

Community Event Partnership

APPLICATION KIT



Introduction

Thank you for your interest in St. Louis Children's Hospital and helping us support our mission to *do what's right for kids*.

It's the little things today that make a big difference tomorrow. Whether you support our cutting-edge research, clinical expertise and technology; our community outreach and prevention programs; or our delivery of superior patient experiences, you are making a difference. Your ongoing support ensures our kids learn, grow, laugh and play no matter what medical issues they face. Your dedication is what makes St. Louis Children's Hospital thrive.

Every day, our hospital staff is working toward improving the lives of children, and our success depends on the fundraising efforts of community members like you! This packet will help you confidently and correctly follow the guidelines associated with St. Louis Children's Hospital and succeed in your fundraising efforts.

How We Can Help

At St. Louis Children's Hospital we want your efforts to be successful and will do what we can to help, including:

- Acknowledging direct contributions to St. Louis Children's Hospital
- Providing and approving the use of our logo (as appropriate) to ensure proper reproduction and usage according to hospital graphic standards
- Assisting donors in directing contributions toward areas of special interest or areas of need within the hospital
- Providing a letter of authorization to be used to validate the authenticity of the event and its organizers
- Listing upcoming community events on the St. Louis Children's Hospital website

Community Event Partnership Policies

- As the organizer of a community event, you are considered the “event planner.” The organization, promotion and execution of the event are your responsibility.
- All potential event organizers must complete the Community Event Partnership application and return it to St. Louis Children’s Hospital Foundation (the Foundation) at either the physical address or email address listed below prior to conducting or publicizing the event.
- If your community fundraising event is approved, you will receive a letter of authorization from the 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.
- It is rare, but on occasion, community fundraising events are not approved. We reserve the right to deny your event if we feel the method of fundraising is misaligned with our Hospital’s mission and vision or directly conflicts with one of the Hospital’s signature fundraising events. You will receive written notice if your fundraising event is not approved.
- All additional activities pursued by your group for the benefit of St. Louis Children’s Hospital need to be reported and approved.
- Before distribution to the public, the Foundation must approve all event-related publicity in which the hospital name or logo is used, including print, digital, social and broadcast. The name and logo must be used in accordance with the graphic standards of St. Louis Children’s Hospital.
- St. Louis Children’s Hospital is not responsible for any financial loss incurred from the event.
- The event organizer will pay any applicable license and permit fees and will cover all other incurred expenses. Estimated expenses and revenue must be established by event organizers and submitted for review by the Foundation before the event. Our goal is for expenses not to exceed 45 percent of the total amount raised.
- If St. Louis Children’s Hospital will not receive 100 percent of event proceeds, it must be stated clearly in all publicity and collateral materials that a portion of the proceeds will benefit St. Louis Children’s.
- In order to avoid conflicting fundraising efforts, please notify the 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 the final net event proceeds should be made payable to St. Louis Children’s Hospital Foundation.
 - Proceeds should be mailed to:
St. Louis Children’s Hospital Foundation,
P.O. Box 955423, St. Louis, MO 63195.
 - Cash donations should be delivered to:
1001 Highlands Plaza Drive West,
Suite 160, St. Louis, MO 63110.
- Donors may choose to designate their gifts to a particular area of the hospital.
- Contributions are tax-deductible only if they are made directly to the Foundation, not the third-party organizer (unless they are a 501(c)3 charitable organization).
- Event proceeds should be submitted to the Foundation within 30 days after the event to receive proper recognition and tax acknowledgement.
- Gifts from community fundraisers will receive recognition as stated in the Foundation’s donor recognition policy.

Tips For A Successful Event

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

Keep The Expenses Low: A great way to increase the amount of money you raise at an event is to limit what you spend. Keep your event expenses low by asking people to donate or discount event-related 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.

Reach Out For Support: Consider asking for sponsorships or underwriting for your event. Many companies are looking for unique ways to reach their audiences through event sponsorships. Put together a short proposal with information about your event and the likely number of attendees. Make sure to include information about the benefits and recognition your sponsors will receive such as signage or free tickets.

Make A List, Check It Twice: Identify who you want to be involved in your event, how you want to get them involved, how you will ask them and if they will be available when you need them.

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. The more ways you can get the word out, the better.

Other Ways To Raise Money: Think about other ways you can raise funds at your event — live or silent auctions, raffles, 50/50 drawings and food or merchandise sales are just some examples of how you can raise additional funds at an event. Don't be shy about approaching business owners for donations. You'd be surprised at how generous people can be and how willing they are to help.

Say Thanks: Send thank you letters to all supporters and volunteers who 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 easier. Make sure all contact lists have the most current information (emails, 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.



Harness the Power of Social Media

Communicating digitally is fast and inexpensive. Use this to your advantage. If you or your organization has a website or social media accounts, be sure and post the event information there. Reach out to folks through social media, email blasts or digital invitations. Not only is this a great way to inform people about your event and invite them to attend, it's also a great way to recruit volunteers, potential sponsors and in-kind donors. Below are some social media best practices to follow:

- Make your content easy to read by writing at an 8th grade reading level or below.
- Use headings, bullets and lists where possible to make your content easier to scan.
- Keep paragraphs to only two or three sentences.
- Make your posts relevant.
- Add a call to action to each post. Ask your followers to share your post, include a question to encourage comments or provide a link to additional information.
- Respond to any comments or questions quickly.

Tag Children's in your posts!



Event Marketing Tips

Know Your Audience: Identify where your target audience lives, works, plays and shops, and publicize your event in these areas. 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.

Spell It Out: Write up a brief description of your event to use in various promotional materials. Be sure to include the basics: name of event, date, time and location. Also, include information on the cost, the type of activities available, any special attire requirements, etc. Remember to include a contact phone number, email addresses or website where people can get more information.

Signs And Banners: Making the decision to use signs and banners to drive people to your event depends on the type of the event. If you choose to use signs and banners, don't forget to ask a company to donate them as an in-kind gift.

Printed Materials: Printed materials, such as letters, invitations, postcards, posters or flyers are still a great way to get the word out. Be careful of the cost of these items, including any necessary postage. Many local printers are willing to print jobs for free or at a reduced price in exchange for recognition at your event. It never hurts to ask.

Generate Positive PR: With some creative thinking, you may be able to get free publicity for your event. Find a reason your event is unique or different. Perhaps you have a heartwarming story about why you are hosting this event for St. Louis Children's Hospital. Make sure to call your media contacts and verbally "pitch" them the story idea. That personal touch often makes a difference.

Community Calendars: Don't forget to promote your event in community calendars, whether on broadcast TV and radio, online, or in local newspapers and magazines. Think about the audience you're trying to reach, and then submit the information to the calendars that seem to be a good fit.



Community Event

Application

Contact Information

Name of Organization: _____

Contact Person: _____

Contact Address: _____

City: _____ State: _____ ZIP: _____

Contact Phone: _____

FAX: _____ Email Address: _____

About Your Community Event

Title of Event: _____

Event Date: _____

Event Time: _____ Rain Date: _____

Event Location: _____

Address: _____

City: _____ State: _____ ZIP: _____

If location is a business, will there be an admission charge? Yes No

Invitation only? Yes No Open to public? Yes No

How will your event be promoted? Flyers Radio Other (*please explain*)

Will you use social media to promote your event? Yes No

(Please list social media networks)

Would you like assistance in creating an online fundraising page? Yes No

Questions? Contact Hailey Cooper at 314.273.3458 or Hailey.Cooper@bjc.org
St. Louis Children's Hospital Foundation • 1001 Highlands Plaza Drive West, Suite 160, St. Louis, MO 63110

Please provide a description of your event *(attach another sheet if necessary)*.

Why did you choose St. Louis Children's Hospital as the beneficiary of your event?

What are your needs from St. Louis Children's Hospital (if applicable)?

Community Event Partnership Funding and Donation Information

Are there beneficiaries other than St. Louis Children's Hospital? Yes No

If so whom? _____

Estimated Expenses: \$ _____ Revenue: \$ _____ Net Proceed: \$ _____

*** Net Proceeds of your event will be designated to support the hospital's greatest needs.*

If you prefer event proceeds to benefit a particular program or service area, please specify below:

Do you plan to seek gifts/sponsorships from local corporations or foundations?

Yes No If yes, please list the names and addresses: *(Attach another sheet if necessary)*

Dollars raised previously through this event (if applicable, please list date and amount raised)

Date: _____ \$: _____ Date: _____ \$: _____ Date: _____ \$: _____ Date: _____ \$: _____



Questions? Contact Hailey Cooper at 314.273.3458 or Hailey.Cooper@bjc.org

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We appreciate your time and generosity and wish you great success with your event. If you have questions, please feel free to contact us.

Terms of Agreement

I understand that:

- All events to benefit St. Louis Children's Hospital must be approved by St. Louis Children's Hospital Foundation prior to the event promotion.
- St. Louis Children's Hospital Foundation must approve all publicity and promotional materials for proposed events that include the hospital name or logo before they are released. Prior to publicizing the event, please forward a draft of all materials to Hailey Cooper at Hailey.Cooper@bjc.org.
- When mentioning the name of the hospital in print or on air, it should be referred to as St. Louis Children's Hospital. Please refrain from using abbreviations or shorthand names.

I agree to comply with all policies as outlined in the Community Events Partnership Policies section.

Print name

Signature of event organizer

Date:

Signature of Foundation staff

Date: