

# HATS OFF TO FUNDRAISING



## THINGS TO THINK ABOUT...

What is our financial goal to contribute to the hospital this year?

How many events can we successfully organize to achieve our goal?

What types of events are well received in our community?

What has been done in the past – success and failure? Qualify why it was a success or failure.

Have we checked with the Chamber of Commerce and other civic groups to get a schedule of community activities/events that we could either participate in to support our fundraiser or ensure that we will not directly compete against? Are we in conflict with any other hospital events? (Foundation, Human Resources, Employee Events, Gift Shop)

Who will be our target audiences? This will help as you plan your advertising?

Do we have enough volunteer support and have we given ourselves enough lead-time to make the event a success?

Do we have the money earmarked for specific use? (Community is often more supportive if they know exactly where the money is going.)

## GETTING STARTED...

- Create a **Mission Statement** – who/what will benefit from the event.
- Establish a **Financial Goal** – think about a realistic dollar amount per person that you would like to realize based on your goals (equipment, capital fund donation, special project).
- Set a time, date and place** – choose a date that will allow the most people to attend.
- Estimate how many people may attend and investigate potential locations.** Reserve the chosen venue well in advance. Ask vendors if they will donate space or discount space in exchange for recognition at your event.
- Establish an **Event Budget** – Evaluate all your costs and expenses, i.e., advertising, printing, graphics, food, drink, decorations, invitations, speakers, etc.
- Make sure all necessary **approvals** are attained (board, administration, licenses, membership, etc.)
- Create a **schedule/calendar/timeline** and make sure all committee members have copies. Set up regular meeting dates with agendas
- Assign roles** making sure interests and skills are matched. If possible write job descriptions. Make sure each volunteer understands their responsibility and is comfortable with their role.
- Generate as much **sponsorship** from local businesses as possible. Offer to include the sponsor's name or logo on programs, advertising or signs. Partnering with local businesses serves to boost public relations for your hospital and your volunteering efforts.
- After the event be sure and **thank all volunteers, donors and sponsors.**
- Hold a **final meeting** to review "lessons learned". Make sure to celebrate your success.

## **ONE OR TWO DAY FUNDRAISERS**

*Seasonal or Holiday Sales: Valentines, Mother's Day, Memorial Day, 4<sup>th</sup> of July, Fall (Halloween/Thanksgiving), Christmas*

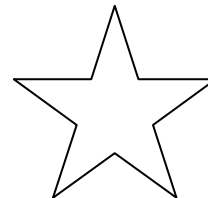
Mothers Day Sale -- Ingham, Genesys, Grandview -- Vendors set up in hospital and pay for table space and/or % of profits. Bake sales and flower sales included  
Hanging Basket Sales -Clinton, Covenant  
Memorial Day: Geranium sales -- Marquette, Charlevoix  
4<sup>th</sup> of July Picnic  
Pasty Sales-- St Francis during hunting season  
Lights of Love -- Mackinac Straits: Purchased construction paper lights with names for Long Term Care area  
Kids Tree of Love – Owosso: purchase red hearts with child's name on tree (they can decorate)  
Santa pictures and breakfast, Snowflakes (2 sizes) or doves purchased for tree  
Poinsettia Sale -- Ingham: 1<sup>st</sup> Thurs and Fri in Dec  
Calendars -- Marquette: Pet Therapy dogs in hospital settings, Employee photos  
Bake Sale (include diabetic goods)  
No-Bake Sale  
Used Book Sale  
Rummage Sale  
Butterbraid (Covenant)  
Used Christmas Ornament Sale  
Christmas Tea  
Nut Sale -- Marquette, Grandview, Owosso, St. Joseph Health – (preorder and direct purchase)  
Valentine's Day Chocolate Sale-- Marquette, St. Joseph Health  
High End Jewelry Sale (St. Joseph Health)  
Easter Lily Sale  
Fall Flower Bulbs (Hurley)  
Pizza Kits  
Gold Buyback -Party (sell/estimate)  
Uniform Sales (try Sunday afternoon and advertise at local nursing homes)  
Cheese Sale (St. Joseph Health)

Cheese Ball Sale (Huron Medical)  
Food Fair -- St. Joseph Health -- Gordon's  
Bulk Frozen Food  
Holiday Bazaar (vendor pays per table)  
Schwan's Truckload Sale (Huron Medical)

## **SPECIAL EVENTS**

*Larger activities with long term planning and one day time frame*

5k Walk/Run -- Owosso  
Golf Outings -- Scheurer, Clinton, Battle Creek, St. Joseph Health  
Fashion Show and Luncheon -- Scheurer, Bronson Lakeview  
Tasting Pleasure -- Scheurer: sample dishes from local restaurants at one location  
Snow Day -- Clinton: skiing, chili bake, scavenger hunts, and bon fire  
Dinners -- Fall Gala-Eaton Rapids, Charity Ball-Sparrow, Denim and Diamonds-Marquette  
Christmas Tree Ball-Alpena (most held Silent Auctions)  
Antique Appraisals-- Marquette: 3 hand held items \$40, schedule home appointments  
Card Parties-- Battle Creek, Bronson Lakeview: pay for table, treats offered, Huron Medical  
Large Item Raffle (snowmobile, Gator, car, etc): St. Joseph Health  
Theme Party (Masquerade Ball, Casino Night)  
Art Show -- Aspirus Keweenaw, St. Joseph Health (% or sales go to group)  
Publish a Cookbook  
Raffle (one day – 50/50)  
Benefit Concert  
Karaoke Night  
Flamingo Fly In  
Bridge Tournament  
Summer Theatre (St. Joseph)  
Home Tour -- Scheurer  
Ice Cream Social  
Kids Tree of Love



## **ONGOING FUNDRAISERS**

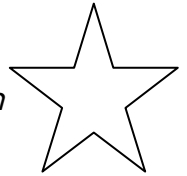
*Sales and Repeated Activities- done by most Auxiliaries and hospitals  
Year Long Activities: money is collected throughout the year OR dispersed throughout the year*

Gift shop sales – a huge moneymaker  
Tree of Love-- Grand View: money collected all year. \$5 purchase of lights. White= ‘in Memory of’ Colored= ‘in Celebration of’  
Purchase family tree \$750. Names posted in Hospital, in newspaper. Tree lighting 1<sup>st</sup> Tues in Dec. Forms at funeral homes, hospital, churches.  
Calendar Raffle -- St. Francis: \$10 per ticket. Drawing once/month. Get \$100  
Quilt Raffles

Baby pictures -- Covenant  
Popcorn Sales (MidMI-Midland)  
Used Book Sale (Many...)  
Book Sales -- new and used  
Jewelry Sales-- new and used  
Uniform Sales  
Candy Sales  
Popcorn Sales  
Cookbook Sales  
Cash Raffles



*Please consider using the fundraising information you have gathered from the vendors at the vendor show. Please make certain that the proper individuals at your hospitals receive the information.*



## **SUGGESTIONS FOR ADVERTISING FUNDRAISING ACTIVITIES**

**(Make sure you have the approval of your hospital’s public relations department.)**

- Hospital newsletters
- Auxiliary/Volunteer newsletters
- Employee Newsletters
- Hospital employee check stubs
- Local newspaper press releases
- Emails to Hospital employees and to volunteers
- Local radio community programming
- Community calendars
- Local Chamber of Commerce
- Flyers at local businesses if permitted
- Postings in the Hospital or on Hospital premises if approved by Hospital administration

## **WEBSITES**

For more ideas the following websites may provide additional information and resources:

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

Clicks on the far right dropdown “Auxilians and Volunteers” then click on awards where there is an article about the 2010 HAVE awards. Scroll down to “archives” and click and there you will find the winners from 1998 to 2008.

<http://www.energizeinc.com>

Click on “Resource Library” and then click on “event planning” or “fundraising”.