

KIDS GIVE BACK™

TO BENEFIT  Cleveland Clinic Children's

FUNDRAISING

Toolkit





CONTENTS

- 3 Become a Champion
- 4-5 Fundraising Ideas
- 6 How Our Team Can Help
- 7 How to Get Started
- 8 Online Fundraising Pages
- 9 How to Spread the Word
- 10 Thank you, Champions!
- 11 Frequently Asked Questions
- 12 Templates

Hi, I'm Maisie!



Maisie, Age 8 | Aplastic Anemia

I am a patient at Cleveland Clinic Children's. When I was 6 years old I was diagnosed with a rare condition called aplastic anemia. I've spent a lot of time in the hospital. Sometimes I felt OK and other times I didn't feel well at all. No matter what, my doctors and nurses at Cleveland Clinic Children's always made me feel better. Because they took such good care of me, I am back to school! I am also keeping busy with other activities like tennis, voice lessons, swimming, and I'm even training for my first VeloSano ride this summer! I am so thankful for the team that took care of me at Cleveland Clinic Children's.

I was in the hospital for a long time. I was so excited when I finally got to come home. My parents threw me a BIG birthday party. We invited all of our friends, and, as presents, my guests gave to Cleveland Clinic Children's in my honor. It was the best way to say thank you!

There are a lot of other kids just like me who are still in the hospital. Would you consider supporting them so they can go home and feel better, too?

This toolkit will give you all of the details you need to know, and how to get started. Thank you so much for helping kids like me. Have lots of fun!

—Maisie



Become a Champion for our Littlest Patients



Join our team of Champions who have already made an impact. By hosting independent fundraisers, you will make a difference in the lives of our littlest patients at Cleveland Clinic Children's. Below are a few of the many areas of Cleveland Clinic Children's that you can support.

Your fundraising dollars could support:

Child Life	Autism	Pediatric Cancer Research (VeloSano Kids)	Cleveland Clinic Children's
<p>Child Life Specialists who assist children, adolescents and families as they emotionally and physically prepare for medical experiences. Through distraction, self-expression, coping skills and education, specialists ease anxiety, which helps patients heal faster.</p>	<p>Treatment, education and research for children with autism spectrum disorders and their families at Cleveland Clinic Center for Autism. Autism services include home-based program development, school consultations, training for community providers and outreach services.</p>	<p>Funding for clinical trials and breakthroughs in oncology research like the innovative ONC201 study, which aims at shrinking, eliminating and/or preventing tumors through the use of an investigational, outpatient chemotherapy drug.</p>	<p>Where's your passion? Our team would be happy to discuss priority areas within Cleveland Clinic Children's that fit your fundraising interests.</p>
			

100% of your donation supports our littlest patients at Cleveland Clinic Children's.



Fundraising Ideas



It's time to get creative! There are many ways to fundraise for Cleveland Clinic Children's. Below are a few ideas to get you started.

➤ **Birthday party** – Plan a birthday party, but instead of collecting gifts, collect donations for a child who might be spending a birthday in the hospital this year. On your big day, don't forget to reveal the difference you and your guests have made!



- **Ice cream social** – We all scream for ice cream! Host an ice cream social at your local park. Collect donations for every scoop served!
- **Trike & Bike** – Organize a community ride in your neighborhood to support pediatric cancer research (VeloSano Kids). Our team is able to help you along the way. For more information visit giving.ccf.org/trikeandbike.
- **Dress-down day or pajama day** – Want to wear your pajamas to school? Ask your teacher if your classmates can wear pajamas by donating a small amount to Cleveland Clinic Children's.
- **Dine-to-donate** – Contact your local restaurants to see if they will host a fundraising night to support Cleveland Clinic Children's. Don't forget to invite all of your friends! A delicious way to fundraise.
- **Classroom Competition** – Challenge your peers at school to a friendly competition. See which classroom can raise the most amount of money in a week. Put a fun twist on it—whichever classroom loses, pie the teacher!



Don't forget—it's always fun to raise money for a cause with your friends! Fundraising is a team sport and can make a huge impact. Here are some groups you can fundraise with:

- › School and/or classroom
- › Student activity organizations
–i.e. National Honor Society, Cheerleading, etc.
- › Athletic team
- › Boy or Girl Scout troop
- › Band or Choir
- › Religious organizations

Some Additional Fundraising Ideas Include:

- › Lemonade stand
- › Bowl-a-thon
- › Car wash
- › Swim-a-thon
- › Switch-places-with-a-Principal
- › Talent show
- › Walk-a-thon
- › Yoga event
- › Spin-a-thon
- › Teen gala
- › Coin drive
- › Basketball tournament
- › Kickball tournament
- › Corn hole tournament
- › Golf or Putt-Putt outing
- › Karaoke night
- › Host an “Are You Smarter Than A...” trivia night

Giving back is good for you!

Cleveland Clinic child psychiatrist Joseph Austerman, DO, says kids learn empathy when exposed to volunteer activities, ways to donate or help other people. They are much less likely to bully. They do better and go further academically.

Studies find these health benefits associated with giving:

- › Lower blood pressure
- › Increased self-esteem
- › Less depression
- › Lower stress levels
- › Longer life
- › Greater happiness





How Our Team Can Help



Our team is here to support you along the way! Here's how we can help make your fundraiser a success:

- Answer questions and share fundraising best practices
- Offer event-specific guidance including budget planning, timeline of events and examples of creative materials
- Provide you with an easy way to set up Personal and Team Fundraising Pages to share with your supporters. These pages will allow you to see up-to-the-minute progress of your fundraiser
- Publish your fundraiser on our Upcoming Events webpage
- Provide a letter of support to assist with your solicitation efforts
- Offer tips on how to find volunteers for your event
- Provide Cleveland Clinic Children's materials:
 - To Benefit Cleveland Clinic Children's logo
 - Collateral for area supported by the fundraiser

Champions are responsible for:

- All expenses related to the fundraiser
- Promoting the event
- Designing and producing communication materials, posters and banners; Cleveland Clinic Children's must review and approve all marketing materials in advance
 - When designing your creative materials, please reference Cleveland Clinic Children's as the beneficiary of the fundraising event. If you choose to name your event, Cleveland Clinic Children's should not be used in the title but rather listed as a beneficiary
 - For example, a fun run could be named "Run Out Cancer benefiting Cleveland Clinic Children's." Please note that creative materials may not suggest that the event is being sponsored, co-sponsored or produced by Cleveland Clinic
- Recruiting and managing volunteers
- Obtaining all permits for the event
- Products or promotions for the event (i.e. printing of event T-shirts)



How to Get Started!

Fundraising for Cleveland Clinic Children's is fun...and easy.



✓ 1 IDENTIFY YOUR TEAM.

Bring together a group of people who are enthusiastic about your mission and have the time to make the event a success.

✓ 2 CHOOSE THE "RIGHT" EVENT.

Get creative with your team! Use our Fundraising Ideas section to brainstorm. Choose an event that your team is passionate and excited about, and make sure to select an event location that's convenient, visible and safe.

✓ 3 LET OUR TEAM KNOW!

Fill out our **Community Fundraising Application** on giving.clevelandclinic.org/kidsgiveback to receive support from our team. After your application is approved, you will receive an approval letter to help with your solicitation efforts, information about how to get your event listed on our website and best practices from our staff.

✓ 4 CREATE A BUDGET.

Develop a budget of expenses and income. Try to keep expenses low so your team can maximize your donation to Cleveland Clinic Children's. Identify items on your budget that could be donated by local businesses and ask for their in-kind support. Use your network system when asking for donations from local businesses.

✓ 5 SET UP AN ONLINE FUNDRAISING PAGE.

Create a personalized online fundraising page to take your fundraising efforts to the next level. This page will make it easier to share your event details with your network of friends.

✓ 6 SPREAD THE WORD!

You've worked so hard on the details of your event. It's time to spread the word to your community and invite people to join your cause.

✓ 7 COLLECT DONATIONS AND HOST THE EVENT.

It's time to see your hard work pay off! Depending on the type of event you are hosting, **there will be different ways to raise money** for Cleveland Clinic Children's. For example, you might collect pledges, charge admission or sell goods/services. Don't forget to have fun!

✓ 8 CONGRATULATIONS!

Whether this is your first time hosting an event or you're a seasoned expert, you deserve to celebrate yourself and your team. **Send thank-you letters and emails** to participants and sponsors to let them know the impact they've made by supporting your event. This step may lead to donor support year after year.

✓ 9 MAIL YOUR DONATIONS.

Please send all funds raised in one check made payable to Cleveland Clinic Foundation and mail to: The Cleveland Clinic Foundation, Attn: Kids Give Back, 3050 Science Park Drive/AC322, Beachwood, OH 44122. **Please indicate that the funds were raised from your event.**

✓ 10 SHARE YOUR SUCCESS!

Share your event success story with our Community Fundraising team. Our team would love to let you know how the funds raised from your event made a difference at Cleveland Clinic Children's. And don't forget to schedule the date for next year's event!



Online Fundraising Pages



Create an online fundraising page for yourself or your team. Online fundraising pages are a great way to maximize your fundraising support from friends and family.

Online Fundraising Tips:

1. Personalize your page by adding your own text and pictures.

Make sure to include why you're hosting the event and/or creating the fundraising page.

2. Be the first donation to your fundraising page.

By making your own donation, others will see how dedicated you are to fundraising for Cleveland Clinic Children's and are more likely to donate themselves.

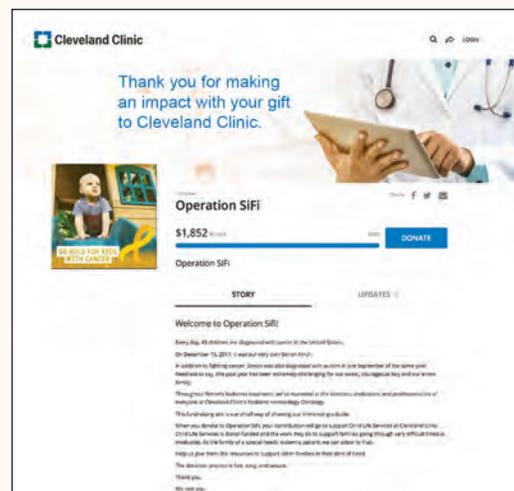
3. Set a realistic fundraising goal, and try to beat it!

Our website will suggest a \$500 goal, but feel free to change it to fit your personal goals. Try setting a weekly goal for yourself to keep on track.

4. Set a fundraising deadline.

Establish a timeframe for reaching your goal. Make sure to communicate the end date with your contacts.

Visit give.ccf.org/fundraiseforacause and select "Become a Fundraiser" to get started.



Benefits of your online fundraising page:

- › Accept credit card donations
- › Automated tax-receipts sent to online donors through your page
- › Easily link your page to social media networks
- › 100% of gifts go directly to the cause!
- › Provide visibility for a company's and/or individuals matching gift sponsorship
- › Thank and comment directly back to donors as gifts are made



How to Spread the Word



On Social Media:

- › **Tell your friends and followers why you are fundraising for Cleveland Clinic Children's.** Make sure to include the event details including the time, date, location and specifics on how to sign up or support your event.
- › **Keep your followers engaged.** The key to any effective social media campaign is to engage your followers and make them excited to learn more about your event. To keep your friends engaged, post consistently before and after your event.
- › **Share exciting news!** Keep in mind that you don't always have to post with an "ask." Before the event, post updates such as a new sponsor coming on board or to thank a friend for making a gift. After the event, post photos and don't forget to tag and thank your supporters!
- › **Include your online fundraising page to your posts.** Try to always include your fundraising page to your posts. This will give your followers a way to support the cause even if they can't attend the event.

In Your Community:

- › **Post fliers** around your school, extracurricular activities, local shops, cafes and community centers.
- › **Ask your teacher or coaches to help spread the word** by making announcements at school or during games and practice.
- › **Share event details around town.** Add the event details to your school website or community newsletter.
- › **Utilize the Media Alert Template** located on our website (giving.clevelandclinic.org/kidsgiveback) to let local television stations know about the event.
- › **Expand your network** – ask your parents to share the event details at work. Don't forget to ask them to check with their employer about their matching gifts policy.
- › **Contact local businesses** to see if they would be interested in supporting your event.

Sample Social Media Post:

I am hosting the first annual 5K Puzzle Run this weekend at Mill Creek Park to support the Center for Autism at Cleveland Clinic Children's. I hope to see you there! To register, visit give.ccf.org/puzzlerun. If you are unable to attend the event, please consider making a gift today at give.ccf.org/personalfundraising. 100% of your gift will be donated to the Center for Autism. You are making a difference in the lives of children!



Thank You, Champions!



We are so grateful for our Kids Give Back™ Champions! On behalf of all of the children receiving care at Cleveland Clinic Children's, thank you. You are changing lives.

Web

You or your group will receive a special thank-you recognition on our webpage



Certificate

You will receive a congratulatory certificate of appreciation for being a Cleveland Clinic Children's Kids Give Back™ Champion



Champion Gift

Each Champion will receive a Kids Give Back™ swag item as a thank-you for organizing a successful fundraiser for Cleveland Clinic Children's





Frequently Asked Questions



How do I know if my event has been approved by Cleveland Clinic?

- › The Community Fundraising team will respond to your submission within 10 business days to either approve your event or request further information.

Can I use Cleveland Clinic Children's tax exemption number?

- › Cleveland Clinic Children's is not hosting your event, so it's considered a third-party event. Because of this, Cleveland Clinic is not able to provide its tax ID number to the fundraiser, and the fundraiser cannot use Cleveland Clinic's 501(c)(3) status to apply for funding. However, if a business makes a donation to the event and would like the tax-exempt number for tax purposes or to verify the tax status of Cleveland Clinic, we'll provide the information to the business upon request.

Can someone from the foundation or hospital help me plan our event?

- › Because of the large number of events and limited number of staff, our team isn't able to plan your event. However, we're happy to provide guidance and best practices to get you started, and we'll answer questions throughout your planning process.

What can I give people who made donations for tax purposes?

- › Individuals who make a donation through Cleveland Clinic's online personal fundraising pages will receive an automatically generated receipt. Offline gifts, such as checks, should be mailed to Cleveland Clinic at The Cleveland Clinic Foundation, Attn: Kids Give Back, 3050 Science Park Dr./AC322, Beachwood, OH 44122 for proper processing, and a receipt will then be mailed to the donor.
- › When submitting offline gifts to Cleveland Clinic, please use the Community Fundraising Donation Submission Form located in the Download Center to ensure proper processing.

Can you guarantee the attendance of physicians or staff at our event?

- › Due to the large number of requests, we cannot guarantee that a Cleveland Clinic Children's staff person (including medical staff) will be able to attend or participate. Please request staff representation when submitting your application.

Who can I call if I have questions?

- › Contact the Community Fundraising team at getinvolved@ccf.org at or 216.448.0513.



Templates

We are happy to provide the tools you need to have a fun and successful event. Visit giving.clevelandclinic.org/kidsgiveback to download Cleveland Clinic Children's online templates.

[INSERT DATE]

Dear [donor],

I want to personally thank you for supporting the [INSERT THE NAME OF YOUR EVENT]. Your generosity helped us raise [INSERT AMOUNT OF MONEY RAISED] to benefit the inspiring patients and families at Cleveland Clinic Children's.

As a non-profit organization, Cleveland Clinic Children's relies on the generosity of their families, patients and friends to help them continue providing world-class pediatric care and innovative research. Your gift has truly made a difference. On behalf of the 750,000 children receiving care each year at Cleveland Clinic Children's, thank you for your contribution!

Sincerely,

[INSERT YOUR NAME]



Thank-You Letter Template

[INSERT YOUR LOGO HERE]

MEDIA ALERT

PHOTO/VIDEO OPPORTUNITY

Contact: [Event Contact Name]
Phone: [Contact Phone Number]

FOR IMMEDIATE RELEASE

[INSERT EVENT HEADLINE]

WHAT: [Describe what will take place at your fundraising event!]
WHO: [Include number of attendees and connection to Cleveland Clinic Children's]
WHEN: [Event Date and Time]
WHERE: [Event location - Include full address and details about parking]
WHY: [Include Event Fundraising Goals]

About Cleveland Clinic Children's
Cleveland Clinic Children's is a part of the Cleveland Clinic health system and offers full medical, surgical and rehabilitative care for infants, children and adolescents. Cleveland Clinic Children's supports 126 acute care beds at Cleveland Clinic's main campus and 284 pediatric beds system wide; in addition, pediatric services are available at six Clinic sites in Northeast Ohio. A staff of more than 300 full-time pediatricians and sub-specialists see nearly 750,000 pediatric visits each year and provide hospital care for nearly 11,000 children per year. Cleveland Clinic Children's is a non-profit, multi-specialty academic medical center integrating clinical care, research and education. Cleveland Clinic Children's consistently ranks among the "Best Children's Hospitals" by U.S. News & World Report. Visit us online at <http://www.clevelandclinic.org/children> and on Facebook at <http://www.facebook.com/clevelandclinicchildrens>

###

Media Alert Template

Cleveland Clinic Children's
Community Fundraising Event Budget Template

Fundraising Goal	\$5,000
Total Income	\$3,820
Total Expenses	\$220
Actual Income	\$3,174
Amount to Goal	\$1,826



INCOME		EXPENSES	
Donations		Decorations	
Prizes		Entertainment	
Raffles		Food	
Sale of Goods		Labor	
Sale of Services		Printing/Graphics	
Sponsors		Rental fees	
Tickets/Admission		Supplies	
Underwriters		Postage	
Other		Other	
TOTAL INCOME	0	TOTAL EXPENSES	0

Event Budget Template

