



Supporting Atrium Health Cabarrus



THIRD-PARTY FUNDRAISER TOOLKIT

CabarrusHealthcareFoundation.org

Overview of the Cabarrus Healthcare Foundation Fundraising Toolkit

Dear Friends,

We very much appreciate your interest in helping the Cabarrus Healthcare Foundation.

We define a "third-party fundraising event" as a fundraising activity created and run by a group or individual not affiliated with Cabarrus Healthcare Foundation. To guide you with your event, we created this fundraising toolkit. We hope it provides you much support as you begin your fundraising event journey.

All proceeds from your third-party fundraising event stay at Atrium Health Cabarrus to benefit our hospital. "*We Give First*" is the annual giving campaign for the Cabarrus Healthcare Foundation and Atrium Health Cabarrus. With an \$8 million fundraising goal from 2017-2020, every dollar raised through the campaign and the Cabarrus Healthcare Foundation stays at Atrium Health Cabarrus to Improve HEALTH, Elevate HOPE and Advance HEALING for all.

Thank you for your interest in hosting an event in support of the Cabarrus Healthcare Foundation. We look forward to working with you!

Sincerely,

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Host an Event

Hosting an event is a great way to support Cabarrus Healthcare Foundation, but it takes a lot of planning from start to finish. Below is a planning checklist to get you started!

1. Decide what type of event you want to host

It's important to choose an event that reflects your commitment. Consider the time you have to organize the event, the amount of funds you would like to raise and the interest of those around you.

2. Form a planning committee

Your planning committee should have enough members to share the work. It's always helpful to have individuals with a variety of skills to help achieve your goals.

3. Make a list of realistic and measurable goals

There is a lot to consider when setting your goals. Are your goals *SMART*? *Specific*, *Measurable*, *Attainable*, *Relevant* and *Time-based* goals? It is a good idea to discuss these with your planning committee.

4. Submit an event proposal form

Once you know what type of event you would like to organize, please fill out and submit the event proposal form included in this packet to Cabarrus Healthcare Foundation.

5. Schedule the event

Be sure to consider both the date and location of your event. Choosing a date that will work for your target audience is as important as the venue you choose.

6. Promotion

Promoting your event is a very important aspect of your event's success. Allow for enough time to get the word out. A Cabarrus Healthcare Foundation staff member can provide guidance on how to promote and publicize your event through Cabarrus Healthcare Foundation's Facebook page.

7. Event Execution

A lot goes on the day of an event. It helps to have a plan in place that includes assignments for committee members and volunteers.

8. Post-event Thank You

This provides a great opportunity to acknowledge those who helped and supported you.

Ideas for Fundraising throughout the Year

- Auction a prime parking spot for a week
- Bachelor/Bachelorette Auction
- Bake Sale
- Barbecue Night
- Bingo Night
- Bowl-a-thon
- Candy Grams or Balloon Grams
- Canoe or Tubing Event
- Car Show
- Card Tournament (e.g., poker, gin, rummy, etc.)
- Chili Cook-off
- Cocktail Soiree
- Craft Fair
- Cross Country Bike Ride
- Cross-fit Strength and Conditioning Contest
- Email signature donation campaign
- Fashion Show
- Fishing Contest
- Fitness Challenge
- Garage or Yard Sale
- Garden Tour
- Hula-hoop Contest
- Ice Cream Social
- Jeans Days at Work
- Jewelry Party
- Live Music Event
- Motorcycle Ride or Poker Ride
- Neighborhood Rummage Sale
- Paint Night
- Pancake Breakfast
- Penny Wars or Loose Change Drive
- Plant or Flower Sale
- Read-a-thon
- Restaurant Give Back Night
- Run a Marathon and Ask for Pledges
- Scavenger Hunt
- Scrabble, Chess or Checkers Tournament
- Silent Auction
- Spaghetti Dinner
- Spinning Class
- Spirit Chain
- Tournaments (tennis, volleyball, field hockey, basketball, softball, etc.)
- Track and Field Clinic (indoors or out)
- Wine & Chocolate Tasting
- Work Potluck
- Zumba-thon

Have any different ideas or seen something used in the past? Tell us about it!



How Cabarrus Healthcare Foundation can help with your event?

Please know that the Cabarrus Healthcare Foundation staff is extremely limited to what kind of assistance can be provided to third-party fundraising events. See below for more details.

What Cabarrus Healthcare Foundation is able to provide:

Suggestions on third-party fundraising events.

Advice on event planning for a specific third-party fundraising event, when time allows.
Promotion of your event:

- One post of event information on Cabarrus Healthcare Foundation's Facebook page, www.facebook.com/cabarrushealthcarefoundation

Provide tax receipts for all donations made payable and submitted with the name "Cabarrus Healthcare Foundation."

The use of Cabarrus Healthcare Foundation's logo in promotional materials when approved by a member of the staff

What Cabarrus Healthcare Foundation is unable to provide:

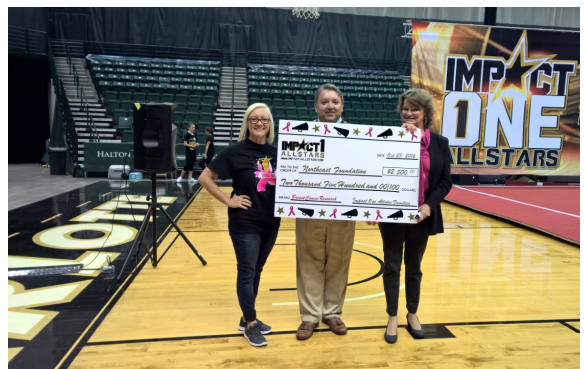
A guarantee that staff or Board Members will be in attendance at the event.

A guarantee that volunteers can help at the event.

Access to Cabarrus Healthcare Foundation's mailing lists, donor lists or contacts.

Responsibility for any funds associated to the event, including, but not limited to expenses, purchases, permit fees, venue fees, advertising costs, insurance or liability coverage.

Use of Cabarrus Healthcare Foundation's tax-exemption number for purchases related to the event.



Third-Party Fundraising Guidelines

When preparing for your event, please keep in mind Cabarrus Healthcare Foundation's guidelines. See below for more details.

Marketing & Promotion

All promotional materials for the event should reflect the Cabarrus Healthcare Foundation as a beneficiary of proceeds, not conducting or sponsoring the event (ex: Proceeds to benefit the Cabarrus Healthcare Foundation).

The use of the Cabarrus Healthcare Foundation logo is reserved for events put on by Cabarrus Healthcare Foundation. Any desired use of the Cabarrus Healthcare Foundation logo must be approved by a member of the staff.

Please use the name "Cabarrus Healthcare Foundation" in any promotional materials.

Any expenses incurred in the promotion of the event will not be the responsibility of Cabarrus Healthcare Foundation, including but not limited to advertisements and mailings.

Event Liability

Necessary permits, insurance and licenses must be obtained by the person or organization holding the third-party fundraising event (ex: raffle licenses, park permits, etc.).

Cabarrus Healthcare Foundation will not be held liable for any funds associated to the event, including but not limited to expenses, purchases, permit fees, venue fees, advertising costs, insurance or liability coverage.

Event Expenses

Cabarrus Healthcare Foundation will not reimburse any expenses related to the event.

All solicitations to businesses or individuals for the event should reflect the Cabarrus Healthcare Foundation as a beneficiary of proceeds, not requesting the donation (ex: Could you donate a gift certificate for a Fundraiser held by XYZ, benefitting the Cabarrus Healthcare Foundation?).

No goods should be charged or invoiced to Cabarrus Healthcare Foundation.

Social Media

Social media can be a great tool to help drive people to your event, and it allows you to reach a wider audience.

Facebook

If you have a Facebook account, there are a few ways you can share your event.

Making status updates to your own Facebook page will allow all your friends and family to see and learn about your event. We suggest doing a series of posts. Tell friends about your event, post pictures from committee meetings, ask people for advice and so much more!

You can also create an Event Listing through your personal page. Event Listings can provide all your event information. It also allows for you to easily invite all your friends and family to attend. If you set the Event Listing to public view, your friends and family can share this event with individuals they know.

For larger events, you can create a dedicated Facebook Group for your event. Pages allow participants to receive updates before and after the event. This is also a great way for participants to upload photos and videos to share. Visit the Facebook Help Center to get help with creating your own page.

We highly encourage you to engage our Facebook page, Cabarrus Healthcare Foundation, within your Facebook promotions. Please tag us, invite us or share our information.

Twitter

Similar to Facebook, there are a couple different ways you can go about sharing an event on Twitter.

You can start by tweeting event information on your personal Twitter account. Be sure to include date, time, location and where proceeds go. We suggest taking the time to follow some new individuals that you believe would be interested in your event.

For larger events, you can create a dedicated Twitter account. We encourage you to put this information on your promotional materials, so your participants can start following you as soon as possible. Visit the Twitter for Business Guide to get help with creating an account.

Event Proposal Form

Please fill out the form below and submit to Cabarrus Healthcare Foundation, 920 Church Street North, Concord, NC 28025 or email Meredith.Mauldin@AtriumHealth.org

Contact Information:

Contact person: _____

Business or organization name: _____

Street: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Email: _____

Event Details:

Date Submitted: _____

Event Name: _____

Event Date: _____ Time: _____ to _____

Venue Name: _____

Street: _____

City: _____ State: _____ Zip: _____

Please provide any additional information about the event below:

Thank you!

Cabarrus Healthcare Foundation would like to thank you for your commitment to supporting our hospital. Contributions made through third-party fundraising events are very much appreciated. We know they take a lot of time and effort. So, THANK YOU FOR YOUR HARD WORK! Together, we can make a difference in our community!

If you have any questions, please contact Cabarrus Healthcare Foundation at 704.403.1369.