

# Community Fundraiser Tool Kit



## Thank you for hosting a fundraiser for Hospice & Community Care!

Community fundraising events are essential to Hospice & Community Care. These events assist in raising critical dollars to support our mission of *providing personalized care and comfort to help patients and families live better with serious illness through end of life*. They also provide excellent opportunities for individuals to become involved in their community while supporting Hospice & Community Care in unique, creative, and meaningful ways.

We are deeply grateful to receive support from thousands of people throughout our service area every year. *We would be honored to be your charity of choice for your next fundraising event.*

## Check out the types of community fundraisers that have benefited Hospice & Community Care in the past.

**Jeans Day** – One of the most popular ways to fundraise at work is to encourage your employees or co-workers to wear jeans or casual clothes for a \$5 donation.

**Golf Outing** – Make your swing really count by planning a small outing with friends and family or something larger with your civic group or clients and employees.

**Chili Cook Off** – Host a chili cook-off for employees who want to compete for bragging rights. Charge admission for those who want to sample the entries and donate those funds to Hospice & Community Care.

**Garage Sale** – Ask friends and neighbors to clean out their basement or garage for a good cause.

**Car Show** – Car Clubs or individual enthusiasts can host a car show and charge a registration fee to show off a hot rod or sell tickets to attend.

**Benefit Concert** – Do you have some talented musician friends in an acapella group, band or chorus? Find a local restaurant or friend to host the concert and charge an entry fee at the door.

**Facebook Fundraisers** – Spend a lot of time on Facebook? Then use the new fundraiser program to set up a benefit in seconds. You can do it in honor of your birthday or in memory of someone you love. It's so easy because Facebook handles the transfer of donations directly to Hospice.

**Employee Matching Program** – Consider matching (or asking your company to match) employee donations to Hospice & Community Care during an organized week of gratitude.

Get creative—mix and match these ideas or come up with your own. No matter how big or small your event is, every dollar raised for Hospice & Community Care has an immediate impact!



# Resources



## How can Hospice & Community Care help you with your community fundraiser?

- Provide a letter of authorization to validate the authenticity of the event and its organizers.
- Provide and approve use of our logo when certain criteria are met (ex. we do not endorse any specific political or religious organization).
- Help you select an area of our work for your donation to support (end-of-life care, Veteran's programs, grief support, etc.).
- Coordinate check presentations and recognize individual donors or corporate partners.

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

- Our sales tax exemption number
- Insurance or liability coverage
- Mailing list of donors and/or vendors
- Organization stationery
- Funding or reimbursement of your expenses
- Publicity (e.g. newspaper, radio, television)



# Pro Tips

**Form a planning committee.** Enthusiastic and dedicated people who share an interest in raising money for a great cause will increase the probability of a successful event.

**Brainstorm.** Give free rein to your committee's imagination — several heads are better than one! The more people who participate in determining the event, the more committed they'll be throughout the entire process.

**Choose the "right" event.** The type of event you choose should fit the size, interests, talents, goals and time availability of your planning committee.

**Develop a budget.** Determine the expenses associated with your event (invitations, postage, rental space, signage, food/catering, promotional materials, etc.). Consider possible funding sources like individuals or businesses that you know who may be able to donate products or services to reduce your costs. Try to keep your fundraising costs at 20% percent of your budget.

**Schedule the event.** Select a time that is appropriate and convenient for those who will be attending. Be sure to check local community calendars for conflicting events.

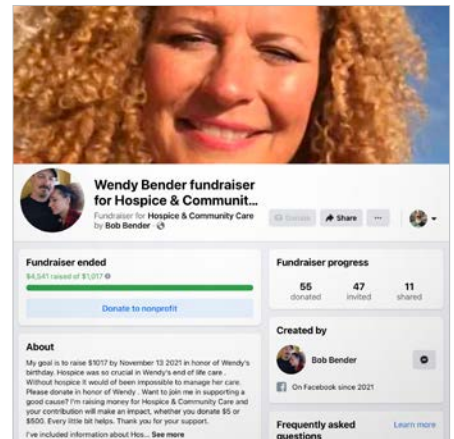
**Collect all funds.** We ask that all event proceeds be forwarded to the Development Office within 30 days after your event. You can mail in your donations to the address below or contact Coco Minardi, Annual Giving Manager, to arrange a drop-off and "big check" presentation.

Coco Minardi  
Hospice & Community Care  
PO Box 4125  
Lancaster, PA 17604-4125  
(717) 391-2451  
[nminardi@hospicecommunity.org](mailto:nminardi@hospicecommunity.org)

**Say thank you!** Sending thank you letters, notes or e-mails to everyone who participated in or supported your event shows your appreciation and reinforces their charity and goodwill.

**Take lots of photos.** Photos are a great way to document your event. To make sure you don't miss a moment, determine a targeted shot list in advance to make sure you get photos of everything and everyone you want (sponsors, committee, coordinator, etc.). Don't forget to take candid and close-up shots that capture the "feel" of your fundraiser.

Please email 3-4 digital photos of your event to Hospice & Community Care so we may post them on our social media outlets. Send photos to Coco Minardi, Annual Giving Manager, at [nminardi@hospicecommunity.org](mailto:nminardi@hospicecommunity.org).



# Frequently Asked Questions

## **Can someone from Hospice & Community Care help me plan my event, and attend or speak at my event?**

We are happy to provide this tool kit to be of help for your event, but are unable to handle the organizational and administrative tasks associated with community fundraisers. We do our best to attend events that benefit Hospice & Community Care, but we cannot guarantee attendance of staff or volunteers at your event.

## **Can I use Hospice & Community Care's name and logo?**

We will provide you with our official logo for your marketing materials; however, we must review everything with our name and logo before it's printed or distributed. This includes the use of our logo on your website or your company's website.

## **Will each of my donors get a receipt from Hospice?**

If your donor wants a receipt, please be sure the check is made payable to Hospice & Community Care and leave the check in its original form before sending or delivering it to our offices. For cash gifts, please include a list of names, addresses and amounts for each gift and receipts will be issued to your supporters.

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

We recognize that some coordinators need funds to run an event and pay expenses. However, Hospice & Community Care cannot fund or financially support community fundraisers. Coordinators are responsible for covering all expenses and cannot be reimbursed by Hospice. For these reasons, as you start to collect money you may want to keep some funds on hand to help pay your expenses.

Typically, expenses should not exceed 20% of your gross revenue. In your planning process, make sure to develop a budget reflecting the type of event you are having and the costs related to the event.

## **Can we have a check presentation at Hospice & Community Care?**

Yes, we can arrange for a check presentation at one of our facilities. Please contact Coco Minardi, Annual Giving Manager, at [nminardi@hospicecommunity.org](mailto:nminardi@hospicecommunity.org) or (717) 391-2451 to schedule a time.

## **Should I send thank you letters to people who supported my fundraiser?**

Definitely, everyone appreciates being appreciated!

**Thank you for supporting  
Hospice & Community Care!**

