



Scan to learn
more and
get involved

Steps to Create an Event

1

Start by submitting our online interest form.

Once the form is received, a Four Diamonds staff member will contact you to learn more about your ideas and help you get started.

2

Turn your interests and passions into a successful Team FTK fundraiser to benefit Four Diamonds.

- You may need to get approval to raise funds and awareness for Four Diamonds on your campus. Be sure to chat with someone within Student Activities to see if it makes sense for you to start your own club/organization or join forces with an existing group. Don't forget to lead with the RESEARCH message. Your support drives the discovery of new and improved treatments and cures to benefit kids around the world.
- Form a committee of classmates and friends who are just as dedicated to Four Diamonds' mission as you are. These individuals can help with event planning, logistics, marketing, etc.
- Generate some ideas. You can choose to have one large fundraising event, several small events over a period of time or a combination of both! Be sure to check out our Team FTK Top 30 Fundraising Ideas to help get your wheels spinning! Remember to keep your campus culture in mind and determine what types of events will engage the most people and raise the most money.
- Once you have some ideas, start thinking through event logistics (date, time, location etc.).

3

Engage others with a Team FTK fundraising page.

You will have access to a personal fundraising page that we will create for you. Through this page, you can engage your network of family and friends, share personal stories and post your event details, photos, videos, etc.

4

Promote your event and start to fundraise.

Spread the word on campus through email, social media, flyers, etc. It's important to share why Four Diamonds' mission is so important, to help inspire other students, friends, family or community members to donate. Enlist the help of others to maximize your reach.

5

Host your event on campus and **HAVE FUN!**

Engaging your campus community is a great way to rally support around your cause and have a great time while doing it. Remember, everything we do is FTK® – For The Kids®.