



Sudanese American Medical Association

Guide to organizing an in-person fundraising event

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This summer, families across Sudan are facing the hardest season of the year. You don’t need to be an expert fundraiser to help close that gap — you just need a table, a few friends, and a reason people care. This guide walks you through everything you need to host your own fundraiser in support of SAMA’s Feed & Heal Sudan campaign.

Why Fundraise

Sudan is the world’s largest humanitarian crisis — and one of its most underfunded. Less than a fifth of the funding needed has been raised globally. Community fundraisers like yours close that gap directly, and they do something a single online donation can’t: they bring people together, build awareness, and turn a cause into a shared effort.



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Whatever your community looks like — your neighborhood, your school, your workplace, your circle of friends — there's a fundraiser format that fits it.

Step 1: Pick Your Fundraiser Type

Choose whatever fits your community and the time you have. A few popular options:

Community Events

- Community dinner
- Sudanese cultural night
- Sudanese food festival
- Community sports tournament
- Charity walk
- Charity run
- Charity bike ride
- Children's fun day

Faith-Based Events

- Friday Masjid fundraiser
- Laylat Al-Qadr campaign
- Eid Al-Adha campaign
- Zakat campaign
- Sadaqah campaign
- Church fundraiser
- Interfaith community event

Educational Events

- University/School fundraiser
- Humanitarian seminar
- Documentary screening
- Photography exhibition
- Art exhibition
- Book discussion
- Panel discussion



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Youth-Led Campaigns

- High school fundraising challenge
- University ambassador campaign
- Fitness challenge
- Summer Ambassador Program
- Peer-to-peer fundraising challenge

Creative Events

- Silent auction
- Charity auction
- Bake sale
- Handmade crafts market
- Charity concert
- Poetry night
- Talent show
- Fashion show

Exhibition Opportunities

- ISNA Convention
- MAS-ICNA Convention
- Community festivals
- Health conferences
- University fairs
- Local nonprofit expos

Event Setting

- Masjid fundraiser
- University fundraiser
- Exhibition at conventions (ISNA, MASCON, etc)

Step 2: Set Your Goal

Before you plan anything, get clear on what success looks like for you. That might be:

- A dollar amount you'd like to raise



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- A number of new donors you'd like to introduce to SAMA
- Simply raising awareness in your community

All of it matters — there's no fundraiser too small.

Step 3: Tell Us What You're Planning

Once you've got an idea, let us know by filling out the short form on our website. We'll follow up with everything you need to get started.

Step 4: Get Set Up

Here's what to take care of before the big day:

1. **Secure your venue** — get any needed approval from the venue (school, community center, workplace, etc.).
2. Ensure compliance with **local regulations** regarding fundraising activities.
3. **Printing promotional materials**— find brochures , t shirts and banner links on our website
4. Set up your **donation collection methods**
 - Offer a core donation method while keeping a few alternative options available.
 - **Primary method:**
 - Online donations via a single platform (e.g., a dedicated Launchgood page with a QR code).
 - **Alternative Methods**
 - Cash boxes- Cash and checks
 - Mobile card reader (eg. Square)- Credit/Dept cards
 - Mobile payment apps (eg. Zelle)
5. Recruit a few helping hands — even two or three volunteers makes the day easier. Assign simple roles: greeting guests, handling donations, distributing brochures and taking photos.
6. Spread the word — share the event in your community, on social media, and with anyone you think would want to come.

Step 5: Run Your Event

On the day itself:

- Arrange **tables, booths, or donation stations** in an effective location.



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- Ensure **donation collection methods** (cash, card readers, QR codes) are ready.
- Manage **volunteers and on-site support** to guide attendees and answer questions.
- **Welcome guests** warmly and share why this cause matters to you
- Take photos and a short video or two — these help SAMA share your impact afterward.
- Thank everyone who shows up, gives, or helps out.

Step 6: Share the Results

After your event, send us:

- **Brief event summary** to SAMA, including:
- **Funds raised** and donor feedback.
- **Challenges faced & suggestions** for future events.
- **Photos and videos** for use in SAMA's impact reports.
- A few sentences on how it went — what worked, what surprised you, how people responded
- Follow up with major donors and encourage **recurring contributions**.

With your permission, we love recognizing fundraisers publicly — it's one of the best ways to show your community that their support made a real difference.

What SAMA Provides

- Designed promotional materials — brochures, posters, and banners, ready to print
- Reimbursement for approved printing costs (just keep your receipts)
- Guidance and best practices along the way
- Promotion of your event through SAMA's social media and email list
- Support reviewing how your fundraiser went afterward

Event Planning Timeline



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Timeline	Key Activities
Before the event	<ul style="list-style-type: none"> • Select the event type • Define fundraising goals and financial target • Reserve the venue • Recruit volunteers • Request fundraising materials from SAMA (brochures, banners, posters, QR codes) • Develop a promotion plan and launch event marketing
Before the event	<ul style="list-style-type: none"> • Confirm speakers or special guests • Print promotional materials • Test donation systems (QR codes, card readers, online platform) • Promote the event through social media, email, and community groups • Finalize volunteer assignments
1 Week Before	<ul style="list-style-type: none"> • Confirm volunteer schedule and responsibilities • Prepare donation stations and cash boxes • Print attendee lists, pledge cards, and sign-in sheets • Prepare banners and signage • Conduct a final planning meeting with volunteers
Event Day	<ul style="list-style-type: none"> • Set up the venue and donation stations • Brief volunteers on logistics and key messages • Welcome attendees and engage donors • Collect donations and issue receipts where applicable • Take photos and videos • Thank attendees, volunteers, and sponsors



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Within One Week After	<ul style="list-style-type: none">• Submit collected funds to SAMA• Submit a post-event report, including funds raised, attendance, donor feedback, and lessons learned• Share photos and videos with SAMA• Send thank-you messages to donors, volunteers, sponsors, and venue hosts• Evaluate the event and document recommendations for future fundraisers
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Ready to Get Started?

Fill out the form on our website to tell us what you're planning, and we'll be in touch with everything you need.

Questions any time — reach us at admin@sama-sd.org or WhatsApp +1 (703) 544-5658.