

COOKOUT KING POOL PARTY

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.

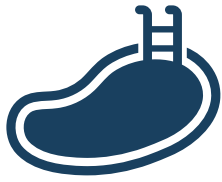
The most powerful way we can raise funds and awareness is through you—our volunteers. You are our champions. You are the one making your mark. Your circles of relatives, friends, co-workers, and neighbors, your knowledge, your personal journey, and your commitment cannot be matched by anyone outside 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'



POOL PARTY EVENT IN FIVE EASY STEPS

This summer, turn your pool into a party with purpose! As part of the Cookout King fundraiser from Nevus Outreach, we're excited for you to host a fun-filled pool party where every splash supports families affected by congenital melanocytic nevi (CMN).

Whether it's in your backyard, at a neighborhood pool, or a community center, your event can help raise awareness, funds, and hope for those living with rare skin conditions.

Pool parties are perfect for summer fun—add in good music, snacks, games, and a great cause, and you've got a memorable event that truly makes a difference. Ready to dive in?



STEP 1 CHOOSE YOUR LOCATION & DATE

Start with the basics—where and when. Choose a location that can safely and comfortably host your expected guests:

- Backyard Pool: Great for more intimate gatherings with family and friends.
- Neighborhood or HOA Pool: Ideal for community-wide events—just be sure to reserve space and follow pool rules.
- Public or Community Pool: Perfect for larger crowds, but may require permits, insurance, or advance booking.

Once your location is locked in, pick a date that gives you time to prepare and promote. Aim for a weekend or holiday when people are more likely to be free. Check weather forecasts and consider having a backup plan (a rain date or indoor space) just in case.

Bonus Tip: Ask your HOA, community center, or local pool if they'd be willing to donate space or waive rental fees for a charity event.





STEP 2 PLAN THE ACTIVITIES AND POOL FUN!

Make your party memorable with fun, low-stress entertainment. Here are some ideas:

In-Pool Activities:

- Float races or obstacle courses
- Synchronized swimming contest (funny and simple)
- Pool volleyball or basketball
- Dive-for-prizes game (use diving sticks or coins)

Out-of-Pool Fun:

- Face painting or temporary tattoos
- Giant bubbles, sidewalk chalk, or water balloon stations
- “Coolest Sunglasses” or “Best Summer Outfit” contests
- Craft table (friendship bracelets, decorate-your-own beach ball, etc.)

Want to go big? Ask for donations of:

- Bounce houses or water slides (contact local rental companies—they may offer a discount or donation for a nonprofit event)
- Snow cone or cotton candy machines
- Tents or shade structures
- Gift cards or items for a raffle or silent auction

How to ask:

Reach out to small businesses, party rental companies, or even local restaurants and say:

“Hi, I’m hosting a pool party fundraiser to support Nevus Outreach, a nonprofit for families affected by rare skin conditions. Would you be willing to donate or discount a bounce house/supplies for the event? All proceeds go directly to the cause, and we’d love to give your business a shoutout at the event and on social media.”

Pro tip: Have plenty of towels, sunscreen, and pool noodles ready. You can also set up a shaded lounge area for guests who want to stay dry.



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 3 SET UP A DONATION STATION & MAKE IT FUN!

This is the heart of your fundraiser. Make it easy, visible, and fun for guests to contribute.

At the Event:

- Set up a donation table near the entrance with signs, decorations, and Nevus Outreach info.
- Display a QR code to your online fundraiser so guests can donate from their phones.
- Use a cash donation jar for those who prefer to give in person.
- Offer small thank-you items like popsicles, stickers, or baked goods for donations.
- Have a poster or handout that explains how donations will help support CMN families.

Creative Ideas:

- Charge a small “entry fee” (suggested donation) at the gate
- Hold a raffle with donated gift cards or prizes
- Sell snacks or drinks with proceeds going to the fundraiser
- Let kids “vote” for their favorite float or contest winner with dollars—most votes wins a prize!

The magic of your event will come from the energy and intention you bring. Help guests feel part of something bigger by weaving your cause into the fun:

- Welcome everyone with a quick message about why you're hosting the fundraiser.
- Share a personal story or a short fact sheet about CMN and Nevus Outreach's mission.
- Decorate with Nevus Outreach colors, balloons, or signs with slogans like “Rare But Mighty” or “Splash for a Cause.”
- Encourage guests to tag @NevusOutreach and use hashtags like #CookoutKing #PoolPartyForACause #RareButStrong

After the party, post thank-you messages and photos on social media and tag supporters. You can even send follow-up emails with how much was raised and what it will support.



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STEP 4 SPREAD THE WORD

Start spreading the word at least 2–3 weeks in advance to give people time to plan. Use multiple communication channels to reach different audiences:

Online:

- Create a Facebook Event with the date, time, location, and purpose
- Post on Instagram, Facebook, and neighborhood apps like Nextdoor
- Share a short video or photo countdown to build excitement
- Include a link to your online fundraiser so people can donate even if they can't attend

Be clear that this event is more than just a pool party—it's a way to support rare families and build awareness about CMN.

Start sharing—it's time to get your community 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 'Pool Party' TITLE SPONSORSHIP PROPOSAL

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

- Bannering and signage rights throughout the course
- 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 party
- Special recognition at the party
- 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 'Pool Party' SNACK/FOOD SPONSORSHIP PROPOSAL

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

- Bannering rights at the party
- Sampling rights at the party
- 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 'Pool Party' BEVERAGE SPONSORSHIP PROPOSAL

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

- Bannering rights at the party
- Sampling rights at the party
- 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 _____





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.