

Fundraise How You Wanna Toolkit



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New Orleans, LA
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chnola.org

22-18106-081423



Children's Hospital
New Orleans
LCMC Health



Welcome

Thank you for supporting Children's Hospital New Orleans and Fundraising How You Wanna! Please know that your support means the world to us. The hospital depends on the generosity of people like you to continue providing every child treated at Children's Hospital with the same level of expert medical care that they deserve.

Children's Hospital is a 263-bed not-for-profit pediatric medical center offering a complete range of healthcare services for children from birth to 21 years. Children's Hospital is the first and largest full-service hospital exclusively for children in Louisiana and the Gulf South. Last year, Children's Hospital cared for children from all 64 parishes in Louisiana, 43 states, and nine countries! In 2022, we provided more than 250,000 primary and specialty care clinic visits, 67,000 ER visits, and 12,000 surgeries. Our helicopter, Abby, brought 407 patients to us for critical care services from across the state and region.



Event guidelines

If you are interested in hosting a fundraiser on behalf of Children's Hospital, we request that you register your event at chnola.org/fundraise and review this toolkit. Registering your event will provide us with a clear understanding of your plans and will allow us to add it to our calendar and support your efforts the best we can. We will also be able to verify the legitimacy of your fundraiser should we receive inquiries from the public.

Children's Hospital is accountable for fundraising activities using Children's Hospital's name. All registered events will be reviewed by the hospital to make certain that your fundraiser aligns with the mission of our hospital, that the dates do not conflict with the hospital's calendar and that the same sponsors are not asked multiple times for support.

Donations made through your online fundraising page will automatically be sent to Children's Hospital. All offline check and cash donations you have received for your event must be sent to Children's Hospital within 30 days of the fundraising date or campaign.



Overview

What is community fundraising?

Community fundraising is any type of fundraising event or program conducted by an individual, group or organization where Children's Hospital is the beneficiary. Fundraising can be done in the form of a special event, a cause marketing program or as proceeds of sale.

Who can conduct a fundraiser on behalf of Children's Hospital?

Individuals and organizations can fundraise independently in support of Children's Hospital. These can be grateful patient families, civic organizations, churches, schools, or businesses. Anyone in the community can fundraise to support the areas of greatest need at Children's Hospital or a specific program of your choice.

How will this toolkit help me?

We hope this toolkit will assist you as you plan to fundraise for Children's Hospital. Included are frequently asked questions, some tips on how to get started and what to do during and after you've fundraised for us. Our goal is to provide you with the tools necessary to be a successful fundraiser for Children's Hospital.

Where will my donation go?

All donations made to Children's Hospital will go to the Kids Fund. Our Kids Fund ensures every kid receives extraordinary care, regardless of his or her family's ability to pay.

How can Children's Hospital help me with my fundraiser?

- Provide a letter of authorization to validate the authenticity of the fundraiser
- Offer feedback on your fundraiser and/or event
- Provide and approve use of our logo on materials related to your fundraiser
- Coordinate a check presentation at the hospital after your fundraiser

We are here to support you. However, there are some services we are unable to provide:

- Our tax exemption number
- Insurance or liability coverage
- Permits and/or licenses
- Mailing list of donors and/or vendors
- Children's Hospital letterhead
- Funding or reimbursement of your expenses
- Publicity (e.g. newspaper, radio, television)
- Guaranteed attendance of Children's Hospital staff, physicians, or patients





Frequently asked questions

Can I use Children's Hospital name and logo?

Once your fundraiser is approved, we will provide you with Children's Hospital's logo for your marketing materials. We must review everything with our name and logo before it's printed or distributed. This includes the use of the Children's Hospital logo on your website or your company's website.

Who can I contact at Children's Hospital if I have any questions?

You can reach out to Ashley Hebert, Development Specialist, at 504.896.2077 or ashley.hebert@LCMHealth.org.

Do I need to create a 501c3 (non-profit) organization to host a fundraiser for Children's Hospital?

No, anyone can host a fundraiser for Children's Hospital with our approval. Staff can provide an authorization letter confirming the organizer's intent to raise funds for Children's Hospital.

Can someone from Children's Hospital help me plan my fundraiser, and attend and/or speak at my event?

We are happy to provide guidance, but we do not have the resources to handle the organizational and administrative tasks associated with community fundraisers. We do our best to attend events supporting Children's Hospital, but we cannot guarantee attendance of staff, physicians, patients or volunteers at your event.

Can Children's Hospital help me get a permit and/or license for my fundraiser?

The organization and execution of the fundraiser is the responsibility of the organizer. The organizer must obtain any necessary permits or licenses. Anyone looking to host a bingo, raffle, or similar gaming event must have a charitable gaming license issued by the Louisiana Department of Revenue. To learn more about acquiring a license, visit ocg.louisiana.gov/AboutUs.

Can Children's Hospital provide insurance for my fundraiser?

No. Because Children's Hospital is the beneficiary and has no direct involvement with running the fundraiser, we cannot provide insurance certificates. The event organizer is responsible for obtaining insurance if necessary.

Can I use the Children's Hospital's Tax Exemption Number?

No. Because Children's Hospital is not the host, it is considered a third-party fundraiser. For this reason, you will not be able to use Children's Hospital's IRS 501(c)(3) charitable classification, federal tax ID number, or tax-exempt certificate.

Will each of my donors get a receipt?

Donors who make a donation through your online fundraising page will receive a donation confirmation email. This email will serve as a receipt.

Can I pay myself back for expenses I've incurred?

Children's Hospital cannot fund or financially support community fundraisers. Coordinators are responsible for covering all expenses and cannot be reimbursed by Children's Hospital. For these reasons, as you start to collect money you may want to keep some funds on hand to help pay your expenses.

Can we have a check presentation at Children's Hospital?

Yes, we can arrange for a check presentation to be held at Children's Hospital after your fundraiser. Please contact Ashley Hebert at ashley.hebert@LCMHealth.org to schedule a time.

Should I send a personal thank you letter, card, or email to my donors?

Of course! It is important to thank everyone who was involved with your fundraiser! There is a thank you email template in your participant center.



Fundraise How You Wanna fundraising levels

Children's Hospital hopes to support each community fundraiser held on our behalf. Due to staff capacity, below are our standard levels of support based on anticipated funds raised.

Little Something Extra: \$1-\$2,499

- Use of Children's Hospital logos
- Fundraising toolkit
- Use of any public content on our social media sites
- Opportunity to schedule check presentation on campus
- Picture from check presentation posted on Children's Hospital social media

Reason to Celebrate: \$2,500-\$4,999

- Use of Children's Hospital logos
- Fundraising toolkit
- Use of any public content on our social media sites
- Opportunity to schedule check presentation on campus
- Picture from check presentation posted on Children's Hospital social media
- Children's Hospital swag to hand out at your event if requested

Extraordinary Giving: \$5,000-\$9,999

- Use of Children's Hospital logos
- Fundraising toolkit
- Use of any public content on our social media sites
- Invitation to campus for check presentation
- Picture from check presentation posted on Children's Hospital social media
- Children's Hospital swag to hand out at your event if requested
- One Children's Hospital branded banner for your event if requested

Healthcare with Heart: \$10,000+

- Use of Children's Hospital logos
- Fundraising toolkit
- Use of any public content on our social media sites
- Invitation to campus for check presentation
- Picture from check presentation posted on Children's Hospital social media
- Children's Hospital swag to hand out at your event
- Children's Hospital branded signage for your event
- Children's Hospital representative attendance (based on availability)
- Short tour of campus following check presentation

Fundraiser totals must be reported to Children's Hospital prior to scheduling a check presentation or tour.



Getting started

You may know you want to fundraise for Children’s Hospital, but you’re unsure where to start. This list is designed to help you narrow your focus and be more successful!

1. **Form a Committee and Brainstorm.** Bring together a group of enthusiastic people willing to be part of a planning committee and brainstorm ideas for your fundraiser.
2. **Decide on your fundraiser.** Whether you choose to host an event or raise money through your business, make sure it’s something you and the committee can handle.
3. **Create a budget.** You may find this to be a difficult part of the planning process, but it is vital. Try to identify all the expenses involved with your fundraiser (invitations, postage, rental space, signage, food and catering, promotional materials, website, advertising, permits etc.). Next, think about the streams of revenue (ticket sales, items sold, etc.). You should also think about if you will be able to get some items or services donated (food, equipment, printing, etc.) to reduce your costs. This step may make or break your idea so be as thorough as possible. We encourage you to keep your expenses at 20 percent of your fundraising goal.

As a reminder, Children’s Hospital cannot fund or financially support community fundraisers. Coordinators are responsible for covering all expenses and cannot be reimbursed by Children’s Hospital. For these reasons, as you start to collect money you may want to keep some funds on hand to help pay your expenses.

4. **Register your event.** Register your event at chnola.org/fundraise. This will let our team know that you are holding an event.
5. **Schedule the fundraiser.** Select a date and time that is appropriate and convenient for those who will be attending your event. If you are fundraising over a period of time, choose a time of the year you think is best for your potential supporters. Be sure to check community events calendars for conflicting fundraiser.
6. **Stick to a timeline.** A timeline is important in planning a publicity strategy for your fundraiser. Create goals and set target dates to meet those goals.
7. **Tackle the logistics.** Whether you’re hosting an event or fundraising in another way, start planning the details of what it will take to pull off your fundraiser.
8. **Know your network.** Think of everyone in your network – your friends, family, coworkers, neighbors, anyone who can support your fundraiser. Share your fundraising page with them and encourage them to donate and share it with their network.
9. **Send in the donation.** Donations made through your online fundraising page will automatically be sent to Children’s Hospital. We ask that all offline check and cash donations you have received for your event be sent to the Development Department at Children’s Hospital within 30 days of your event.
10. **Say thank you.** Sending thank you letters, cards, or emails to everyone who donated to your fundraiser is a must. There’s even a thank you email template in your participant center.





Don't forget

Before your fundraiser

Register your event

All fundraisers done on behalf of Children's Hospital must be registered before the hospital's name can be used. This will allow us to keep track of all fundraising done in the community and help us inform the public about legitimate fundraising efforts.

Have all materials with the hospital logo approved before distribution

The hospital's Marketing and Communications Department must review and approve all uses of the hospital logo before they become public. Any use of the hospital logo without approval is not allowed.

At your fundraiser

Thank everyone for their support

Every dollar makes a huge difference so please be sure to thank everyone for attending your event or supporting your fundraiser.

Take lots of photos

Photographs are a great way to document your fundraiser. If you have sponsors, make sure you take photos with their signage and send it to them. Don't forget about us! Be sure to capture a couple of pictures for the hospital to possibly use for social media and our publications.

After your fundraiser

Send in all offline donations you have collected within 30 days

Mail a check to:

Children's Hospital New Orleans

Attn: Office of Development

200 Henry Clay Ave. New Orleans, LA 70118

- Checks should be made payable to Children's Hospital New Orleans
- Include a short note explaining how you raised the funds
- Once we receive your donation, an acknowledgement letter will be sent to you

Send us photos

E-mail the best 3-5 photos from your fundraiser to: ashley.hebert@LCMChhealth.org

Enjoy your success

Celebrate the impact you've made for the children in your community! Is there anything you'd like to change to make your event even better for next year? Reflect on what worked and what didn't work and make notes for next year.

