

## Tips for a Successful Fundraiser Event

Giving Hope fundraisers are a wonderful way to support Cincinnati Children's and help us change the outcome for kids. And we are here to help! Here are some tricks-of-the-trade to keep in mind during your planning process:

1

### ESTABLISH GOALS.

Set a challenging yet achievable fundraising goal. Aim to keep expenses at 30 percent or less of the gross income.

2

### CHOOSE THE RIGHT TYPE OF FUNDRAISER FOR YOU.

Do you want to gather family and friends together for a live event? Or host an online fundraiser? The type of fundraiser you choose to host should align with your goals, interests and time availability.

3

### PROMOTE YOUR FUNDRAISER.

Publicity and promotion are vital, so get out there and spread the word! Every Giving Hope fundraiser is eligible to receive a personalized online giving page. Share it through email and social media. And if you are printing materials (invitations, posters, T-shirts, etc.) please let us see them. All uses of the Cincinnati Children's name and the Giving Hope logo must be approved in advance.

4

### ASK FOR HELP.

Family, friends, co-workers and others can be a huge help in your fundraising efforts. Whether they help you plan, attend your event, promote it on social media or simply make a donation, it takes a village! Don't be afraid to reach out. Remember: it's for a great cause!

5

### FOLLOW-UP ON COMMITMENTS.

Stay on top of pledges made to support your event and follow-up as needed. You can direct your donors to your Giving Hope webpage to make their donation via a credit card, or they can write a check payable to Cincinnati Children's.

6

### REMEMBER WHAT INSPIRED YOU.

Planning a fundraiser can be time-consuming, and it's easy to get caught up in the details. So remember what inspired you to support Cincinnati Children's—and share that with your supporters! Your passion will shine through and encourage others to get involved too.

7

### GIVE THANKS AND SHARE GOOD NEWS.

Be sure to show appreciation to everyone who contributes to the success of your Giving Hope fundraiser. Acknowledge your volunteers and donors and regularly update them on the success of your fundraiser. Remember, you're changing the outcome together!



OFFICIAL COMMUNITY FUNDRAISERS  
Benefiting Cincinnati Children's

[cincinnatichildrens.org/givinghope](http://cincinnatichildrens.org/givinghope)  
3333 Burnet Ave., MLC 9002, Cincinnati, OH 45229-3026



## Resource Guide

GIVING  
HOPE  
TO KIDS  
AT CINCINNATI CHILDREN'S

COMMUNITY FUNDRAISING PROGRAM

# WE BELIEVE SMALL ACTS HAVE TREMENDOUS IMPACT



To get started, simply register  
your event with us at  
[cincinnatichildrens.org/  
givinghope](http://cincinnatichildrens.org/givinghope)

## Giving Hope fundraisers are a great way to...

- Honor a courageous child who has been treated by our experts
- Help raise awareness about a specific disease or health risk
- Come together with others and unite for a common purpose
- Support world-class care and research that is changing the outcome for kids

Your fundraiser can support any division or program at Cincinnati Children's, or you can choose to donate your funds to the medical center's most pressing needs.

Our team is here to help make your fundraiser as easy and successful as possible. We offer guidance, tools and tips to help you reach your goals.

**Want to get a school or business involved in your fundraising efforts?** Our team is happy to work with you to help rally school spirit and/or create a custom cause-related marketing program that helps our kids AND meets your needs. We invite you to call **513-636-4561** to learn more.

## Once you register your Giving Hope fundraiser, we are here to help!

### WE CAN

- Set-up an online fundraising page that you can customize and share with supporters
- Offer knowledge on event planning and online fundraising
- Provide the Giving Hope logo, banners, change canisters, flyers and other materials to help support your fundraiser
- Provide useful templates such as a sample press release and budget worksheets
- Acknowledge and provide tax receipts for donations made directly to Cincinnati Children's
- Review and approve the use of the medical center's name and the Giving Hope logo, as appropriate
- Provide a letter of support on Cincinnati Children's letterhead to validate the authenticity of the event and its organizers
- Share details about your fundraiser on our community event calendar
- Plan a check presentation at the medical center for when you deliver your gift

### THE GIVING HOPE TEAM IS UNABLE TO

- Extend our tax exemption to your organization or event
- Provide event insurance or liability coverage
- Sign vendor contracts
- Provide the Cincinnati Children's logo, letterhead or envelopes
- Provide funding or reimbursement for expenses
- Solicit sponsorship revenue or in-kind donations for your event
- Share mailing lists of Cincinnati Children's donors, sponsors, vendors, board members or staff
- Distribute event flyers, posters or other promotional materials throughout the medical center
- Design promotional materials or issue press releases for your fundraiser
- Guarantee staff attendance or media coverage at your event
- Endorse individuals, campaigns, organizations, programs, products or services

## Submitting Your Donation

We ask that all proceeds from your fundraiser be turned in within 60 days of the event. Checks should be made payable to Cincinnati Children's. Individuals who make their checks out to Cincinnati Children's or who make online donations through a Giving Hope webpage will receive a thank you and tax receipt from the medical center. *Please note: We cannot provide acknowledgment letters for gifts not made directly to Cincinnati Children's.*

### MAIL OR DELIVER DONATIONS TO

Cincinnati Children's  
Department of Development, Attn: Giving Hope  
3333 Burnet Avenue, MLC 9002, Cincinnati, OH 45229

### TO ARRANGE A CHECK PRESENTATION

please contact 513-636-4561

*Thank you for your support of Cincinnati Children's. You are such a vital part of all that we are able to accomplish for kids! We're changing the outcome together.*

## FAST FACTS

about  
Cincinnati Children's

- As a nonprofit hospital and research center, Cincinnati Children's relies on the support of many.
- Our vision is to be THE leader in improving child health.
- Cincinnati Children's is consistently ranked among the top three pediatric hospitals in the nation by *U.S. News & World Report*.
- We care for all. No child in our service area is ever turned away because of an inability to pay.
- Cincinnati Children's has more than one million patient encounters each year.
- Families travel here from all 50 states and dozens of countries seeking the best care for the children they love.
- Cincinnati Children's serves as the Department of Pediatrics for the University of Cincinnati College of Medicine.
- With more than one million square feet of lab space, we are one of the largest pediatric research centers in the nation.

