



Individual Supporter Fundraising Toolkit

Thank you for your interest in fundraising in support of the American Nurses Foundation (ANF). Supporters, like you, play an important role in advancing our mission by engaging their personal networks to raise awareness and funds on behalf of nurses nationwide.

This toolkit outlines how individuals may independently fundraise in support of ANF, including through events such as races, milestone celebrations, or personal campaigns, and how ANF can support these efforts.

Step 1: Initial Conversation

ANF will connect briefly with the prospective supporter via phone or email to understand the planned fundraising activity, timeframe, and goals. This conversation helps ensure alignment and allows ANF to determine appropriate level of support.

Step 2: ANF Support and Resources

ANF may provide the supporter with official branding materials, including the ANF logo which must be used according to the logo usage guidelines. When appropriate, ANF may also facilitate an introduction to the communications team for assistance with branding, storytelling, or apparel needs (such as a race t-shirt).

Step 3: Fundraising Page Setup

ANF may create a personalized fundraising page for the supporter. Supporter will be asked to provide a brief personal statement for inclusion on their page, explaining why they are fundraising for ANF.

Step 4: Supporter Acknowledgment

Before the fundraising page goes live, the supporter will be asked to sign an agreement confirming that their fundraising is conducted independently in support of ANF and does not constitute an employment, partnership, or formal organizational relationship. This form also confirms agreement to follow ANF logo usage guidelines.

Step 5: Post-Campaign Follow-Up

After completion of the fundraising activity or event, ANF will provide the supporter with a summary fundraising report associated with their campaign. ANF will manage donor acknowledgment and stewardship in accordance with ANF policies.

We are grateful for the commitment of independent supporters who choose to fundraise on behalf of the American Nurses Foundation and help strengthen the future of nursing.



Individual Supporter Agreement

I acknowledge that I am independently fundraising in support of the American Nurses Foundation (ANF). I understand and agree that my participation does not create any employment, partnership, or official relationship with the Foundation beyond that of a donor. I agree to follow ANF logo usage guidelines and to secure review and written approval from the ANE Marketing/Brand team prior to use (see below).

Signature: _____

Name: _____

Date: _____



ANF Logo and Usage Guidelines



**American
Nurses
Foundation**



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Use of the American Nurses Foundation (ANF) logo requires prior review and written approval from the ANF Marketing/Brand team; unauthorized or unapproved use is not permitted.