

COOKOUT KING DESSERT BAR

FUNDRAISING TOOLKIT



INTRODUCTION

You can help people affected by CMN, NCM, and related conditions have a brighter future by raising funds for Nevus Outreach. Fundraising events have an added benefit; they help raise awareness of CMN, NCM, and related conditions, and the Nevus Outreach. The more people who know about this condition in the medical and the general public, the more likely people will help advance our mission.

The most powerful way we can raise funds and awareness is through you—our volunteers. You are our champions. You are the one making your mark. Your circles of relatives, friends, co-workers, and neighbors, your knowledge, your personal journey, and your commitment cannot be matched by anyone outside of our community. This guide walks you through the steps to set up your own ‘Backyard Cookout’ event and explains how the Nevus Outreach can help.

Supporting you, supporting each other.

If you have any questions, contact us at info@nevus.org

Thank you for supporting and advancing our mission to empower and connect people touched by CMN, NCM, and related conditions through awareness, advocacy and research!

'COOKOUT KING'

DESSERT BAR SHOWDOWN EVENT IN FIVE EASY STEPS

The Dessert Bar Fundraiser is a fun and family-friendly way to support Nevus Outreach through the Cookout King Challenge Champion campaign. This sweet spin on traditional fundraising invites people to enjoy a variety of homemade or donated desserts—think cookies, cupcakes, brownies, pies, and other treats—in exchange for a suggested donation. It's a flexible, easy-to-host event that can be set up at a backyard gathering, community center, workplace, or even alongside a BBQ cookout.

Guests can fill a plate or build their own dessert sampler, with all proceeds going to Nevus Outreach to support families affected by congenital melanocytic nevi (CMN). Whether you're baking treats yourself, collecting donations from local bakeries, or inviting friends to contribute their favorite desserts, this fundraiser offers a warm and welcoming way to gather your community around a shared cause—raising awareness and funds with every bite.

STEP 1 CHOOSE YOUR LOCATION & DATE

Start by selecting where and when you'll host your dessert bar. This can be at your home, a community center, school, church, workplace, or even as an add-on to a BBQ or Cookout King event. Pick a date that gives you 2–3 weeks to plan and promote. Make sure your space has enough room for tables, signage, and flow for people to grab treats and mingle. Indoor or outdoor both work—just keep the weather in mind if you're using perishable desserts..





STEP 2 GATHER YOUR SPREAD OF DESSERTS

Now for the fun part—filling your dessert bar! You can bake the treats yourself, ask friends and family to contribute their favorite recipes, or request donations from local bakeries and grocery stores. Offering a mix of items—like cookies, brownies, cupcakes, fudge, fruit bars, chocolate-covered pretzels, or gluten-free and allergy-friendly options—will help make sure there's something for everyone. Display the treats on trays or tiered stands to give your table a festive and welcoming feel. Be sure to include signs labeling each dessert and noting any allergens like nuts, dairy, or gluten. A beautifully arranged dessert table invites generosity and gives your event that “special touch.”



STEP 3 CREATE A DONATION STATION WITH HEART

Your dessert bar is a fundraiser, so you'll want to make giving as easy and meaningful as possible. Set up a central donation area with a decorated jar or donation box for cash contributions. Even better—print out a large, scannable QR code that links directly to your Challenge Champion fundraising page for Nevus Outreach. Add a sign or poster that explains what congenital melanocytic nevi (CMN) are, how the funds help, and why this cause is personal to you. A short paragraph with your story, a family photo, or a message from your child can make a huge emotional impact. You can either ask for a suggested donation per dessert plate (e.g., \$5–10) or let people donate what they can. The goal is to keep it accessible, heartfelt, and easy to give.



Important: Nevus Outreach does not cover expenses. Sponsors should write checks directly to vendors, not Nevus Outreach. Ensure all sponsors complete a donation form to receive tax credit. Questions? Contact us at info@nevus.org.



STEP 4 PROMOTE WITH PURPOSE

Promotion is where your fundraiser gets real traction. Start by designing flyers or digital posts with all the key details: time, date, location, what kind of desserts to expect, and how to donate. Include your personal story and a QR code that links to your fundraiser so people can donate even if they can't attend. Share across Facebook, Instagram, email, community Facebook groups, local school or church newsletters, and anywhere else you have connections. Don't be afraid to be personal—share why Nevus Outreach matters to you and how sweet it feels to be part of something bigger. People love supporting causes they care about, especially when there's dessert involved

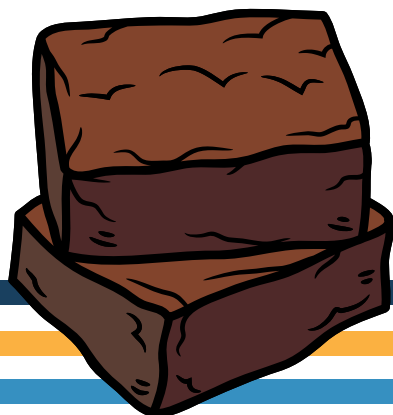


STEP 5 WE'RE HERE EVERY STEP OF THE WAY

Hosting a fundraiser event might feel overwhelming, but don't worry—we're here to support you every step of the way! To make things easier, we've included optional resources to help you stay organized:

- [Click here to request your donation page](#)
- Cash log / We can also provide a Digital Form for this

Don't feel like you need to tackle everything at once—we're here to walk you through it all and provide any help you need. Let's get started together! Reach out today at info@nevus.org.



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Nevus Outreach 'Dessert Bar' TITLE SPONSORSHIP PROPOSAL

As the Title Sponsor for this event, your company will receive:

- Bannering and signage rights throughout the event
- Space at the event to set up and display your company and/or products
- Logo placement on all printed materials including posters and flyers
- Logo placement on the t- shirts
- Welcoming rights at the beginning of the cookout
- Special recognition at the event
- Logo inclusion in print materials and event web page

In return, Nevus Outreach will receive:

- \$1,000 Title Sponsorship Fee (due upon signing)

Please Note: To be included in all print materials including posters, flyers, print, etc. agreement must be signed before _____

Agreed and Accepted By:

Name _____ Date _____

Nevus Outreach Contact _____ Date _____

Address _____

City _____ State _____ ZIP _____





Nevus Outreach 'Dessert Bar' SNACK/FOOD SPONSORSHIP PROPOSAL

As a Snack/Food Sponsor for this event, your company will receive:

- Bannering rights at the event
- Sampling rights at the event
- Special thank you at the kick-off
- Logo inclusion in print materials and event web page

Please Note: To be included in all print materials including posters, flyers, print, etc. agreement must be signed before _____

Agreed and Accepted By:

Name _____

Title _____

Address _____

City _____ State _____ ZIP _____





Nevus Outreach 'Dessert Bar' BEVERAGE SPONSORSHIP PROPOSAL

As a Beverage Sponsor for this event, your company will receive:

- Bannering rights at the event
- Sampling rights at the event
- Special thank you at the event
- Logo inclusion in print materials and event web page

Please Note: To be included in all print materials including posters, flyers, print, etc. agreement must be signed before _____

Agreed and Accepted By:

Name _____

Title _____

Address _____

City _____ State _____ ZIP _____





IN KIND DONATION FORM

The following item has been donated to the _____ event to benefit the Nevus Outreach.

Please use a separate form for each item donated.

Item _____ Retail Value _____

Description _____

Restrictions and Limitations (if any) _____

Name of Company/Individual Donating Item _____

Person to be acknowledged _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Cell Phone _____

Fax _____ E-mail _____

Solicited by _____

Donation accepted by _____ for _____

☐

Please check if pick up is required.

Thank you from Nevus Outreach, your support is sincerely appreciated. Proceeds benefit those touched by CMN, NCM, and related conditions to further community, awareness, and advance research.

Donations are tax deductible to the full extent allowed by law. The Nevus Outreach is a not-for-profit organization with section 501(c)(3) status. The EIN is 59-3455128.