

LEAGUE OF UPPER EXTREMITY WRESTLING WOMEN OF DURHAM, LLC

WEBSITE: LUEWWD.COM
E-MAIL: INFO@LUEWWD.COM



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LUEWWD is an independent fundraising initiative that works with organizations improving outcomes for women and girls through their work in the Durham Community. In selecting a nonprofit partner LUEWWD organizers consider many factors such as the organization’s purpose, target population, willingness and commitment to collaborate with us, and size of the organization’s fundraising needs.

Eligibility requirements:

- The organization’s target population must be located in Durham County.
- The organization’s target population must be women and adolescent girls.
- The organization must be a tax-exempt under Section 501(c)(3) of the Internal Revenue Code or must have the consent of a 501(c)(3) organization to serve as fiscal agent. Written confirmation by the 501(c)(3) organization of its willingness to serve as fiscal agent is required.
- Funds must not be used for deficit or emergency funding, debt reduction, loan repayment, or project costs incurred before the fundraiser.
- Funds must not be used for political programs or activities to support, change, lobby, or otherwise influence legislation and/or ballot measures, candidacies for public office, or other political issues.
- Funds must not be used for any organization that discriminates on the basis of age, gender, race, ethnicity, religion, disability, sexual orientation, national origin, or political affiliation. Funds may support organizations and projects that target groups that have been subject to historical discrimination.
- Funds may not be used for religious activities; however, religious institutions may apply for funding for nonsectarian projects.
- Funds may not be used for the purchase of alcoholic beverages, or any activity that primarily consists of a banquet or meal.

Please answer the following questions in a typed Word document and return to info@luewwd.com.

- Please describe the purpose of your organization, goals, activities and target population.
- Is your organization a non-profit entity?
- LUEWWD fundraisers typically net between \$2,000-\$5,000 for the nonprofit partner (LUEWWD expenses are currently between \$200 and \$500). Please describe how your organization would use such an amount to support women and girls in Durham. Please be specific as you can (e.g., \$3,000 would provide 7 scholarships for women transitioning to independent housing).
- Does your organization currently engage in fundraising? If so, please list your annual fundraising goal and the types of fundraising activities used.
- While LUEWWD (pronounced lewd) is a clever acronym, it does not thoroughly describe the activities of the arm wrestling fundraiser. This is a very non-traditional form of fundraising that may be perceived by individuals in your organization negatively. Some activities that may be perceived negatively include: hosting the fundraiser at a bar/nightclub, alcohol sponsors, occasional profane language, and costumed contestants that may choose risqué attire. Do you foresee this being a barrier to your participation? Do you expect that your Board of Directors and other funders will approve of this fundraising activity?
- Based on our experience, LUEWWD fundraising events are more effective when the nonprofit is an active partner in the planning and fundraising process. Consequently, we ask that all nonprofit partners do the following:

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1. Provide a contestant who will compete in the arm wrestling tournament as your organization’s representative on the night of the event and who will find 4 entourage members who can be from the organization or outside of the organization.
2. Find a "celebrity judge" who will represent your organization on stage and who, along with two other judges, will provide commentary, award prizes, and spin our stalemate wheel (i.e., could be an executive director, board chair, lead volunteer – anyone!).
3. Recruit between 5 and 7 volunteers for the night of the event, depending on the need, to help with a particular set of volunteer roles (e.g., raffle ticket sales, greeters, general event support). We encourage you to bring materials about the organization and have 1 or 2 volunteers or staff available to talk with people about what you do.
4. Ahead of the event, solicit monetary donations from local businesses, board members, friends, particularly those who can't make the event, but want to donate. Some donors may want to be sponsors of the event and others may wish just to contribute – we can work with you to figure out the best arrangement. For example, you could approach a potential donor for a 50-100% match (e.g., if the LUEWWD event raises \$3,000, a donor can match that with an amount between \$1,500 and \$3,000).
5. Post the event on online calendars and generate press releases/content (run it by LUEWWD before sending out, please!); if you do not already have a list of places to send calendar postings and press releases, LUEWWD has some ideas to share.
6. Promote the event by hanging posters in the Triangle area and share the LUEWWD-created event page via social media.
7. Participate in periodic meetings with LUEWWD organizers; we estimate the number of meetings to be about 3 or 4 during the course of event planning.
8. Generate written content and photos for up to three blog posts on luewwd.com leading up the event that describe examples of your organization’s work. This is optional, although we do recommend it because those posts draw attention to the event and to your organization.
9. Correspond in a timely fashion with LUEWWD organizers.

Thank you for completing this brief application. After the application is submitted, the LUEWWD organizers will review and determine whether it will be an appropriate fit. We thank you for your time and all that you do for your community. If you are selected as a nonprofit partner, LUEWWD will be happy to work with you in any way we can to make it a successful fundraiser for your organization!