



**Celebrate our Virginia Veterans**  
**Suggested Guidelines to Plan a Veterans Day Event**  
**November 11, 2021**

**1. Form a Planning Committee**

Recruit friend, family, employees or anyone who shares a common interest in Celebrating our Virginia Veterans. With the help of a dedicated and enthusiastic group of people, the success of your event will increase.

**2. Select a Date or Dates**

Choose a date(s) to host your Veterans Day event. It could be November 11, the week, or the entire month of November.

**3. Choose an event or promotion that fits your interests or business and draw in your customers**

Choose an event that you and others enjoy, like a golf tournament or a sales drive. If you have a business, create or promote a special item. You can try adding a raffle or silent auction. The possibilities are endless.

**4. Decide what percent of the net proceeds will be donated**

Consider donating percentage of all sales, or percentage of sales for a particular menu item. Knowing this information will encourage your guests to spend more to increase donations.

**5. Develop a marketing and publicity strategy with your Planning Committee**

People are generous and eager to support our Virginia veterans. Identify and honor local Veterans and Veteran groups. Create a flyer. Promote on Social Media. Invite elected officials. Use any form of media that is available to reach as many people as possible. And invite the Foundation.

**6. Now you are ready to get started!**

Please complete the **Fundraising Registration Form** and mail or email to:

Karla Williams Boughey  
Veterans Services Foundation  
101 North 14th Street, 17th Floor  
Richmond, Virginia 23219  
[karla.boughey@vsf.virginia.gov](mailto:karla.boughey@vsf.virginia.gov)  
804-225-4748

**7.** Once the **Funding Registration Form** is submitted, the Foundation will contact you to discuss final details.

**8.** Have fun with the event.



**VIRGINIA VETERANS SERVICES FOUNDATION  
Veterans Services Fund – Fundraising Request**

**REQUEST TO CONDUCT FUNDRAISING ACTIVITIES**

**PLEASE PROVIDE ALL OF THE FOLLOWING INFORMATION TO  
THE VIRGINIA VETERANS SERVICES FOUNDATION**

101 North 14th Street  
17th Floor  
Richmond Virginia, 23219

1. Type of Event and Event Name/Title: \_\_\_\_\_
2. Name of the Sponsoring Organization and Mailing Address:  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ ZIP: \_\_\_\_\_
3. Sponsoring Organization's Authority (e.g., incorporated in Virginia, 501 (c) (3) organization, etc.): \_\_\_\_\_
4. Date and Time of the Event: \_\_\_\_\_
5. Location of the Event (Facility Name and Street Address):  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ ZIP: \_\_\_\_\_
6. Point of Contact for Event:  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ Cell Number: \_\_\_\_\_  
Email Address: \_\_\_\_\_
7. Is the Event open to the public? \_\_\_\_\_
8. Website(s) on which Event will be posted: \_\_\_\_\_
9. What percent of the net proceeds, less expenses, will be donated? \_\_\_\_\_
10. Other Information Considered Appropriate:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_