



Third-Party Fundraising Toolkit

Everything you need to know about hosting a third-party fundraising event to benefit Hospice of Michigan

GETTING STARTED

You've made the choice to host a fundraiser to benefit Hospice of Michigan (HOM). Thank you!

Now what? Below are answers to common questions, such as, "Who do I call for help," as well as important guidelines that will help make your fundraising event a great success.

GET GOING

It's time to begin planning. Work with your assembled team to:

- **Review** the *Fundraising Guidelines* (page 3).
- **Determine:** Do you need any permits or special permission to hold your fundraising event? Does the fundraising event venue require you to obtain liability insurance?
 - If the answer is YES, make a plan to obtain any *permits, authorizations, or insurances needed* for your fundraiser.
- **Publicize** your fundraising event.
 - **Decide:** Will one person be responsible for publicity, or will you have a subcommittee?
 - Will you use social media? (Facebook, InstaGram, Twitter)
 - Remember to utilize local community fundraising calendars - Available through most local news organizations, Community Centers, Chamber of Commerce, etc.
 - Ask the HOM development team to add the event to the fundraising event calendar on *www.hom.org* and HOM's Facebook page.
- **Keep in touch!**
 - **Decide:** Would you like to have information about HOM available at your fundraising event? Depending on the size of your fundraising event and the amount you expect to raise, HOM may be able to provide brochures and other promotional items (please call us for more specific information).

WRAPPING UP

Your fundraising event was a great success and it's time to wrap up. Make sure you:

- **Forward funds** to HOM as soon as possible after the fundraising event.
- **Thank everyone** who helped make your fundraising event a success: organizers, volunteers, sponsors, and of course, donors!
- **Review** your fundraising event.
 - Was it fun?
 - Did you meet your fundraising goal?
 - Did you stay within budget?
- Begin planning your next fundraising event!



FREQUENTLY ASKED QUESTIONS

Will the Hospice of Michigan be able to help me organize my fundraising event?

Our staff is happy to help you with your fundraiser, however, the amount and type of assistance we can provide is limited. Typically, we are available to answer questions, offer guidance, and provide you with informational brochures you can distribute at your fundraising event. Given enough notice, we will do everything possible to have a staff member attend your event.

Please note that the Hospice of Michigan **cannot**:

- Mail or email invitations for your fundraising event
- Provide funding or reimbursement for fundraising event expenses
- Guarantee attendance of employees, patients or patient families, or volunteers at your fundraising event
- Provide insurance or help you obtain permits for your fundraising event
- Act as the primary contact or organizer for your fundraising event

Are there any fundraising events I can't hold?

All fundraising activities should fit our mission and reflect positively on Hospice of Michigan. We cannot endorse fundraising activities that involve the promotion of unhealthy habits or behaviors.

Our Mission: EVERY PERSON. EVERY TIME

Our Purpose: We meet our patients and families where they are with urgency, purpose and compassionate accountability surrounding them with decades of dedicated hospice expertise.

Our Culture: Our strength comes from working together providing more layers of support for anyone with a terminal diagnosis who seeks and needs our care regardless of age, diagnosis or financial circumstances.

Are there any rules about how I name my fundraising event?

In naming and publicizing your fundraiser, HOM should not be listed in the title, but rather as a beneficiary of the fundraiser.

EXAMPLE:

A Golf Outing to Benefit Hospice of Michigan
(not acceptable: Hospice of Michigan Golf Outing)

Can I split the money I raise between the HOM and another charity?

Yes. If you did not include this information on the application, please let us know as quickly as possible.

Can I provide receipts to those who donate to my fundraising event?

No, only the charity (in this case, HOM) can provide a receipt. A receipt will only be issued if the check is made payable to Hospice of Michigan.

Special note about tax deductibility: Many items are not tax-deductible. A general rule of thumb is, if the donor receives a benefit for their gift, it is not tax-deductible. (Examples: Ticket purchases; Entry to a fundraising event; or auction purchases are not tax-deductible.)

Can I use the Hospice of Michigan logo in my advertising materials?

Yes! The logo is available however, we ask that all printed material, including media releases, must be sent to us for **review and approval prior to printing and distribution**. For additional guidelines about the use of our logos, please refer to the *Fundraising Guidelines* section of this toolkit.



FUNDRAISING EVENT GUIDELINES

Important Information to Help You Plan a Successful Fundraising Event to benefit Hospice of Michigan

1. Any fundraising activities must meet the requirements of relevant laws and regulations.
2. Organizer agrees: (a) he or she will comply with all applicable laws during the planning, promotion, and conduct of the fundraising activity; (b) all necessary insurance, licenses, and permits will be obtained and will be in force through the conclusion of the fundraiser; (c) the fundraiser will result in no cost or expense to Hospice of Michigan (HOM) whatsoever, unless expressly agreed in writing to the contrary; and (d) will indemnify and hold HOM harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the fundraiser.
3. The fundraising activity/event will be conducted in the name of the authorized fundraiser and is the sole responsibility of the authorized fundraiser. HOM cannot assist in the solicitation of donations, organizing publicity, or obtaining required permits or licenses.
4. HOM will do everything possible to provide a member of the staff to attend the event if the organizer makes the request early in the planning.
5. Nothing in this document shall be construed to sanction the authorized fundraiser, or any of his or her employees or representatives, to act as an agent of HOM. Thus, for example, the authorized fundraiser may not open a bank account in HOM's name, nor may he or she endorse or attempt to negotiate any checks made payable to HOM, all of which must be forwarded promptly to HOM for processing.
6. If the authorized fundraiser uses the HOM logo, he or she agrees the logo: (a) may not be altered in any way, nor may it be sub-licensed to any other person; (b) may only be used in accordance to supplied guidelines.
7. If the authorized fundraiser wishes to utilize the HOM name or logo on any material or products, permission must be obtained from HOM. All printed material, including media releases, must be approved by the before being printed or distributed.
8. Any solicitations made in relation to your fundraising activity must specify that: (a) the HOM is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit HOM (i.e. portion of t-shirt sales); (c) any maximum or guaranteed minimum contribution amount to be made to HOM.
9. To avoid inadvertently jeopardizing existing relationships, the authorized fundraiser agrees to receive approval from HOM before soliciting corporations, businesses, celebrities, sports teams, or individuals for cash or in-kind donations related to the fundraising activity.
10. HOM cannot pay expenses associated with the fundraiser; however, expenses may be deducted from the proceeds of the fundraising activity.
11. HOM will issue receipts for approved fundraising activities.
12. Net proceeds from your fundraiser must be submitted to HOM as soon as possible after your fundraising activity. If this requires more than 30 days, please contact HOM to discuss alternate arrangements.

FUNDRAISING EVENT IDEAS

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|-------------------|----------------------|-----------------------|------------------------------|
| ➤ Golf tournament | ➤ Car wash | ➤ Bingo | ➤ Bike-a-thon, Walk-a-thon, |
| ➤ Dance | ➤ Casual days | ➤ Brunch with speaker | Bowl-a-thon, Workout-a-thon, |
| ➤ Auction | ➤ Craft Show or fair | | Dance-a-thon |