Superhero Toolkit
Dear Undercover Superhero,

Thank you for your interest in supporting UNC Children’s by hosting a fundraising event in your community! UNC Children’s is always recruiting superheroes who are passionate, have the ability to mobilize and motivate side-kicks, and want to make an immediate impact in the world. We thank you for pulling on your cape and taking up our cause!

For years, UNC Children’s has been providing world-class medical care to children of all ages – no matter how critical or rare their condition, and regardless of a family’s ability to pay. We are currently expanding our mission to C.A.R.E. for the state of North Carolina by enhancing our services in Clinical Care, Advocacy, Research, and Education as we work to become the very best children’s hospital in the Southeast. We appreciate the support you are lending us to realize such ambitious goals in the service of others.

Unrestricted funds raised through community events like yours help the hospital to best meet immediate needs in a timely manner related to care delivery, growth, and enhancement. Examples of funding needs at UNC Children’s include: funding for new clinical and research initiatives, renovations of clinical spaces, professorship support, and program development.

To help ensure the best outcomes for your event, we have developed this Superhero Toolkit which will help keep your fundraiser aligned with our mission and image and aid you in planning the best event possible! Please feel free to use the resources included here to their fullest potential.

If you have any questions during the planning of your community fundraising event, please don’t hesitate to contact us. Though they may never see your face, you are truly an undercover superhero for our patients, families, and physicians. Thank you for thinking of UNC Children’s!

Sincerely,

Kelly Partner
Events Coordinator
UNC Children’s
919.966.7816
Kelly_Partner@med.unc.edu
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List of Potential Fundraising Ideas

**Kid Friendly**

1. Art show
   - This fundraising idea is very kid-friendly! Have a group of neighborhood friends or students create pieces of art, whether that is hand print art, watercolor paintings or drawings, and sell them in the community.

2. Prescription Bottles
   - Challenge everyone at your work place, social media sites, school or church to fill an empty prescription bottle with change. Quarters in an average size bottle totals about $12!

3. Lemonade Stand
   - This is an oldie but a goodie! Get neighborhood kids together to hold a lemonade stand during the summer at a local park or front yard.

**Holiday Fun**

1. Turkey Raffle
   - Thanksgiving in November means that people need turkeys; why not get one that supports UNC Children’s! Get as many turkeys donated that you can from your local grocers. Have them sell chances to win at the register or in the meat section of their stores. Hold the turkey raffle towards the end of October until a week before Thanksgiving!

2. Pumpkin Patch
   - When October rolls around, almost everyone need to buy pumpkins! Contact a pumpkin wholesaler in North Carolina and make sure you are on their list of buyers. Find a location to set up your pumpkin patch, ask for volunteers to work hours, and sell pumpkins throughout the month of October!

3. Holiday Pictures
   - Work with a shopping center, Wal-Mart, or local grocery store and get permission to set up pictures with the Easter Bunny or Santa during Easter and
Christmas. Have a camera that is able to print the pictures on site, and ask for volunteers to work the event.

Workplace

1. Jeans on Monday
   - Many work places have adopted “casual Fridays,” so why not have people pay to get to wear jeans on Monday as well! This can be adapted to fit any corporate office, and can be done once or many weeks in a row!

2. Bake Sale
   - Everyone loves a sweet treat every once in a while. Have your office bring in a variety of baked goods and sell them in the lobby of your building!

Food Fundraisers

1. Restaurant Night
   - Work with a local restaurant and dedicate one night per week that they will agree to donate a percentage of their sales. A restaurant night can be it’s own fundraiser or can be done in addition and to raise awareness for another fundraising event.

2. Spaghetti Dinner
   - Hold a spaghetti dinner at your church or local community center. Ask for volunteers to help cook and serve, and sell tickets around town!

3. Pancake breakfast
   - Host a pancake breakfast on a weekday before working hours or on a Sunday before church. Sell tickets in your community and invite the local children’s church or school choir to perform!

About Town

1. Garage Sale
   - Get together with your neighborhood, friends and family to compile items that you want to get rid of through a garage sale. Have the sale on Friday or Saturday morning, and advertise with signs the week prior. You can have just one or a few over the span of a few months! All that is needed is stickers for pricing, a cash box, a few tables, and some markers and poster board.

2. Band or choir concerts
• Ask a music group on a college campus or a local band or choir to host a concert and donate their ticket revenue to UNC Children’s.

3. Fashion Show
   • Ask local vendors to donate clothing they would like showcased in a local fashion show. Then sell tickets to a lunch or dinner where volunteers will model the clothes. Enhance your show by adding raffle prizes donated by the vendors.

4. Runs and Races
   • Host a 5k or fun run to benefit UNC Children’s! Have runners pay for entry, work with local police to block off a course, and spread the word through gyms and workout centers.
General Timeline for UNC Children’s Fundraising Event

1. Submit Online Application to hold a UNC Children’s Community Fundraiser to Kelly Partner (Kelly_Partner@med.unc.edu or (919) 966-7816).
   - This must be done at least 6-8 weeks prior to your event, though we suggest that it is completed before that and prior to any other planning.

2. 1 Year – 6 Months in Advance
   - Review UNC Children’s guidelines and policies regarding the Community Fundraising events
   - Hold brainstorming sessions
   - Create a name for your event
   - Take some time to learn about and review the mission and work of UNC Children’s
   - Pick a date and venue for your event (These are easiest to do together)
   - Identify and contact sponsors or partners
   - Develop ultimate goals and detailed plan for your event
   - Develop a detailed budget plan

3. 4-6 Months in Advance
   - Develop event committees (Donations, volunteers, public relations etc.) and appoint committee chairs for each
   - Confirm speakers, presenters or entertainers
   - Book and confirm caterer if needed
   - Set up online registration if needed
   - Investigate any need for special permits, Licenses, insurance etc.
   - Develop publicity pieces (Flyers, newspaper articles, logos, advertisements etc.)
     - Submit all promotional materials with the UNC Children’s logo on it for approval before using them (approval takes less than 5 business days)
2-3 Months in Advance
✓ Send any ask letters, save the date cards or other mailers
✓ Create draft event script (for MC, speaker introductions, thanks, closing, etc.)
✓ Request logos from corporate sponsors for online and printed materials
✓ Create an event page on your website
✓ Create a Facebook event page and activate a Twitter account
✓ Develop a promo video and post on YouTube and your Facebook page
✓ Register your event on a variety of online event calendars (reference our list of local calendars for great resources!)
✓ Order any supplies that will be needed in advance or for the day of the event (raffle tickets, runner’s bibs, poster board, price tags etc.)

1 Month in Advance
✓ Send reminder emails and mailers to volunteers and potential participants
✓ Follow up and confirm sponsorships and donations
✓ Release press announcements about keynote speakers or special VIP's attending
✓ Post your initial event news release on your website and circulate to all partners, affiliated organizations, etc.
✓ Spread the word about your event through flyers, social media, emails listserves, and personal announcements at community meetings

1 Week in Advance
✓ Have all committee chairs meet and confirm all details against Master Plan
✓ Ensure back-up plans are developed for any situation (Rain plan or back up volunteers)
✓ Finalize event script
✓ Brief any/all hosts, greeters, volunteers about their event duties and timelines
✓ Final seating plan, place cards, etc.
✓ Provide final registration numbers to caterer
✓ Make print and online copies of any speeches, videos, presentations, etc.
✓ Final registration check, name badges & registration list
✓ Determine photo opp and interview opportunities with any presenters
✓ Confirm details with local media
✓ Ensure registration and media tables are prepared and stocked with necessary items (blank name badges, paper, pens, tape, stapler, etc.)
✓ Ensure all promo items, gifts, plaques, trophies, etc. are ready

📍 The day of your event!
✓ Ensure you have copies of all instructions, directions, phone numbers, keys, extra parking permits for special guests, and seating charts with you at all times
✓ Check-in with each Committee Chair throughout the day to ensure their team is on track
✓ Take pictures and post to Facebook and Twitter

📍 After your event
✓ Gather all receipts, documentation, final registration data, etc. and update budget
✓ Send thank-you’s and acknowledgement letters to
  ▪ Sponsors
  ▪ Volunteers
  ▪ Speakers/presenters
  ▪ Donors
  ▪ The Media
✓ Mail your donation to North Carolina Children’s Hospital with attached donation form completed.
✓ Fill out UNC Children’s online survey (emailed to you) to tell us how your event went and so you can share suggestions for future community event fundraisers!

*Note: Most of these are suggestions for planning your community fundraising event, but everything that is bolded is a basic MUST for a UNC Children’s fundraiser!
Volunteer Management

Volunteers can be one of the best assets to an event planning team. Here are some tips and tricks on how the volunteer experience at your fundraising event the best it can be!

1. Start **recruiting** volunteers towards the beginning of your fundraiser planning process. Reach out to schools, universities, churches, community centers, neighborhoods and other groups and advertise your event and volunteer needs.

2. Have interested volunteers fill out a **volunteer interest form** that will let you organize important information about them. Gather basic information as well as ask questions about their areas of interests and talents, for some volunteers work best behind the scenes and others like being seen and heard in the community. Respect your volunteers by giving them a job best suited to them. Also make sure to get good contact information such as phone and email address as well as when they are available.

3. Create **committees** that volunteers can join. These categories could include public relations, fundraising, donations, decorations, marketing, community outreach, auction and raffle, t-shirts, event day and many more. Create a committee head from your core team or appoint a volunteer to head up the committee.

4. Write out and post **volunteer job descriptions** for each different volunteer committee. These descriptions should outline exactly what volunteers will be doing and what is expected of them. This will help them know exactly what they are signing up for, and will help you think through everything that needs to get done for the event!

5. Make a **calendar** with specific dates and times of when volunteers will be expected to help out with planning or executing the event and share this with your volunteers as soon as possible.

6. **Communicate** with your volunteers throughout the process. They are there to help the event, and will love to hear about fundraising progress!

7. Make sure to **spotlight and honor** your volunteers. You can spotlight them through your emails or newsletter. You can even bring those extra-special volunteers up to the stage and recognize them for their years of service, their hard work, and their dedication.
8. **Educate** your volunteer force on UNC Children’s and the purpose behind your particular fundraiser. Volunteers are great ambassadors for the cause!

9. On the day of your event, have your volunteers **dress** in a similar way. This can mean anything from dressing professionally, to wearing the event’s t-shirt or button, to wearing the same color. A uniformed look lets people attending your fundraiser know who to ask if they have a question. It will also make your volunteers feel included and part of the team.

10. Include your volunteers in the debriefing and **evaluation** phase of the fundraising event. They will not only be curious to know how exactly the event went, but will be much more likely to volunteer again if they felt included! Not to mention they normally have good thoughts, comments and suggestions to add to this discussion.

11. Say **THANK YOU**. Write thank you notes and make sure to tell your volunteers thank you when you see them after the event. “Thank you” goes such a long way!
Suggestions for Event Advertising

- Community Calendars in the Triangle area
  - http://events.triangle.com/listings (Connected to the News and Observer)
  - http://www.visitraleigh.com/events/submit-an-event/
  - http://www.wral.com/entertainment/out_and_about/?navkeyword=Calendar
  - http://www.trianglesource.com/
  - http://www.dailytarheel.com/calendar/submit
  - http://unc.edu/about/events-calendar-submissions-guidelines/
  - http://www.heraldsun.com/x583709307/Contact-Us

- Social Media event promotion
  - Potential Social Media Platforms you can use to promote your event
    - Facebook, Twitter, Instagram, SnapChat, Pinterest, Google Plus, LinkedIn, YouTube and many more
  - How to create a Facebook Event:
    https://www.facebook.com/help/116346471784004
  - Tips and Tricks:
    - http://causera.org/nonprofit-journal/7-ways-to-use-social-media-for-fundraising/
  - Live tweet or post on Facebook during your event to raise awareness, name recognition, and newsworthiness of your event.
  - Create a Twitter and Instagram #Hashtag that volunteers and participants can use throughout the event.

- Flyers
  - What should go on a flyer?
    - Date of event, main contact phone or email, website link, cost of event, and any deadline to sign up
• Mention that your event is benefitting UNC Children’s
• UNC Children’s Logo and Logo of your event
• Catchy tagline, graphic, or picture from a previous event

- Where should a flyer be hung?
  • Church bulletin, lunch room at school or work, grocery store bulletin, businesses, restaurants, libraries, YMCA’s, shop windows and community centers.
- Adding “tear-offs” at the bottle of the flyer with contact information is an easy way for people to remember how to sign up or buy a ticket.
- See attached flyer template

• Miscellaneous Advertising Ideas
  • Go into the settings on your Email and change your signature to include the website to your event during the month leading up to it.
  • Print stickers advertising your event and ask a local coffee shop to put them on coffee sleeves prior to the event.
  • Hand out small half page flyers at a community event or shopping center.
  • Create posters and put them in your front yard and around town. (Note: Many local councils have a zero-tolerance policy on posters on council or public property, be careful and make sure to check beforehand)
  • Send a news release to local newspapers, magazines and news stations to inform them of your upcoming fundraising event and to invite them to cover it. Make sure to clearly state all the details of your event.
  • Create a YouTube video or put a slideshow of pictures to music about your event and UNC Children’s. Post this to your Facebook page, tweet this on your event’s Twitter, and email it to supporters to raise awareness.
**UNC Children’s Calendar Listing Form**

Please complete the form below with information related to your event and send to [Kelly_Partner@med.unc.edu](mailto:Kelly_Partner@med.unc.edu) for listing on the UNC Children’s calendar and possible social media exposure. All information provided here will be publicly accessible. **Please Submit at least 4 weeks prior to your event for best exposure.**

| **Event Name:** |  |
| **One-Sentence Teaser/Description:** |  |
| **Date of Event:** |  |
| **Start Time:** | **End Time (if applicable):** |
| **Location Name & Address:** |  |
| **Detailed Event Description:**  
(what do you want folks to know?) |  |
| **Schedule of Events:**  
(if applicable) |  |
| **Registration fees & how to register, purchase tickets, etc:**  
(and/or other costs) |  |
| **Event Contact Name** | **Organization hosting event: (if any)** |
| **Email Address:** (to be displayed on the calendar) |  |
| **Phone Number:** (to be displayed on the calendar) |  |
| **Website(s):** |  |
| **Facebook URL:** |  |
| **Twitter:** |  |
| **Instagram:** |  |
| **Anything else we should know in listing your event on our calendar?** |  |
| **Have you listed your event on other newspaper, television, and radio community calendars?** |  |
Thirty Second Blurb about UNC Children’s

“UNC Children’s protects the health of North Carolina’s 2.4 million children by aligning premier health care practitioners, world-class medical education, and innovative research to provide the highest-quality care.

As the state’s children’s hospital, UNC Children’s is called to ensure that no child need to leave North Carolina for any medical condition regardless of how critical or rare their challenge.

UNC Children’s could not keep this promise to the children of North Carolina alone; thank you so much for your support!”

One Minute Blurb about UNC Children’s

“UNC Children’s protects the health and well-being of North Carolina’s 2.4 million children by aligning premier health care practitioners, world-class medical education, and innovative research to provide the highest-quality care.

As the state’s children’s hospital, UNC Children’s is called to ensure that no child need to leave North Carolina for any medical condition regardless of how critical or rare their challenge.

Supporting UNC Children’s is an easy choice to make. They are taking care of our children now, advocating for numerous health initiatives across the state and country, discovering treatments through innovative research, and educating tomorrow’s physicians who will care for our children in the future.

It is because of support from people like you that the hospital is able to continue to provide life-saving services to the children of our state, regardless of their family’s ability to pay.

Thank you!”
Guidelines for Community Fundraising Events benefiting
UNC Children’s

WHAT THE HOSPITAL CAN DO TO SUPPORT YOUR EVENT:
In order to be equitable with our resources, UNC Children’s will look at how much your event raised in previous years in order to determine what support we will be able to provide. Please note that all benefits are subject to availability and may change at any time.

Events raising $1-$999 AND First Year Events
• Access to digital information/presentation materials about UNC Children's
• Use of UNC Children’s logo and name
• A letter of authorization to be used to validate the authenticity of the event
• Event date & link to details listed on UNC Children’s website calendar

Events raising $1,000-$4,999
• All of the above
• Invitation to do a check presentation at the N.C. Children’s Promise Radiothon in November
• Increased web and social media exposure

Events raising $5,000-$9,999
• All of the above
• Small giveaway items to use at your event (pens, pins, cards) as available
• Enhanced visibility of your event on the UNC Children's website and calendar
• Invitation for 4 people (ages 18+) to tour the hospital during one of two fixed bi-annual tour dates

Events raising $10,000+
• All of the above
• Access to silent auction/raffle item(s), as available*
• UNC Children’s representative at your event or post-event check presentation, as available*
• Additional support from UNC Children's as needed*

*3+ months advance notice required to implement these benefits

WHAT THE HOSPITAL CANNOT DO TO SUPPORT YOUR EVENT:
Unfortunately, there are simply some things that we cannot do for you event because of various regulations and time constraints in our office. These include but are not limited to:
• Provide on-site staff, volunteers, doctors, patients or other speakers for your event, except in cases noted above.
• Aid with marketing/publicizing your event or garner any media coverage on your behalf
• Extend our tax exempt or non-profit status to you or your event to garner discounts or special privileges
• Provide funding or reimbursement for your event expenses
• Solicit sponsorship revenue for your event
• Provide any kind of mailing list to you
• Provide insurance or liability coverage for your event
• Allow you to apply for grants or funding under our name (you must use your event’s name)
OFFICIAL GUIDELINES:

- Our goal is to ensure the best possible outcome for your event by approaching donors in the community in a coordinated fashion. Please read our community fundraising event guidelines below before committing to hosting a fundraising event.
- Any individual, business, or organization that wishes to host an event benefiting UNC Children's must complete the online event application to be reviewed by the UNC Children's development team.
- Events must fit the mission and image of UNC Children's.
- If another organization will benefit from the event, UNC Children's must be notified within the online application.
- Applications must be submitted at least 6-8 weeks in advance of the proposed event date in order to qualify for any benefits (including use of the Children's Hospital name and logo). Please see the “What UNC Children's Can Do For Your Event” section above for benefits available to your event.
- Until the event has been approved, no public announcements can be made, and the event may not be promoted in any way.
- Should UNC Children's decline the application or choose not to be affiliated with the community fundraising event in question, reference to the UNC Children's in any form (i.e. use of name or logos, etc) will not be permitted. Failure to adhere to this stipulation will be cited as fraud.
- All event materials that include UNC Children's name or logo must be reviewed and approved in advance by the development team. Materials include, but are not limited to, advertising, press releases, posters, flyers, web content, t-shirts, etc.
- UNC Children's (or any entity of the Children's Hospital) is the beneficiary—not the sponsor or host—of any events. Publicity should list the name of the event followed by “benefiting UNC Children’s”.
- The public must be informed how UNC Children’s will benefit from the event. If the hospital will not receive 100% of the proceeds, an exact percentage or amount must be stated on all related publicity.
- The event organizer must obtain any necessary permits, licenses, and insurance related to their event. UNC Children's and all related entities cannot assume any type of liability for your event and cannot extend any insurance to you.
- Solicitation of businesses involving the direct or implied use of the UNC Children's name must be approved in advance by the development team. Many businesses already support UNC Children's, and solicitations for your event should be coordinated with our office in advance.
- Some things that UNC Children's cannot do for your event include, but are not limited to: providing onsite staff or volunteer support at your event, providing doctor patient or other speakers at your event, aiding with publicizing your event, extending our tax exempt or non-profit status to you or your event, providing funding or reimbursement for your event expenses, soliciting sponsorship or donations for your event, providing a mailing list of any kind, providing insurance or liability coverage for your event, allowing you to apply for grants or funding under our name.
- If event expenses are greater than the money raise by the event, the event organizer is responsible for those incurred expenses.
- Proceeds are requested in the UNC Children’s office within 30 days of the fundraising activity.
- If circumstances warrant (e.g. fraud, negative exposure, etc.) UNC Children's may, at any time direct the event organizer to cancel the event. The event organizer must cancel the event if so directed and further agree to release the Children’s Hospital and its officers and employees from any and all liability in connection to any such action.
4th Annual Golfing for Greatness

Saturday May 21st, 2015; Green Grass Golf Course

Benefitting UNC Children’s!

The Fourth Annual Golfing for Greatness Tournament is coming up! Call 111-222-3333 or Email Golf@Golf.com to reserve your spot in the tournament today!
Thank you letter Template

[Event Logo]

Date

[First Name] [Last Name]
[Address]
[City, ST ZIP]

Dear [First Name],

As the organizers of Your Event Name we would like to express our immense gratitude for your [Involvement or donation]. We asked for your help in supporting UNC Children's, and you responded generously. Together we raised over $XX,XXX!

This year we were able to [details from your event i.e. how many runners, how many tickets sold, how many volunteers participated]. We also had so much fun [special things i.e. singing along to the band, listening to this MC, enjoying food from a sponsor, etc.]

Your generosity was overwhelming and we can’t thank you enough for your commitment to UNC Children’s through his event. As North Carolina’s nonprofit children’s hospital, UNC Children’s is dedicated to providing life-saving services to the children of our state, regardless of their family’s ability to pay. We hope you have a deep sense of satisfaction knowing you have made a difference in the lives of so many kids being treated at the Children’s Hospital. We look forward to your support for the 20XX Your Event Name event and beyond.

With deepest thanks,

Name of your Event Event Organizers

Your names
Dear [First Name] and [Organization/Group],

We are very pleased to announce that [Your name or name of your organization] will be hosting the upcoming [fundraiser event name] to benefit UNC Children’s. We are thrilled for the opportunity to aid UNC Children’s as they continue to provide life-saving services to the children of our state, regardless of their family’s ability to pay. We hope that through [what your event does i.e. our 5K, selling lemonade, collecting coins, etc.] we can successfully raise [set goal amount of money, more than amount made last year, or simply a generous amount of funds] for this wonderful organization. We would love your help in reaching our goals!

[Name of your fundraising event] will be held [date, time, location]. It will be a day filled with [bands performing, activities available, food provided, special guest speakers, etc.]

We invite you to join us through [Give different options to being involved i.e. hosting a team, sponsoring a table, becoming an event sponsor, making a donation, etc. Make sure to include any important deadlines].

Please contact [Your contact person’s name] if you have any questions or would like to discuss this further at a time that is convenient to you. We are so excited for [Your event], and hope that you will be able to join us. We believe that together we can greatly support UNC Children’s as they continue their mission to protect the health of North Carolina’s 2.4 million children each and every day. [Or some sort of personal, heartwarming call to action!]

Best,

[Your name and organization]
[Your contact information]