to attend, but want to support your event.

- Visit <https://give.classy.org/FFT2023> to set up your personal page. Setting up a Classy page is simple –the platform walks you through, step by step.
- Use the link to your page to invite people to attend your event and to accept online donations.
- Utilize social media such as Facebook or Twitter to spread the word about your event and ask friends and family to make a donation to support your efforts.
- All contributions made through Classy will be receipted for the full amount of the donation.
- To collect online donations at your event, have your Classy page open on your laptop, iPad, iPhone, etc.
- For support in setting up your Classy page, contact AFTD's Events Department at [fundraising@theaftd.org](mailto:fundraising@theaftd.org) with questions.

## Matching Gifts

- Ask your donors if their company has a Matching Gift program.
- If donors are unsure of whether their company has a matching gift program, direct them to their Human Resources office to inquire.



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## Gaming Regulations

"Gaming" is defined by the Internal Revenue Service ("IRS") as "include(ing) bingo, beano, raffles, lotteries, pull-tabs, scratch-offs, pari-mutuel betting, Calcutta wagering, pickle jars, punchboards, tip boards, tip jars, certain video games, and other games of chance." So, by this definition, even a simple auction, as is seen so frequently at events, falls under the definition of gaming. **These rules apply for both virtual and in-person events.**

- Prior to moving forward with gaming at your FFT event you should check with the appropriate legal entity(ies) in your area to determine prohibition.
- A permit or license to conduct games of chance cannot not be obtained under AFTD's name.

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**Send all monies (be sure to include your name and event information) immediately following your Food for Thought fundraising event to:**

**AFTD**  
2700 Horizon Drive  
Suite 120  
King of Prussia, PA 19406

## Available Materials

**The following materials are available to you  
by requesting them from your liaison.**

Materials in red are pages inside this toolkit.



- Reminders (Page 15)
- Sample Ask Letter
- Sample Fundraising Letter or Email
- Sample Thank You Letter
- Save the Date
- Social Media & Websites Flyer
- Tips for Attracting Media Attention
- Tips for Successful Fundraising
- T-Shirt Order Form
- Using Social Media to Fundraise

- AFTD Branding Guidelines
- AFTD Logo
- AFTD Talking Points
- FFT Recipe Card
- FFT Logo
- Frequently Asked Questions (Page 13-14)
- FTD Fast Facts
- Host a Virtual Event (Page 12)
- Media Alert Example
- Media Release Template
- Ideas from Past Events (Page 11)
- Photo Release Form
- Photo Release Form with Children
- Public Service Announcements





## Ideas from Past Events

Along with food and drink, creativity is the most common ingredient for a successful FFT event! These examples may give you a basic recipe, but be sure to add your own flavors.

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- In Colorado, **Debbie** hosted an at-home gathering with friends and family. The event featured a taco bar, silent auction, and live music.
- **Kristin** from New Hampshire made some of Marty's, her husband, favorite meals and posted them to his social media, her personal social media and her professional (personal chef) social media. When people made a donation, they received the recipe. Local donors who gave above a certain threshold received the recipe and a portion of the meal.
- **Nicole** from Kansas raised \$500 by baking and selling over 250 cupcakes through her business, "For the Love of Everything Bakery"!
- **Ed's** grandkids made and sold electronic cupcakes, then baked real ones for a party with Grandma at their home in Connecticut.
- **Libba** from North Carolina posted a favorite recipe each day for 14 days on her Facebook page. She also sent email messages about Food for Thought to friends not on Facebook. Her event was done in her late husband's memory as he lost the ability to feel hunger and enjoy food, for the last 10 years of his life.
- **Ryan** in Illinois shared his mom's recipes and one or two facts about FTD every day for one full week of the campaign via Facebook and email, and encouraged electronic donations.
- **Jerry** from Alabama hosted a restaurant giveback event at BJ's. The restaurant provided a flyer with a barcode that diners presented to their server. The restaurant donated back 20% of the meal price to the AFTD. This included in-person, online orders and take-out orders.
- **Diane** from Pennsylvania held a 'happy hour' for members of her support group at a local brewery owned by her and her family. Donations were made in memory of her husband, Bill.
- **Kate** from South Dakota held a hybrid event in which virtual participants had a cook off with her online and in-person participants enjoyed a private dinner party.
- **Molly** and **Chase** from Pennsylvania called on family and friends to donate and in return, they baked yummy treats and delivered them to their donors along with AFTD brochures and bracelets.
- **Liz**, originally from New Jersey, but studying abroad in Ecuador, held four Zoom cooking shows with her peers featuring three Ecuadorian dishes (orejas, tortilla de patatas, and empanadas de queso) and one Vietnamese dish (com tam) in honor of one of the international students.
- **Kyle** from Illinois supported AFTD's Food for Thought campaign by hosting a virtual cooking class where he prepared pappardelle pasta with rosemary portobello mushroom sauce, while providing some insight into FTD and what makes it so different from other more common dementias.
- **Susan** in Texas organized a Downton Abbey-themed English tea party and encouraged guests to dress for the occasion.
- **Bonnie** from Utah hosted a potluck picnic caregiver, care receiver, family and friends education event at her home.
- **Kathy** from North Carolina organized TIMFEST for the 5th time as a Food for Thought event, in memory of her late husband Tim. This event included live music, comfort food, and stories about Tim all to put FTD "on its last leg."
- In North Carolina, **Kendra** hosted 40 friends at her home for a Food for Thought event. She asked attendees to donate \$50 each to attend with all money going to AFTD. Her fundraising team setup charcuterie boards, desserts, and drinks for our guests. She also had a table display with information on FTD and talked with guests about her experiences. The guest of honor was her mother, diagnosed with bvFTD in 2019.
- **Sharon**, took advantage of the cold and rainy days in Pennsylvania, by advertising "stocking up the freezer" through a 12 day soup sale. Soup quarts were donated by 14 local restaurants and caterers.

## Host a **Virtual** Food for Thought

Virtual events are an inclusive way to host an event and bring family and friends together, near and far! Whether your event is in person, hybrid, or completely virtual, we hope you'll be sure to take time with friends and family, make connections, and rally together to #endFTD.

Going virtual can be as simple as hosting an online fundraiser, posting FTD facts on social media or "sharing a meal" with members of your community via a video call. You can raise FTD awareness from wherever you are and in a comfortable way that best suits your current situation.

We have included some ideas to get you started, but please feel free to get creative while still involving food and FTD education. All we ask is that you host your virtual event within the campaign timeline of September 24 through October 8, 2023.



### Virtual Food for Thought Ideas:

- Make your favorite, homemade specialty dish and take "to-go" orders from family and friends using AFTD's preferred fundraising platform, **Classy**. Then, arrange a safe time and place for your guests to pick up their food orders (or go one step further and offer to deliver). Include AFTD educational and awareness materials in each order to amplify awareness.
- Host a virtual dinner with family and friends via a video sharing platform (FaceTime, Zoom, Skype, Facebook Messenger, Google Hangouts, WhatsApp, House Party, etc.) to connect and share facts about FTD. Leading up to the event, ask your network to help aide AFTD's mission by asking them for donations through your personal fundraising page on **Classy**.
- Create a fundraiser on **Classy** and everyday during the two-week campaign, share an FTD fact along with your favorite recipe or a picture of a meal you made/ate that day.
- Ask your favorite local restaurant to host a giveback night for all to-go (and/or dine-in as appropriate) orders with a portion of proceeds going to AFTD. Invite your family and friends to order takeout from that restaurant. To further spread FTD awareness you can create a short video or social post about FTD education and thank everyone that participated that night.
- Gather a group on a video sharing platform for a virtual "cooking together" night and agree on a recipe to make from your respective homes. As you cook the meal, share your FTD story while raising awareness about the disease.
- Start a Facebook fundraiser, title it "Food for Thought 2023" and share recipes, pictures, FTD facts—whatever you'd like with your social network and easily accept donations on each post.

The important part about hosting a virtual Food for Thought event is to **get creative** and **have fun!** Anything that combines family/friends, food and FTD education/awareness will do. If you're still unsure on how to host a virtual Food for Thought event, please contact your liaison for more support.



## Frequently Asked Questions



**Q: "What platforms can I use to host a virtual event?"**

**A:** FaceTime, Zoom, Skype, Facebook Messenger, Google Hangouts, WhatsApp, House Party – your Food for Thought event could also be something as simple as a food-themed [Classy](#) or Facebook fundraiser, where you share a loved one's favorite recipe and raise funds in their memory or honor.

**Q: "What if I want to host an event but am inexperienced or nervous?"**

**A:** If you've gotten this far, you're already ready. No one is more qualified to tell your story than you are, and you've got this! If you still don't feel prepared, talk to your liaison. Recruit a family member or friend to help. And remember, an event is a chance to connect with others, and not carry it all yourself.

**Q: "What materials will you provide me to distribute/give away at my event?"**

**A:** AFTD-branded educational and awareness materials such as brochures and bracelets.

**Q: "When will you mail me the materials?"**

**A:** Once you confirm your event details with your liaison they will let us know here what you need, and everything will be shipped out the week of September 4, 2023.

**Q: "Will AFTD cover upfront expenses in preparation of my event?"**

**A:** Expenses incurred for Food for Thought events are the responsibility of the host. AFTD cannot provide any overhead costs. Out-of-pocket expenses incurred for the event may be tax-deductible. Maintain all receipts and consult with your tax advisor for direction.

**Q: "Who should checks be made out to?"**

**A:** Checks should be made payable to the "Association for Frontotemporal Degeneration" or "AFTD." AFTD cannot accept checks made out to Food for Thought, FFT, or the name of your event. Please refer to page 8 in this toolkit for additional information.

**Q: "What if someone writes out a check to me instead of AFTD by mistake?"**

**A:** You can endorse the check and add "payable to AFTD."

**Q: "Where do I send my checks?"**

**A:** Checks can be sent to:

AFTD  
2700 Horizon Drive Suite 120  
King of Prussia, PA 19406

**Q: "How will AFTD acknowledge donations?"**

**A:** AFTD will send a thank you/receipt for any checks or electronic donations we receive. AFTD cannot receipt individual cash donations. If you receive cash donations at your event, AFTD will send you a letter acknowledging the lump sum. This letter may be copied and distributed to anyone who contributed. It is the responsibility of the donor to work with their tax advisor regarding the amount they contributed and deductibility.

**Q: "Are online donations to my event via [Classy](#) tax deductible?"**

**A:** Yes. The Association for Frontotemporal Degeneration is a 501(c)3 tax-exempt organization, and online donations made via [Classy](#) are tax-deductible within the guidelines of U.S. law.

**Q: "Are there t-shirts for purchase?"**

**A:** Yes. Ask your liaison for details.

**Q: "What is the best meal of the day?"**

**A:** All of them!

**Q: "Does AFTD have communication tools to help me so I don't have to start from scratch?"**

**A:** Yes. Your liaison can provide you with the following samples: fundraising letter, thank you letter, flyer, media release, etc.

## AFTD's 2023 Food for Thought Campaign

**Q: How can I find out how much money I raised?**

**A:** AFTD can let you know how much you have raised. Be sure that checks are mailed in with a note or memo stating that they are for your event so we can properly credit you. If you have a Classy page, we will add any checks we receive to your page offline.

**Q: How do I create an online fundraising page?**

**A:** Classy is the fundraising platform AFTD uses. It provides simple step by step instructions to set up and create your own page. To get started go to: <https://give.classy.org/FFT2023>

**Q: How do I re-size the logos while keeping their shape?**

**A:** Place the cursor in one of the four corners of the logo and drag it to the size you want. The logo needs to remain the same colors.

**Q: What if my question wasn't answered here?**

**A:** For any other questions – including specific culinary advice – please contact **AFTD's Events Department** at: [fundraising@theaftd.org](mailto:fundraising@theaftd.org).

**Q: Can AFTD sign or obtain a contract or permit for my event?**

**A:** No, any contract or permit that needs to be signed or obtained is the responsibility of the host, and cannot be signed or obtained by or on behalf of AFTD. This is included in the rules and regulations associated with Gaming, on page 9.

**Q: Can AFTD help me solicit in-kind donations?**

**A:** Yes, AFTD can provide you with examples and templates for in-kind donation asks—however, AFTD cannot directly solicit in-kind donations for your event.





## Take Time with Friends and Family. Take Action.

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### Links:

- Website: <https://www.theaftd.org/get-involved/host-an-event/food-for-thought>
- Classy: <https://give.classy.org/FFT2023>
- Contact Form: <https://www.theaftd.org/fft2023contactform/>
- AFTD Facebook: <https://www.facebook.com/TheAFTD>
- AFTD Twitter: <https://twitter.com/AFTDHope>
- AFTD Instagram: <https://www.instagram.com/theaftd>

### Packages:

- Let your Liaison know your event plans by **September 1** so you can get your materials in time for your event. Requested AFTD materials will be shipped out the same week.
- If you don't inform your liaison by the deadline, AFTD cannot guarantee materials will arrive in time for the event. ***Where possible, we will do our best to accommodate late submissions.***

### Hashtags for FFT 2023:

- #FoodforThought2023
- #EndFTD

### Event Results:

- Host's event results and fundraising totals submitted to liaisons by October 15, 2023 will be included in AFTD's fall 2023 Newsletter.

### Pictures:

- Please take pictures during your event and send them to your liaison post event. Try to send the highest resolution photo you can (original size) so that we can use it in print!
- AFTD has photo release forms for adults and children.



### Updates:

- If your event cannot go forward, or your plans change, be sure to keep your liaison informed! Thank you for your time and your participation.



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