



Monroe Carell Jr.  
**Children's Hospital**  
at Vanderbilt



# Community Fundraising Toolkit

# Table of Contents

- 1**    **Our Mission**
- 2**    **Overview**
  - What is a community fundraiser?*
  - How will this toolkit help me?*
  - Where will the money go?*
- 3**    **How Children's Hospital Community Development Staff Can Help**
- 4**    **How to Start Planning**
  - Event ideas*
  - Budget*
  - Timeline*
- 5**    **Step-by-Step Guide to Planning**
- 6**    **Publicizing Your Event**
- 7**    **Style Guide**
  - Logo use*
  - Trademark and licensing approval*
- 9**    **Social Media Tips**
- 10**   **Wrap-Up**
- 11**   **FAQs**
- 12**   **Templates & Examples**

# Our Mission

**Monroe Carell Jr. Children’s Hospital at Vanderbilt is a beacon of hope and healing. In their moments of greatest need, children and families find a place of compassion, a place of discovery—a place where our community turns for care.**

**As a nonprofit organization, Children’s Hospital offers a wide range of services for many pediatric health conditions to children who come through our doors, regardless of the family’s ability to pay. Children’s Hospital is a comprehensive facility that serves children and their families as part of Vanderbilt University Medical Center.**



## About Children’s Hospital

Monroe Carell Jr. Children’s Hospital at Vanderbilt is a nationally recognized provider of pediatric health care services, currently with ten specialty programs ranked by *U.S. News & World Report* magazine in its Best Children’s Hospitals issue. The hospital is also ranked 13th in the nation by *Parents* magazine. With more than 400 physicians trained in 30 pediatric and surgical specialties, the 267-bed facility provides the highest level of pediatric health care services and is also a top-tier teaching and research facility, treating approximately 1,500 children each day.

The hospital features Centers of Excellence for the treatment of diabetes and congenital heart disorders, and also offers comprehensive services for other childhood diseases such as cancer, organ and bone marrow transplants, Level 1 pediatric trauma, sickle cell disease, and developmental disorders, and is home to a Level IV neonatal intensive care unit, the highest designated level of neonatal care.

Children’s Hospital opened in 2004, expanded its physical space in 2012, and is currently growing again as a result of its successful Growing to New Heights Campaign, an expansion that will add four floors and 160,000 total square feet. The new space will help advance the size and scope of the hospital’s mission.

## Overview

**Thank you for your interest in planning and hosting a fundraising event for Monroe Carell Jr. Children's Hospital at Vanderbilt! We rely on individuals like you to help raise awareness and much-needed funds to support research, programs and services that benefit our patients and their families. Funds raised for Children's Hospital contribute to discovery research, compassionate patient care and clinical training of the next generation's physician leaders. This toolkit will assist you in the event planning process to maximize your success.**

### **What is a community fundraiser?**

A community fundraising event (or third-party event) is an independent event hosted by an individual or organization within the community with proceeds benefiting Children's Hospital or another part of Vanderbilt University Medical Center. It's a great way to engage with the community and to raise funds and awareness.

### **How will this toolkit help me?**

We designed this toolkit just for you—our partners in the community! We want the planning process to be as easy as possible and for the event to be something you can enjoy. This in-depth toolkit provides all the information you'll need to plan a successful fundraiser for Children's Hospital and the specific area that you are interested in supporting.

### **Where will the money go?**

There are many programs and services within Children's Hospital that your donation can support. If you have a specific passion for a health care specialty, we will work with you to ensure your donation goes directly to that area. When you plan a fundraising event for Children's Hospital, you will work with a member of our Community Development team who can provide more information on areas of financial need, or various programs that are available to support.

# How Community Development Staff Can Help

Our Community Development team is a staff dedicated to working with organizations, businesses and individuals within the community to advance the mission of Monroe Carell Jr. Children's Hospital at Vanderbilt. This team can help you make your event a success by providing:



- Guidance on fundraisers and event planning based on our experience working with over 100 annual events within the community
- Consult on event structure and logistics
- Approval of use of appropriate logos for your promotional materials
- A letter of authorization to highlight your intent to donate to Children's Hospital
- Celebratory check presentations and tours
- Children's Hospital-branded giveaways, such as golf tees, balloons, chip clips, bandages, pens, pencils and other promotional items
- Promotional support through Children's Hospital and Vanderbilt University Medical Center outlets for events that are open to the public (space/time permitting)

## Services We Are Unable to Provide

- Tax exemption status to activity organizers for activity-related purchases
- Distribution of flyers or other promotional materials
- Gift recognition letters to individual contributors noting a charitable donation
- Insurance or liability coverage
- Funding or reimbursement for expenses
- Mailing lists of donors or vendors
- Children's Hospital or Vanderbilt University Medical Center stationery
- Celebrities for your event
- Guaranteed attendance of doctors or hospital leadership



## How to Start Planning

- **Organize a planning committee:** Bring together your friends, family, coworkers—anyone who shares a similar interest in raising funds for an important cause.
- **Brainstorm:** What kind of event would you like to host? Who is your ideal audience? Where would you like to host it? Consider everything while brainstorming. Our Community Development staff can help you with this.
  - a. **Choose the “right” event**—what kind of event does the committee want to hold? The event you pick should fit the committee’s interest, target audience and capacity for planning. Some examples include:
    - Runs and walks
    - Sporting events
    - Golf tournament
    - Talent show
    - “Battle of the Bands”
    - Karaoke contest
    - Trivia night
    - Art show
  - b. **Identify the audience**—Determine who in the community will attend this type of event and plan accordingly.
- **Plan a budget:** Use the budget template included in this toolkit to help you plan.
- **Propose a timeline:** A timeline will keep you on track and ensure all steps are completed prior to your event.
- **Schedule the event:** Be sure to check the local community calendar to prevent conflicting event dates.

# Step-by-Step Guide to Planning

To stay on track, you will need to create a comprehensive timeline with specific tasks and projects, and who will complete them. Here are a few examples of tasks that need to be completed before and during your event:

## 1 Complete and submit a Monroe Carell Jr. Children's Hospital at Vanderbilt Fundraising Event Application

Your Community Development team contact will provide the application for you to complete.

## 2 Identify your audience

Create a list of potential attendees or groups, organizations, etc., to which you will promote the event and whom you will invite to participate.

## 3 Determine budget and fundraising goals

## 4 Secure several months in advance:

- Venue
- Catering
- Entertainment
- Rentals

## 5 Design and produce (as needed):

- Invitations
- Programs
- Posters/signs
- Promotional items—T-shirts, cups, party favors, etc.
- Website or other digital graphics

## 6 Identify potential sponsors

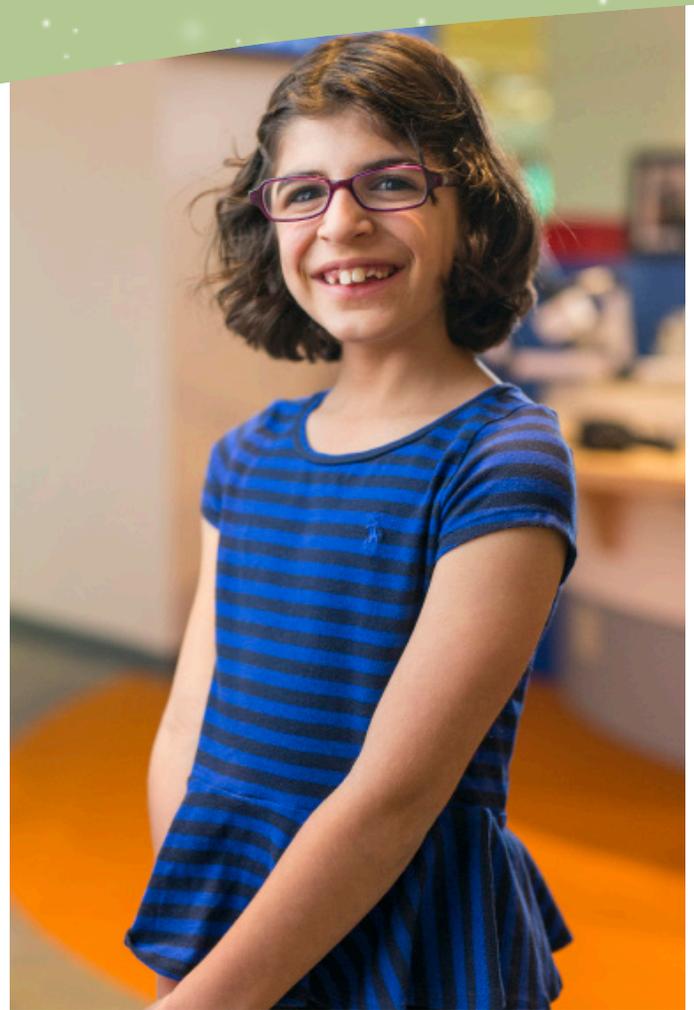
Create a sponsorship letter or packet to get support

## 7 Create a public relations plan; get the word out using:

- Media releases
- Email
- Community event calendars
- Social media

## Publicizing Your Event

**Publicizing your event can be one of the most important keys to success. We suggest some of the following publicity ideas to work into your PR plan:**



- Local community resources like community bulletin boards (i.e. your gym or coffee shop) or online event calendars can be great publicity tools
- Reach out to community newspapers or newsletters to publish information about your event
- Use social media. Whether you're using it as a free tool to spread information among friends and family, or you've created a page or account just for your organization/event, social media can help you easily reach a large audience. *See page 9 for tips on maximizing social media use.*
- Faith-based groups, sports clubs, neighborhood associations, etc., are also great ways to get the word out. Just ask if you can be included in a bulletin or if you can hand out or post flyers.

*At the end of this toolkit, we have included a suggested template for press releases. If you intend to reach out to local media outlets, please work with your contact from the Community Development team.*

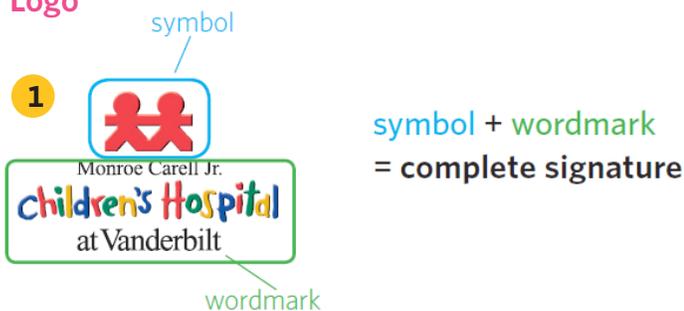
# Monroe Carell Jr. Children's Hospital at Vanderbilt Style Guide

Children's Hospital has a specific identity within the community. Follow the simple guidelines outlined in this section when creating your promotional materials and writing about Children's Hospital to ensure you are representing our identity correctly.

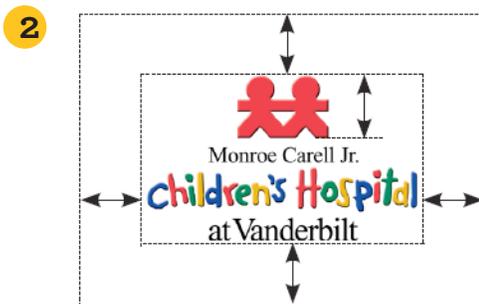
## Name

The hospital name should always be written or announced as **Monroe Carell Jr. Children's Hospital at Vanderbilt** on the first or only reference. A second reference made within the same article or on the same page should be **Children's Hospital**. The name should never be referenced as an acronym.

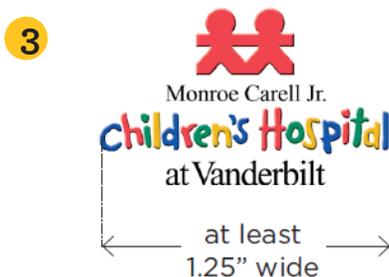
## Logo



- 1 The elements of Vanderbilt logos are trademarks. The "complete signature" is a single unit of identification, composed of a symbol and a wordmark. **The symbol and wordmark must always be used together and should not be altered or rearranged.**



- 2 The arrows pictured here show the **minimum amount of clear space that should surround the Children's Hospital logo** on any materials where the logo is used. You can see that **the clear space is equal to the height of the paper dolls.**



- 3 To ensure legibility, the Children's Hospital logo **should not be reproduced smaller than 1.25" across.**

## Style Guide, cont.

### Trademark and Licensing Approval

All promotional materials utilizing the Children's Hospital logo must be approved **before use**. Send all materials using our logo to your Community Development contact, who will take care of the approval process for you. We want to make it as easy as possible for you to create your materials and put them into use—below are best practices to streamline the process:

- Avoid “double-branding”—the Children's Hospital logo cannot be placed in close proximity to another logo.
- Make the relationship between your event and Children's Hospital as clear as possible by using terminology like “proceeds benefit” or “benefiting” Monroe Carell Jr. Children's Hospital at Vanderbilt.
- Don't use the logo on any materials promoting alcohol, firearms or tobacco.
- Avoid placing the logo on patterned or busy backgrounds.
- Do not re-shape or rearrange any elements in the logo.
- Do not add words, images or other logos to create new composite logos.
- Do not use the paper doll symbol on its own without the wordmark.

### Apparel and Promotional Products

Apparel and promotional items related to your event that utilize the Children's Hospital logo, like t-shirts, lanyards, cups, pens or other similar items, must be approved and produced through the Vanderbilt Trademark Licensing Office. If you have an apparel or promotional product in mind as part of your event, let your Community Development team contact know as soon as possible, and they will manage the trademark and licensing process for you.

*The guidelines in this section are an excerpt from the Vanderbilt University Medical Center Brand Style Guide. To learn more about our style guidelines and proper use of the Children's Hospital name and logo, find the full Style Guide online at [mc.vanderbilt.edu/logo](http://mc.vanderbilt.edu/logo).*

# Social Media Tips

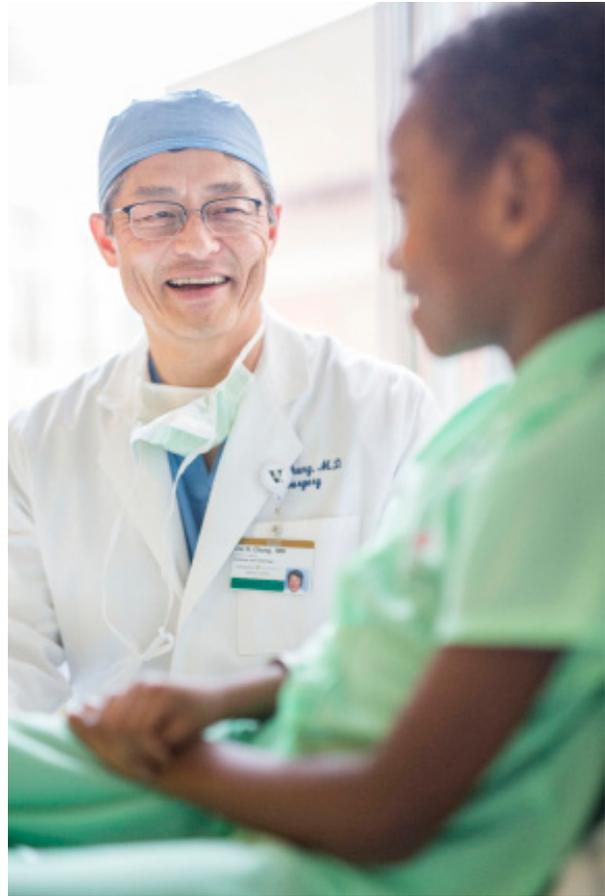
- **Find us and follow us!**

**Facebook:** [Facebook.com/ChildrensHospital](https://www.facebook.com/ChildrensHospital)

**Twitter:** [@VUMCChildren](https://twitter.com/VUMCChildren)

**Instagram:** [@VUMCChildren](https://www.instagram.com/VUMCChildren)

- **Include your fundraising and event links:** Use social media as an additional fundraising tool. Publish information linking to event tickets or fundraising information to make it easier for your friends and family to learn more about the event and why you're participating.
- **Keep posts short:** Get to the point—the shorter the post, the better.
- **Use pictures or videos:** Make your posts stand out by including pictures or videos. Media from past events will remind everyone how much fun the event was in previous years. Hosting a first-time event? Be sure to use videos from our YouTube channel to show your friends and followers what Monroe Carell Jr. Children's Hospital at Vanderbilt is doing in terms of research and patient care, which is all made possible by donor support.
- **Recommend sharing:** Encourage your friends and family to share your social media posts. This will expand who sees your posts and spread your message further.
- **Remember to say "Thanks!":** Social media can be a helpful tool after your event as well. Post pictures from the event and thank everyone who participated.
- **Tag Monroe Carell Jr. Children's Hospital at Vanderbilt:** This gives our followers a chance to see how people are supporting Children's Hospital each and every day, and how that support makes a difference.





## Wrap Up & Post-Event Reminders

**There are a few simple tasks that need to be completed following your fundraising event.**

### **Send in your donation/proceeds**

Checks should be made payable to Vanderbilt University Medical Center. Mail your check within 30 days of the event to:

*Community Development Assistant  
Vanderbilt University Medical Center  
P.O. Box 290369  
525 Royal Parkway  
Nashville, TN 37229-0369*

### **Say "Thank you!"**

Show your appreciation and thank everyone who supported your event. Use personal notes and letters. A sample thank you letter is included in this toolkit.

### **Start thinking of your next fundraiser**

Take notes on your event as soon as you can—what worked, what didn't, etc.—to make planning your next fundraiser easier. Be sure to debrief with others who were involved with the event.

### **Attend other fundraisers**

Support others like you by attending their events or supporting them on social media! Recognize what is done well and how you can utilize best practices at your event.

# FAQs

## **Can I use Monroe Carell Jr. Children's Hospital at Vanderbilt's tax exemption number?**

Third-party events are not able to use Vanderbilt University Medical Center's tax-exemption number since the Medical Center is not hosting the event.

## **Can you help me get a permit for my event?**

The event organizer is responsible for securing necessary permits for the event.

## **Who will provide insurance for my event?**

The event organizer is responsible for securing insurance for the event. Vanderbilt University Medical Center is unable to provide insurance for third-party events.

## **Will each of my donors get a tax receipt?**

Donors can only receive a tax receipt if their checks are made payable to Vanderbilt University Medical Center. We cannot issue receipts for donors who make payments directly to third-party events.

## **Can someone from the Office of Development help me plan our event or attend?**

We are happy to provide guidance during the planning process but cannot always guarantee someone from Vanderbilt University Medical Center can attend.

## **Can someone deduct the cost of their ticket from their tax return if they attend the event?**

You can only deduct anything above the fair market value of your ticket. The value of food, beverage, gifts, services, etc., cannot be deducted. Please visit [www.irs.gov](http://www.irs.gov) for more information.

## **Can I come to Children's Hospital and play music or entertain the patients in some way?**

Our Volunteer Services department is who you'll need to contact. You can find more information [here](#).

## **Can I host a toy drive or book drive?**

We have up-to-date wish lists of items that the Child Life team is currently seeking for patients and their families. To find more information, [click here](#).

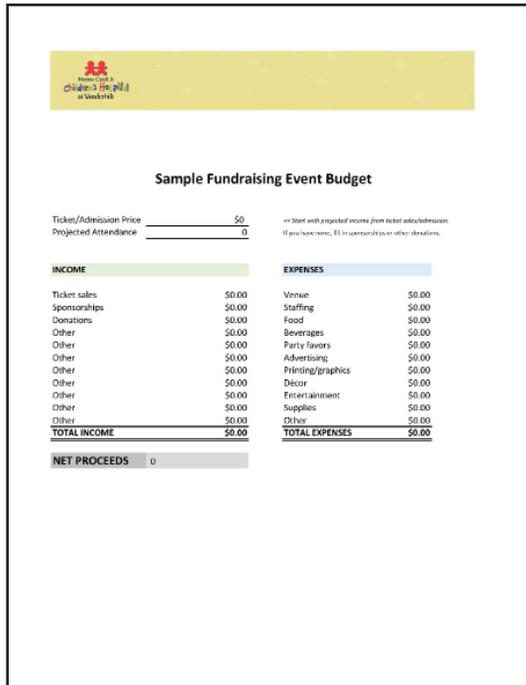
## **Can I send invitations to the hospital's donor list?**

Unfortunately, no. We must respect the privacy of our donors and cannot share our lists.

# Templates & Examples

Use these templates as a starting point to create your own materials. Click the image to download.

Sample Budget Worksheet



**Sample Fundraising Event Budget**

Ticket/Admission Price \_\_\_\_\_ \$0      Start with a expected income from ticket admission.  
 Projected Attendance \_\_\_\_\_ 0      If you have more, fill in sponsorships or other donations.

INCOME		EXPENSES	
Ticket sales	\$0.00	Venue	\$0.00
Sponsorships	\$0.00	Staffing	\$0.00
Donations	\$0.00	Food	\$0.00
Other	\$0.00	Beverages	\$0.00
Other	\$0.00	Party favors	\$0.00
Other	\$0.00	Advertising	\$0.00
Other	\$0.00	Printing/graphics	\$0.00
Other	\$0.00	Decor	\$0.00
Other	\$0.00	Entertainment	\$0.00
Other	\$0.00	Supplies	\$0.00
Other	\$0.00	Other	\$0.00
<b>TOTAL INCOME</b>	<b>\$0.00</b>	<b>TOTAL EXPENSES</b>	<b>\$0.00</b>
<b>NET PROCEEDS</b> 0			

Sample Press Release



**Sample Press Release**

[YOUR LOGO]

**FOR IMMEDIATE RELEASE**  
 Contact: <Name>  
 Email/Phone: <Email/Phone>

**HEADLINE**

<Organization Name> will host its annual <Event Name> on <Date> at <Venue>. All proceeds from this event benefit Monroe Carell Jr. Children's Hospital at Vanderbilt. <insert details about the event like time, theme, ticket/admission cost, on-site activities, age restrictions, etc.>

"We're incredibly excited for this year's event and the important cause we're supporting," said <Organization Leader>. The mission of Children's Hospital is to provide compassionate care of children and their families, no matter how common or complex the health condition. Funds from <Event Name> will also specifically benefit <Area of Children's Hospital funds support>.

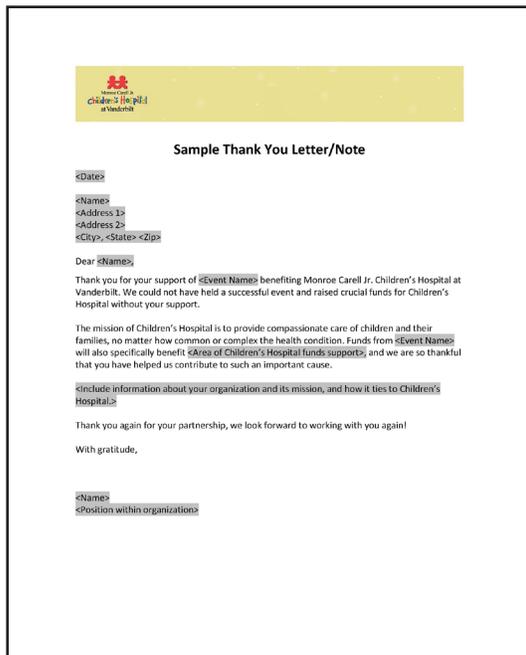
<Include information about your organization and its mission, and how it ties to Children's Hospital.> More details including updates about this event can be found online at <Website> or on social media at <Facebook or Twitter>.

**About [YOUR ORGANIZATION]**

<Insert Boilerplate>

###

Sample Thank You Letter/Note



**Sample Thank You Letter/Note**

<Date>  
 <Name>  
 <Address 1>  
 <Address 2>  
 <City>, <State> <Zip>

Dear <Name>:

Thank you for your support of <Event Name> benefiting Monroe Carell Jr. Children's Hospital at Vanderbilt. We could not have held a successful event and raised crucial funds for Children's Hospital without your support.

The mission of Children's Hospital is to provide compassionate care of children and their families, no matter how common or complex the health condition. Funds from <Event Name> will also specifically benefit <Area of Children's Hospital funds support>, and we are so thankful that you have helped us contribute to such an important cause.

<Include information about your organization and its mission, and how it ties to Children's Hospital.>

Thank you again for your partnership, we look forward to working with you again!

With gratitude,

<Name>  
 <Position within organization>