



University Hospitals

Your Guidebook to
**Community
Fundraising
Events**

for University Hospitals

Thank You for making a difference!

The people of Northeast Ohio have looked to University Hospitals as a trusted health care provider for 150 years. Today, we are as committed as ever to providing comprehensive care of the highest quality with sincerity and compassion.

UH was founded and sustained by dedicated community members striving to make a difference – it is because of the support of community fundraisers like you that UH has grown to serve one million people annually. Volunteer-led, Community Fundraising Events are a great way to get involved at UH and play a vital role in advancing our mission: **To Heal. To Teach. To Discover.**

In this guidebook you will find helpful tips and resources to make your next event a success!

- ✓ How We Can Help
- ✓ Donating Gifts-in-Kind
- ✓ Planning Checklist
- ✓ Promoting Your Event
- ✓ Fundraising Event Ideas
- ✓ FAQs



“For 150 years, the relationship between University Hospitals and the people of Northeast Ohio has remained strong and true. It’s a story of one singular community, with health, trust and excellence at its core.”

THOMAS F. ZENTY III
CHIEF EXECUTIVE OFFICER
UNIVERSITY HOSPITALS

What are Community Fundraising Events?

A Community Fundraising Event is an exciting and unique opportunity to support UH in a way that is meaningful to you. As the event organizer, the type of event you want to host and all of the details – theme, location, guest list, flyers – are entirely up to you!

Who: **Anyone!** Community Fundraising Events are planned and hosted by dedicated individuals and organizations from communities across Northeast Ohio and beyond. Event organizers are responsible for building their own invite list, so you decide who attends your event.

What: **Anything!** This guidebook includes some popular fundraising ideas, but we encourage you to use your imagination to design an event that suits you and your interests.

When: **Anytime!** Pick a date and time that suits you and your event! For best attendance and results, be sure to give yourself plenty of time to organize and execute your plan.

Where: **Anywhere!** Choose a venue that makes the most sense for your event and is central to your target audience. Consider finding a location that can be donated to you at no cost, as you are responsible for event expenses.

Why: **Share your story or inspiration for hosting an event!** Explain that your event benefits University Hospitals; if you are raising funds for a specific entity, like UH Rainbow Babies and Children's or UH Seidman Cancer Center, tell your guests why.

How: **Planning and hosting a Community Fundraising Event takes time and dedication,** but we're here to help! Use our planning checklist and fundraising ideas to get started. Once you register your event, we will provide you with additional resources and answer your questions along the way.



How We Can Help

Every year, volunteers across Northeast Ohio and beyond organize Community Fundraising Events to benefit UH. Whether you are a patient, family member, or an individual looking to make a difference in our community, you can help support UH – and we can help you do it!

For all registered events, your UH staff partner in Institutional Relations & Development can:

- ✓ Answer questions and share best practices on event planning and collecting donations
- ✓ Provide tools and resources for planning your event and tracking your progress
 - Budget template and information about creating a benevolent fund
 - Sponsorship request template
 - Gift-in-kind donation form
 - Press release template and media contact list
 - UH logos and logo use guidelines
 - Event Wrap-Up Form
- ✓ Serve as your liaison to UH and provide information about the area of UH that is most important to your event
 - ✓ Share patient stories to help you promote your event and inspire your committee
 - ✓ Acknowledge contributions made directly to University Hospitals as a result of your event
 - ✓ List your event on the UH Fundraising Events Calendar on **UHgiving.org**
 - ✓ Verify the legitimacy of your event and, if needed, provide a letter of authorization
 - ✓ Review and approve your use of the UH logo and name



Planning Checklist

Consider the following best practices to help you plan and carry out your Community Fundraising Event:

- ✓ **Outline the Basics** – What kind of event will you plan? When and where will it be? Who can you count on to support your fundraising efforts and who will you invite to attend? (See the next section for fundraising ideas!)
- ✓ **Register Your Event** – To request your Community Fundraising Event Registration Form please call 216-983-2200.
- ✓ **Create a Budget** – How will you raise money and what is your goal? What expenses will be associated with your event? Be sure your fundraising goal offsets your expenses! Use our budget template to track your expenses and revenue. If you choose to create a benevolent fund, please let us know when you register your event and we will provide you with additional resources.
- ✓ **Sponsorships** – Local businesses may be willing to underwrite some of your event expenses. In return for a cash donation, you can recognize and thank your sponsors through creative benefits such as event signage, program listing, event tickets, etc. If you plan to solicit sponsorships, first contact your assigned UH staff partner for approval. We can provide sponsorship request templates to help you formally secure corporate support (templates available after registering your event).
- ✓ **Gift-in-Kind Donations** – In-kind gifts include services or tangible items donated to your event. Examples include design and printing, valet services, food/catering donations, etc. In-kind gifts add to the overall value of your event; without them, additional expenses would impact your bottom line. Track these donations carefully and remember to complete and submit a Gift-In-Kind Donation Form with a copy of your receipts or zeroed out invoices.



Planning Checklist continued

- ✓ **Form a Committee & Start Planning** – Ask friends, family and others you know to join your event team and help you with planning responsibilities. Establish a timeline of tasks and assign duties to your committee members. Make sure to set realistic deadlines and goals! Schedule committee meetings as needed to brainstorm and report updates.
- ✓ **Spread the Word** – Promote your event throughout your community and personal network. There are many ways to spread the word, such as social media, community calendars and flyers, just to name a few! (See our section on Event Promotion for more ideas!) Remember that any use of the UH logo or name must be approved before any materials are printed and distributed.
- ✓ **Have Fun!** – Greet your guests, thank them for supporting your cause and share your reasons for hosting your event. Remember to acknowledge everyone that participated and supported your event, including volunteers, guests and sponsors. Collect contact information whenever a donation is made so that you can send thank you letters and inform them about future events.
- ✓ **Wrap-Up & Celebrate** – Follow up on all outstanding donation pledges and unpaid invoices. Be sure to mail your donation, or coordinate in-person delivery with your UH staff partner, within 60 days following your event. Share your event experience with us by completing an Event Wrap-Up Form and submitting it to your UH staff partner after your event. Also, consider making your fundraiser an annual event!



Cocktail Party **Bake Sale**
Golf Outing **5K Walk/Run** **Raffle**
Dance **Black Tie Gala** **Car Show**
Gaming Event **Toy or Book Drive** **Beer or Wine Tastings**
Concert or Musical Performance

Fundraising Event Ideas

If you've decided to host a Community Fundraising Event, one of the first things you need to do is decide what kind of event you want to put on. Your event could be a meaningful way to celebrate a birthday, holiday or other special occasion. You could plan an event that pays tribute to someone special or honors the memory of a loved one. Or you could engage the community and find a way to get your workplace or school involved. The options are endless!

The most successful Community Fundraising Events are the ones that inspire the host and committee. Choose a theme you are passionate about, register your event and have fun!



Lemonade or Hot Chocolate Stand **Car Wash**
Comedy or Talent Show **Live or Silent Auction** **Dine Out for a Cause**
Spaghetti Dinner **Bowl-a-thon** **50/50 Raffle**
Coin Drive **Cornhole Tournament** **Motorcycle Run**

Donating Gifts-in-Kind

In addition to monetary donations, UH accepts gifts-in-kind. In a variety of ways, these items help enhance the patient experience. Blankets help our cancer patients feel more comfortable during treatment. Books and games offer an escape to patients admitted for longer stays. Dolls help children prepare for procedures, modeling the location of a cast or incision. And of course, we also use donations for play!

For the safety of our patients, UH has strict privacy and infection control policies. As a result, please note the following:

- All in-kind donations must be new. Items that may have collected dust, cigarette smoke or other allergens (i.e. pet hair) cannot be accepted, even if new and unused.
- UH will not accept the following items: guns or weapons of any kind; military toys; religious themed materials; or latex items.
- Donors and/or outside individuals are not allowed to visit or make distributions to patient rooms.

To request our Family and Child Life Wish List or our Gift-In-Kind Donation Form, please call 216-983-2200.



Promoting Your Event

- ✓ **Let People Know** – Make sure to include the time, date and location of your event and information on how to register, on all of your materials and communications. Look for free opportunities to have your event listed on local community event calendars.
- ✓ **Share Your Story** – Don't forget the why! In addition to sharing event details, share your story or personal experience. How did this event come about? Why did you decide to support UH? Your story will draw in supporters and connect them to your cause! Share your story with us, too!
- ✓ **Talk About Impact** – Develop key facts and talking points for you and your committee to use when promoting your event. Include your fundraising goal and the impact it will make on patients at UH.

✓ **Find Advocates** – Who will help share your story? Might any neighborhood organizations or groups be interested? Think about your friends, book club, PTA, etc. and ask them to help spread the word!

✓ **Develop Materials** – Use a logo, photo or theme to create an event “brand” that ties all of your materials and communications together. Consider making a flyer or writing a press release to send local news media. After you register your event, your UH staff partner can provide you with a press release template and list of media contacts.

After your event is registered, you will receive our guidelines for using the UH logo and name in your materials. Anything that you produce using the UH logo or name must be approved by your UH staff partner before being printed or distributed.



Promoting Your Event continued

✓ **Communicate** – Manage your contact list by using e-mail services like Constant Contact or MailChimp. E-mail is an efficient and affordable way to stay in contact with your audience.

Social media is a powerful, free way to promote your event to friends, family and the community. Use whichever social media and blog sites you are comfortable with: Facebook, Twitter, LinkedIn, Instagram, YouTube, Vine, WordPress, etc. For maximum efficiency, try using a social media management site like Hootsuite or Buffer that allows you to schedule and post updates to all of your accounts simultaneously.

Focus on posting content that has a call to action or connects readers to your cause – like stories, facts or photos. End your posts with a “Register Now” message and include the details they need to do so (ie. email, phone, link to registration page).

Custom hashtags are a great way to brand your event and to monitor the social conversation around it. Your hashtag should be short, catchy and unique to your event. For example, the hashtag we use for the Rainbow Run is **#RunningforRainbow**.

Try to stay connected year round, not just in the months leading up to your event. Remember to share post-event updates such as your fundraising total and event photos.



Frequently Asked Questions

How and when do I register my event?

To request your Community Fundraising Event Registration Form, please call (216) 983-2200. **Help us help you!** Please register your event at least 8 weeks prior to your event. If you are hosting a recurring, annual event, you will need to submit a new registration form each year.

How do I know if my event has been approved? Who is my UH staff partner at UH?

Submitted Fundraising Event Registration Forms are reviewed by UH's Strategic Community Initiatives team; most registrations are approved within two weeks. Upon approval, a team member will be assigned to support your efforts. Your UH staff partner will send you a copy of the approved form as well as additional resources.

For questions, call **216-983-2200**. If you have hosted an event in the past, your staff partner will likely be the same person.

What events will not be approved?

We reserve the right to deny registration for a fundraising activity that does not complement the mission and values of University Hospitals or its related entities. UH cannot sponsor or endorse fundraising events or products.

Can I use the hospital's name and logo?

After your event is approved, you will be given access to the appropriate logos and our logo use guidelines. All material with the UH name and logo must be reviewed by hospital staff prior to printing/publishing.

Can someone from UH help me plan and run my event?

Your UH staff partner can provide guidance, best practices and various resources to support your fundraising efforts; however, you and your committee will be responsible for planning and managing the event. Please refer to the "How We Can Help" section of this guidebook.



Frequently Asked Questions continued

Can I use the University Hospitals 501(c)(3) federal tax exemption number?

UH is not considered the host of community fundraising events; therefore, we are unable to provide our federal tax ID for use by our community partners. Upon request, we can provide proof of UH's tax-exempt status directly to a business, if required, for making a gift to your event.

Can University Hospitals issue tax receipts to my donors?

Individuals and/or businesses that make checks payable to University Hospitals will receive a thank you letter and tax receipt from the hospital. UH cannot provide acknowledgment letters for gifts of cash, credit or checks made payable to a third-party.

Can I volunteer at the hospital?

Volunteers are an integral part of the UH family and are needed at all of our hospitals. A UH volunteer can contribute in many different capacities, but all volunteers are required to complete our application process and training program. For more information, please contact our Volunteer Services department at **216-844-1504**.

When and where do I send my event proceeds?

All event proceeds must be submitted to UH within 60 days following your event. Checks should be made payable to the University Hospitals entity identified on your Fundraising Event Registration Form. You can submit donations prior to your event, but be sure to take into consideration any expenses you may need to pay as UH cannot provide reimbursement in any form.

Mail proceeds to:

ATTN: (your UH staff partner)
University Hospitals
Institutional Relations and Development
11100 Euclid Ave.
MCCO 5062
Cleveland, OH 44106

To give your donation in-person, please contact your UH staff partner to make arrangements.

