



National Blood Clot Alliance

**Stop The Clot®**

# 12 Steps to Planning a Successful Blood Clot Awareness Event

If you're eager to contribute to the National Blood Clot Alliance (NBCA) by raising awareness or funds but don't know where to begin, you've come to the right place! NBCA has prepared this guide to help you turn your event ideas into reality. By organizing a blood clot awareness event, you have a remarkable opportunity to disseminate valuable information about blood clots and clotting disorders while rallying support for NBCA. Consider the following ideas as you contemplate hosting your event, and let's make a meaningful impact together!





## Define the Purpose and Goals

When planning your event, clearly state its purpose, whether it's raising funds for NBCA, promoting blood clot education, honoring a loved one, or all of the above! Set goals that align with the purpose, such as distributing educational materials or having healthcare professionals present.

## Select Your Event

Select an event that aligns with your available resources, target audience, community needs, and personal interests/skills. Some examples are: a themed fundraiser, fitness class fundraiser, sports tournament (golf, bowling, softball, etc.), walk/run, community awareness booth, trivia night, local restaurant fundraiser, bake sale, or poker tournament.



## Build Your Team

Assemble a dedicated team for your event by reaching out to friends, family, colleagues, and acquaintances who are willing to contribute their time and skills.

## Establish a Budget

Consider your event's budget by exploring various fundraising methods such as sponsorships, individual fundraising, or hosting a raffle. Factor in expenses like venue fees, refreshments, and signage. Businesses and venues will often offer discounts and donations of goods if you let them know the cause.



## Select a Date, Time, and Location



Choose a convenient date and time for your target audience. Look for a venue that can accommodate your expected number of attendees and provides the necessary facilities for your event activities. Consider asking friends and family for venue recommendations, contacting your local parks and recreation department, or utilizing your own home/property if suitable.

## Obtain Permits and Permissions

Determine if any permits or permissions are necessary for the event, such as permits for public spaces, amplified sound, parking, or liability insurance. Make sure to contact the relevant authorities well in advance to obtain the required permits. NBCA can provide liability insurance if single-day event coverage is required by the venue.



## Gather Event Materials



Determine the specific materials you wish to include at your event. Are you looking to provide information to high-risk populations like women, hospitalized patients, or cancer patients? Or are you looking to provide general blood clot signs and symptoms? Notify NBCA at least three weeks in advance of your event so we can help provide educational and awareness materials.

## Secure Sponsorships

Securing sponsors can greatly enhance the participants' experience at the event while minimizing expenses. Sponsors can provide financial or in-kind support for various aspects of the event. NBCA can provide you with a letter of endorsement and sponsorship documents to assist with this process.





## Set Up Your Online Event Page

NBCA will assist you in setting up an online event page with registration. If your event doesn't require registration, you can create your own fundraising campaign pages through **NBCA's DIY Fundraising platform on Classy.**

## Promote Your Event

Explore local advertising opportunities by reaching out to radio stations, television stations, local newspapers, and websites that offer "community events" sections for free promotion. You can also leverage social media platforms to promote your event and encourage friends to share the event information.



## Logistics and Event Management

Plan the event agenda, arrange for necessary audiovisual equipment, seating arrangements, and display areas for educational materials. Consider designating day-of tasks, such as attendee sign in/check in, equipment/technology set up, event set up/tear down, and photography.



## Event Wrap Up

Express gratitude to attendees for their support during and after the event. Send donation checks to NBCA by mail and make a corresponding online donation for any collected cash (do not mail cash). Be sure to share event photos with NBCA or tag @stopthecлот on social media.



# Ready to Get Started?

Before embarking on your event preparations, please take a few moments to fill out the [Event Proposal Form](#). An NBCA staff member will gladly assist you in discussing your ideas and goals, ensuring a successful event.



## Additional Resources

NBCA's Tax ID Number: 56-2425135

### Mailing Address



Please make checks payable to:  
National Blood Clot Alliance and  
send them to our PO Box:

PO Box 825687  
Philadelphia, PA 19182-5687

### Event Documents



NBCA can provide you with the following documents:

- Liability insurance certificate
- Business affiliation letter
- Letter of endorsement
- Sponsorship language

### Contact Information



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*Tag us on social!*

