



Thank you for your interest in St. Louis Children's Hospital. We appreciate your support and generosity. Philanthropy makes the difference between good children's hospitals and great children's hospitals.

Third party events play a special role in philanthropy at St. Louis Children's Hospital. Your efforts will help raise valuable funds and awareness about children's health issues. Dollars raised by third party event organizers directly impact the services that St. Louis Children's Hospital provides to children and families. Some examples of what your donation will provide to our patients are:

- Patient care
- Medical research
- Family support services
- Education
- Child advocacy
- Free care

When *Child* magazine announced the results of its exclusive survey to identify the top 10 children's hospitals in the country in January 2007, St. Louis Children's Hospital ranked **seventh** on the list. We could not attain this ranking by our medical and support staff alone. It is thanks to the partnership with friends like you that Children's Hospital can continue to provide world-class pediatric care to children in the St. Louis community and beyond. Over the past three years, we have treated children from all 50 states and 56 countries - *doing what's right for kids* right in our own neighborhoods and across the globe.

In order to assure that the Children's Hospital name and image are being used appropriately, we ask that all third-party fundraisers abide by the following policies. Your cooperation will help us guarantee consistency and quality in the events that ultimately help our patients. Thank you again for your efforts.

## Third-Party Fundraising Policies

- As the originator of a third-party event or project, you are considered the event organizer. The organization, promotion and execution of the event is your responsibility.
- All potential event organizers must complete the Special Event or Project Proposal form and return it to St. Louis Children's Hospital Foundation prior to conducting or publicizing the event.
- If your third-party fundraising event is approved, you will receive a letter of authorization from St. Louis Children's Hospital Foundation to validate the authenticity of the event and its organizers. Approval status will remain in effect for 12 months from the date of the letter of authorization so long as the activity is consistent with what has been approved. After 12 months have expired, organizers must reapply for approval using this same process.
- All additional activities pursued by your group for the benefit of St. Louis Children's Hospital need to be reported and approved.
- You will receive written notice if your third-party fundraising event is not approved.
- Before distribution to the public, St. Louis Children's Hospital Foundation must approve all event-related publicity in which the St. Louis Children's Hospital name or logo is used (including print, broadcast and online). The name and logo must be used in accordance with Children's Hospital's graphic standards.
- The event organizer will pay any license fees and will cover all other incurred expenses. Estimated expenses and revenue must be established by event organizers and submitted for review by St. Louis Children's Hospital Foundation before the event. Our goal is that expenses are not to exceed 45% of the total amount raised. If Children's Hospital will not receive all event proceeds, then it must be stated clearly in all publicity and collateral materials that *a portion* of the proceeds will benefit Children's Hospital.
- In order to avoid conflicting fundraising efforts, please notify St. Louis Children's Hospital Foundation *before* you solicit any donations for your event, including underwriting, sponsorship or in-kind gifts (such as donations of food, printing services, etc.).
- All checks for event proceeds should be made payable to “**St. Louis Children's Hospital Foundation.**” Donors may choose to designate their gifts to a particular area of the hospital if they so desire. **Contributions are tax-deductible only if they are made directly to St. Louis Children's Hospital Foundation, not the third-party event organizer (unless they are a 501(c)3 charitable organization).**

- Event proceeds should be submitted to St. Louis Children's Hospital Foundation within 30 days after the event to receive proper recognition and tax information.
- Gifts from third-party fundraisers will receive recognition as stated in St. Louis Children's Hospital Foundation's donor recognition policy.

**How St. Louis Children's Hospital Foundation works with you:**

- Acknowledges direct contributions to St. Louis Children's Hospital.
- Provides and approves the use of our logo (as appropriate) to ensure proper reproduction and usage according to hospital graphic standards.
- Assists donors in directing contributions toward areas of special interest or areas of need within the hospital.
- Provides a letter of authorization to be used to validate the authenticity of the event and its organizers.
- Provides appropriate recognition of fundraising efforts on our website.

Due to federal regulations and hospital policy, St. Louis Children's Hospital Foundation is unable to:

- Provide our tax exemption number.
- Offer funding or reimbursement for expenses.
- Share mailing lists of donors or vendors.
- Provide St. Louis Children's Hospital stationary.
- Guarantee attendance of Children's Hospital staff, volunteers or patients at the event.
- Provide assistance with marketing or promoting your event or project.

Please contact us if you have any questions regarding these policies.

**Contact Information:**

St. Louis Children's Hospital Foundation

Attn: Third-Party Events

One Children's Place

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[www.stlouischildrens.org](http://www.stlouischildrens.org)

## **10 Tips to Plan A Successful Fundraising Event**

**Seek the help of friends and family:** Getting help with an event will help you brainstorm creative ideas, divide the work and have more fun. This means you will be able to raise more money for St. Louis Children's Hospital!

**Crunch the numbers:** In the early stages of planning, you will want to identify your expenses and potential sources of income and donations. You will also want to set a fundraising goal for your event.

**Keep expenses low:** A great way to increase the amount of money you raise at an event is to limit the amount of money you SPEND. Keep your event expenses low by asking people to donate or discount event-related expense items such as venue rental fees, entertainment, decorations, food and beverages. Ask for donations for auction items and raffle prizes. Use the authorization letter from the Foundation to approach potential donors.

**Make a list, check it twice:** Who will want to be involved in your event? Identify who those people are, how you want to get them involved, how you will ask them and if they will be available when you need them.

**Reach out for support:** Consider asking for sponsorships or underwriting for your event. Many companies look for opportunities to reach niche audiences by sponsoring community events. What kind of people are attending your event and what type of company might like to reach those people? Put together a short proposal with information about your event and the likely attendees. Make sure to include information about the benefits and recognition your sponsors will receive (signage, free tickets, etc.). Use the authorization letter from the Foundation to approach potential donors.

**Shout it from the rooftops:** Much of your success will depend on how well you spread the word about your event and the number of people you invite. How do you plan to let people know about your event? The more ways you can get the word out, the better. *See the attached sheet on marketing and publicity for ideas.*

**Incorporate other ways to raise money:** Think about what other things you can add on to your event to raise funds – live or silent auctions, raffles, 50-50 drawings, passing the hat, and sales of food or merchandise are just some examples of ways you can raise additional funds at an event. Don't be shy to approach business owners to ask for donations – you'd be surprised at how generous people can be and how willing they are to help.

**Don't forget to say thanks:** Send letters to all of the supporters and volunteers that helped make your event a success. You will probably want their help again next year!

**Keep lists up-to-date:** Having a list of your event contacts makes future planning much easier. Make sure all contact lists always have the most up-to-date information (e-mail, addresses and phone numbers).

**Mark your calendar:** If you know the date for next year's event, be sure to let everyone know as soon as possible so they can plan to attend!

## **Marketing and Publicizing Your Event**

Much of your success will depend on how well you spread the word about your event. The following is a list of suggestions to help you successfully market your event.

**Know your audience:** Who is your event geared toward? Families? Women? Gearheads? Music Lovers? Golfers? Runners? Think about where these people live, work, play and shop. Publicize your event in these areas to reach your desired crowd. Don't forget about specialty websites for special interest groups – you may be able to get your event information posted if it's particularly relevant.

**Have a good write-up:** Write up a brief description of your event that you can use in various promotional materials. Be sure to include the basics: name of event, date, time, and location. Also include info on cost, what type of activities are available, any special attire requirements, etc. If you can, include a contact number or website where people can get more information.

**Use E-communications:** Communicating via the Internet is fast and inexpensive. Use this to your advantage. If you or your organization have a website, be sure and post the event information there. Reach out to friends, family and members of your group through e-mail blasts or e-vites (available for free online). Not only is this a great way to inform people about your event and invite them to attend, it's a great way to recruit volunteers and potential sponsors and in-kind donors.

**Consider printed materials:** Think about whether printed materials may be helpful. Mailers such as letters, invitations or postcards might be the way to go for your event. Consider things like posters or flyers, too. Be careful of the cost of these items (including postage) – it's great if you can find a local printer who will do a print job for free or a reduced price in exchange for recognition at your event.

**Signs and banners:** It might be helpful to drive traffic to your event by using eye-catching signs or banners. This will depend on the type of event you're planning and won't be appropriate for everything. Again, consider whether the cost will outweigh the benefit. Don't forget you can ask a sign/banner company to donate the signs as an in-kind gift!

**Should you buy an ad?:** Generally, paid advertising in TV, radio and print media is very expensive and doesn't always reach the specific audience you're looking for. If there are special publications or other media that directly reach your niche audience and the ad prices are low, it might be a good idea. However, typically, we'd advise against paying for ad placement.

**Positive PR:** There are ways to get your event in the media for free! It's called "earned media" – otherwise known as PR or public relations. It takes some creative thinking, but you could get the media's attention if you come up with an interesting angle. Find a reason your event or project is unique and different – do you have a totally new event or a unique twist on an "old favorite" type fundraiser? Perhaps you have a heartwarming story about why you are hosting this event for the hospital. Figure out your angle and write it up (along with details on your event) in a news release. Then CALL contacts in the media you are trying to reach and verbally "pitch" them the story idea. You will almost surely have disappointing results if you try mailing, faxing or e-mailing your information. If a reporter shows interest, you can send along your release with all the details.

**Community calendars:** There are an abundance of community calendars out there, in broadcast TV and radio, online, and in newspapers and magazines. Once again, think about the audience you're trying to reach, then submit the information to the calendars out there that seem to be a good fit. Just some examples to consider: *St. Louis Woman* magazine, *St. Louis* magazine, *Sauce* magazine, *St. Louis Post Dispatch* "Get Out" publication, *ToastedRav.com*, *Blacktie Saint Louis*, *Alive* magazine, *St. Louis Front Page*, *Riverfront Times*, etc. etc. etc.