



The *Power* of Every One
CENTENNIAL CAMPAIGN

COMMUNITY FUNDRAISING

Toolkit





We believe in the Power of Every One



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About Cleveland Clinic

Cleveland Clinic has been consistently recognized as one of the top overall hospitals in *U.S. News & World Report*. Cleveland Clinic's health system includes its 165-acre main campus in Cleveland, Ohio, 18 hospitals worldwide and more than 210 outpatient locations. Cleveland Clinic cares for 2 million patients annually with nearly 8 million outpatient visits, performs over 245,000 surgeries and has over 295,000 hospital admissions annually throughout its health systems – with locations in Weston, Fla.; Las Vegas, Nev.; Toronto, Canada; Abu Dhabi, UAE; and London, England. On Jan. 1, 2019, the Indian River Medical Center and Martin Health System became part of Cleveland Clinic. These Florida facilities include: Cleveland Clinic Martin North Hospital and Cleveland Clinic Martin South Hospital, both in Stuart, Fla.; Cleveland Clinic Tradition Hospital in Port St. Lucie; and Cleveland Clinic Indian River Hospital in Vero Beach.

Philanthropic investments at Cleveland Clinic turn into innovations, advances and cures. Our scale means philanthropy never funds operations – 100% of giving goes to research, education and patients. Gifts of every size are quickly put into action at every step from ideas to outcomes.



**At Cleveland Clinic,
we believe in the Power of Every One.**

One idea can create a cure. One caregiver can change countless lives. One gift can make a difference.



How We Can Help

Thank you for your interest in hosting a fundraising event benefitting Cleveland Clinic!



We're truly grateful for those who support Cleveland Clinic through Community Fundraising events. **Our Community Fundraising Champions are those in the community who host independent fundraisers in support of Cleveland Clinic.** All events, large or small, play a significant role in raising awareness and much-needed support for Cleveland Clinic's innovative medical research and treatment.

Whether you're a fundraising novice or a seasoned expert, thorough planning and logistics are vital to the success of your event. The information in this toolkit will help you organize and host an effective event to benefit Cleveland Clinic.

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 example creative materials
- Provide an easy way for you to set up personal fundraising pages to share with supporters. Your personal fundraising page will allow you to see up-to-the-minute progress of your fundraiser
- Publicize your fundraiser on our Upcoming Events webpage
- Provide a letter of support to assist with solicitation efforts
- Offer tips on how to find volunteers for your event
- Provide Cleveland Clinic materials:
 - Cleveland Clinic community fundraising logos
 - Collateral for area supported by the fundraiser (if available)



About Community Events



Community Fundraising Champions are responsible for:

- All expenses related to the fundraiser. Please deduct event costs from the funds you raise prior to sending the donation to Cleveland Clinic
- Advertising and marketing the event
- Designing and producing communication materials, posters and banners. Cleveland Clinic reserves the right to review and approve all marketing materials in advance
 - When designing your creative materials, please reference Cleveland Clinic as the beneficiary of the fundraising event. If you choose to name your event, Cleveland Clinic should not be used in the title but rather listed as beneficiary
 - For example, a run could be named “Friends Fighting Against Cancer Fun Run benefiting Cleveland Clinic.” Please note that creative materials may not suggest that the event is being sponsored, co-sponsored or produced by Cleveland Clinic
- Creating mailing lists for invitations. Due to patient and donor privacy policies, Cleveland Clinic will not provide mailing lists for donors, patients, staff and/or employees for fundraising purposes and is unable to mail information on behalf of the event
- Recruiting and managing volunteers
- Obtaining all permits for the event
- Products or promotions for the event (i.e. printing of event T-shirts)

Submit Your Community Fundraising Application

All Community Fundraising Champions must complete the *Cleveland Clinic Community Fundraising Application* in advance of the event and before using Cleveland Clinic's name and logo. Your application will be reviewed within 10 business days by the Community Fundraising team to ensure the event follows Cleveland Clinic guidelines and is consistent with our mission and values. Once approved, a Community Fundraising team member will send an approval letter that can be used to assist in solicitation efforts.

Each application will be considered individually. Generally, events that will not be authorized are events that:

- Do not support the mission and values of Cleveland Clinic
- Promote a political party/candidate or appears to endorse political issue(s)
- Potentially conflict with marketing or public relations campaign
- Require Cleveland Clinic to sell tickets, coupons or involve telemarketing or door-to-door solicitation





Let the Planning Begin!

People like you make a difference in the lives of the patients at Cleveland Clinic. Here's a timeline to help you get planning underway.

✓ 1 FORM A PLANNING COMMITTEE.

Bring together a group of people who are enthusiastic about Cleveland Clinic and have the **time to make the event a success**. Understand your team's strengths and delegate roles accordingly. Host meetings throughout the planning process to ensure planning stays on track.

✓ 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 about**, and make sure to select an event location that's convenient, visible and safe. When selecting an event date, try to avoid weekends when well-known events in your community are taking place.

✓ 3 LET OUR TEAM KNOW!

Fill out our Community Fundraising Application at clevelandclinic.org/hostanevent to receive support from our team. After your application is approved, you'll 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 detailed budget of expenses and income. Try to keep expenses low so your team can maximize your donation to Cleveland Clinic. Identify items on your budget that could be donated by local businesses. Use your planning committee's network of friends 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 and make it easier to share event details with your network of friends. (See the Create an Online Fundraising Page for more tips.)

✓ 6 SPREAD THE WORD!

It's time to let the community know about your event. To make the most of your marketing budget, consider who will be most likely to attend your event and **determine the best way to reach them**.

✓ 7 COLLECT DONATIONS & HOST THE EVENT.

Depending on the type of fundraiser you're hosting, **there will be different ways to raise money** for Cleveland Clinic. For example, you might collect pledges, charge admission or sell goods/services. Don't forget to have fun and enjoy seeing your hard work pay off!

✓ 8 CONGRATULATIONS!

Acknowledge yourself and your planning committee for organizing a successful fundraising event. **Send thank-you letters and emails** to participants and sponsors to let them know the impact they've made by supporting your event. This effort may lead to donor support year after year. (See Thank you Letter template at the end of the toolkit.)

✓ 9 MAIL DONATIONS.

Please send all funds raised in one check made payable to Cleveland Clinic Foundation and mail to: The Cleveland Clinic Foundation, Community Fundraising Team, Philanthropy Institute, 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 your event raised made a difference at Cleveland Clinic. And don't forget to schedule the date for next year's event!



Fundraising Ideas

There are many ways to help make a difference at Cleveland Clinic.



These fundraisers, no matter how large or small, make a big difference in the lives of our patients. Here are some ways you can make an impact:



- › 50/50 Raffle
- › Art Exhibition
- › Bake Sale
- › Bike-a-thon
- › Black-Tie Event
- › Book Sale
- › Car Wash
- › Coin Drive
- › Concert
- › Cook-Off
- › Dance Marathon
- › Dine Out for a Cause
- › Donations in lieu of:
 - Anniversary Party
 - Birthday Party
 - Wedding
- › Dress-Down Day
- › Fashion Show

- › Football Game
- › Gala Ball
- › Garden Party
- › Golf Outing
- › Holiday Party
- › Ice Cream Social
- › Jewelry Sale
- › Lemonade Stand
- › Luncheon
- › Penny Wars
- › Recipe Book
- › Restaurant or Retail Promotion
- › Running Event
- › School Fundraiser
- › Sports Tournament
- › Staff Olympics
- › Spin-a-Thon
- › Swim-a-Thon
- › Switch-Places-with-a-Principal Fundraiser
- › Talent Competition
- › Walk-a-Thon
- › Wine and Cheese Party
- › Yoga Event





Create an Online Fundraising Page

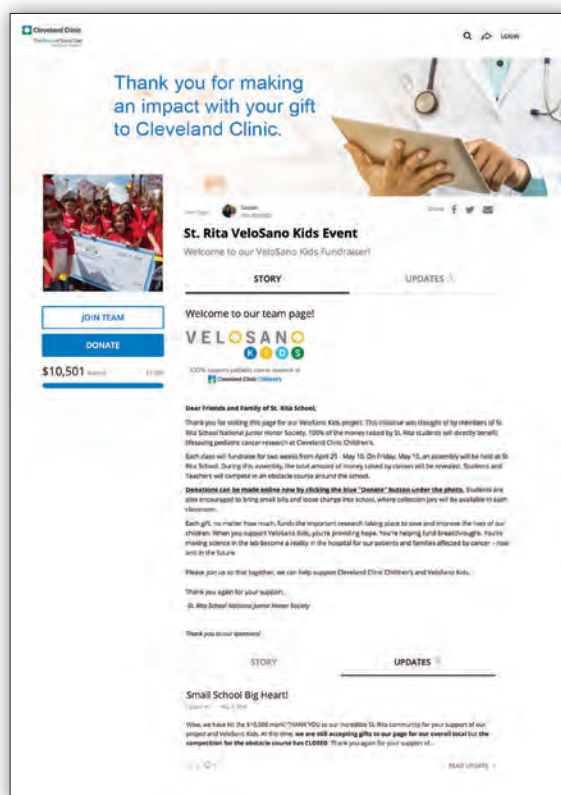
Our online fundraising page is a great complement to any Community Fundraising Event!



Online fundraising can greatly increase your total donation to Cleveland Clinic and makes it easier to share your event with your network of friends. Visit give.ccf.org/fundraiseforacause to create your free online fundraising page, and know that **100 percent of donations will be applied directly to your cause.**

Our online fundraising page allows you to:

- Create a personalized page about your fundraiser and set fundraising goals
- Customize e-mail templates to make it easier to recruit participants, request donations and send thank-you notes
- Accept credit card donations online from sponsors and participants
- Track up-to-the-minute donations and monitor your fundraising success
- Link your fundraising page to social networking sites like Facebook and Twitter
- Find immediate access to many free online fundraising tips
- Provide visibility for a company's and/or individual's matching gift sponsorship
- Thank and comment directly back to donors as soon as donations are received





Personal Fundraising Page Tips

Here are the top 6 things to do after creating your fundraising page.



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. Your contacts will be interested to see what your connection is to the cause.

2

BE THE FIRST DONATION TO YOUR FUNDRAISING PAGE.

By making your own donation, others will see how dedicated you are to fundraising for your cause and are more likely to donate.

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 your fundraising on track.

4

SET A FUNDRAISING DEADLINE.

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

5

SHARE ON SOCIAL MEDIA

Whenever you post on social media, don't forget to include a link to your personal fundraising page. This will give your followers a way to support the cause if they can't attend the event.

6

REACH OUT TO YOUR CLOSEST CONTACTS FIRST TO BUILD MOMENTUM.

Share on social media. Your distant contacts are more likely to donate when others are supporting the cause. When reaching out to contacts, make sure to explain what their donation would fund at Cleveland Clinic.

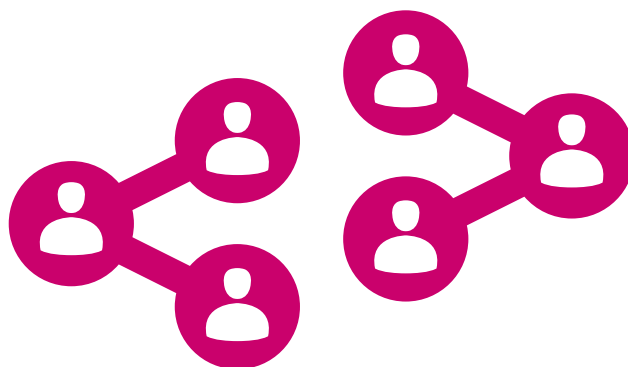
How to Promote Your Event

On Social Media

- **Tell your friends and followers why you are fundraising for Cleveland Clinic.** Make sure to include the event details (date, time, location) and specifics on how to sign up or support your event. Don't forget to include the link to your personal fundraising page.
- **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 personal fundraising page link to your posts.** This will give your followers a way to support the cause event if they can't attend the event.

In Your Community

- **Post fliers** around your community at churches, synagogues, community centers or local schools, if appropriate.
- **Share event details around town.** Add event details to community center website or newsletters.
- **Expand your network.** Ask friends and family to share the event details at work. Don't forget to ask them to check with their employer about their matching gift policy.
- **Utilize Local Media.** Contact local television or radio stations to let them know about your event. Ask if they would add it to their calendar of community events or website.
- **Contact local businesses** to see if they would be interested in supporting your event or putting a poster in their window.





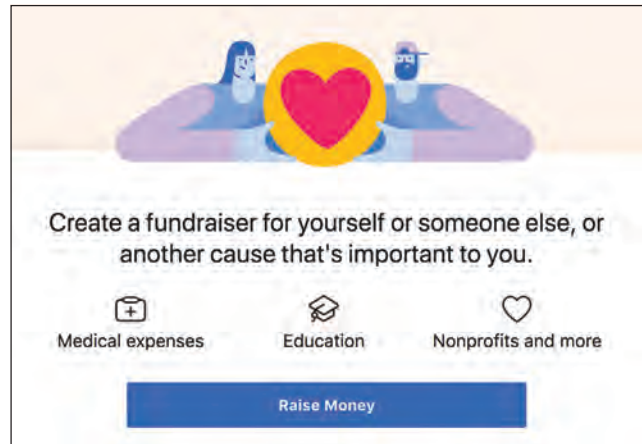
How to Create a Facebook Fundraiser



- Log into your Facebook account
- On the left hand side of your screen, select **"Fundraisers"**
- The first image to appear will say "Create a fundraiser for yourself or someone else, or another cause that's important to you." Select the Blue box that says, **"Raise Money"** and select **"Nonprofit"** under the box that says "Who are you raising money for?"
- Search for Cleveland Clinic or Cleveland Clinic Children's
- Determine your **fundraising goals** and end date and select **"Next"**
- Your fundraiser has been created! Share your story and why giving back to Cleveland Clinic or Cleveland Clinic Children's is important to you!
- Don't forget to pick a cover photo

Start a Facebook Fundraiser From Your Phone

If you are interested in starting your fundraiser on your mobile phone instead, you will log into your Facebook app and click the menu on the lower right side of the screen and then select fundraisers. You can then follow the instructions above beginning at the third step.



Please note: All donations made on Facebook will go to support the Cleveland Clinic Annual Fund. Gifts cannot be designated to other funds. If you are interested in fundraising for a specific fund, please create a Personal Fundraising Page instead. (See page 7 for instructions)



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's tax exemption number?

- › Cleveland Clinic is not hosting your event, so it's considered a third-party event. 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. The Cleveland Clinic tax-exempt number can be found in the approval letter you will receive from the Community Fundraising team.

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

- › Because of the large number of events and limited number of staff, staff members aren'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.

For tax purposes, what can I give people who made donations?

- › 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 The Cleveland Clinic Foundation, Philanthropy Institute, Community Fundraising, 3050 Science Park Drive / 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 staff person (including medical staff) will be able to attend/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 or 216.448.0609.



Templates

Visit clevelandclinic.org/hostanevent to download Cleveland Clinic online templates.

[INSERT DATE]

Dear [donor name],

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

As a not-for-profit academic medical center, Cleveland Clinic relies on the generosity of families and friends like you to help them continue providing world-class patient care, innovative research and education. Please know that every contribution to Cleveland Clinic is appreciated and makes a difference.

On behalf of myself, the physicians, staff and patients of Cleveland Clinic, thank you for your support.

Sincerely,

[INSERT YOUR NAME]

Thank You!

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]
WHEN: [EVENT DATE AND TIME]
WHERE: [EVENT LOCATION - Include full address and details about parking]
WHY: [INCLUDE EVENT FUNDRAISING GOALS]

About Cleveland Clinic

Cleveland Clinic is a nonprofit multiphasic medical center that integrates clinical and hospital care with research and education. Located in Cleveland, Ohio, it was founded in 1921 by four renowned physicians with a vision of providing outstanding patient care based upon the principles of cooperation, compassion and innovation. Cleveland Clinic has pioneered many medical breakthroughs, including coronary artery bypass surgery and the first face transplant in the United States. *U.S. News & World Report* consistently names Cleveland Clinic as one of the nation's best hospitals in its annual "America's Best Hospitals" survey. More than 3,000 full-time salaried physicians and researchers and 11,000 nurses represent 120 medical specialties and subspecialties. The Cleveland Clinic health system includes a main campus near downtown Cleveland, eight community hospitals, more than 70 Northern Ohio outpatient locations, including 16 full-service Family Health Centers, Cleveland Clinic Florida, the Lee Rouse Center for Brain Health in Las Vegas, Cleveland Clinic Canada, and Cleveland Clinic Abu Dhabi. In 2013, there were 5.4 million outpatient visits throughout the Cleveland Clinic health system and 157,000 hospital admissions. Patients come for treatment from every state and from more than 130 countries. Visit us at www.clevelandclinic.org. Follow us on www.twitter.com/ClevelandClinic.

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Media Alert Template

Cleveland Clinic
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clevelandclinic.org

Community Fundraising Event Budget Template

Fundraising Goal	\$5,000
Total Income	\$3,400
Total Expenses	\$450
Actual Income	\$2,950
Amount to Goal	\$2,050

INCOME		EXPENSES	
Caterings	700	Decorations	50
Pedigree	200	Entertainment	100
Raffles	175	Food	100
Sale of Goods	225	Labor	25
Sale of Services	0	Printing/Graphics	75
Sponsors	1400	Rental fees	50
Tickets/Admission	300	Supplies	25
Underwriters	0	Postage	0
Other	0	Other	0
TOTAL INCOME	3400	TOTAL EXPENSES	450

Event Budget Template

