

***FUNDRAISING  
TIPS &  
IDEAS***

Rady  
Children's  
Hospital  
Foundation



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# **FUNDRAISING EVENTS**

## **GUESSING CONTEST**

This contest usually consists of a large number of objects, such as pennies or jellybeans, in a see-through container. A specified donation will be given for each guess that a person wants to make. This type of contest is simple and everyone enjoys the anticipation.

## **PHOTO CONTEST**

“Children do the Darndest Things” is a popular theme for this type of contest. Set aside three divisions – amateur, professional and photos taken by children. Set an entry fee, plan mall displays and use the displays as a draw to bring people in (where donation opportunities are presented). Finally, plan a fun banquet with awards.

## **MALL FOUNTAINS**

Find out if local malls will donate change from a water fountain to your campaign.

## **BED RACE**

Employees divide into teams, decorate beds and put them on wheels. Get pledges for completing a race on a designated course. The teams compete against each other for a prize. This is a wonderful way to create publicity for your company.

## **BAKE SALE**

Conduct a bake sale/contest incorporating your best “special recipes”. Select the site for the event. Design an entry form and determine the fee for participation. Select categories – e.g. most extravagant, most chocolate, ugliest, prettiest, most imaginative, healthiest. Select judges and solicit prizes. Publicize and promote. As an event extension, have participants bring a copy of their recipe and compile them into a cookbook to sell as an additional fundraising activity.

## **CAFETERIA FOOD SALES**

Offer one item from the menu for which a donation will be made to Rady Children’s.

## **50 INNINGS OF SOFTBALL**

Employees obtain pledges for 50 innings of softball – e.g. 10 cents per inning will equal \$ 5.00 per pledge. Split employees into two teams and award a special prize to the team with the most pledges. Then, have a fun-filled afternoon playing 50 innings of “hurry up” softball. Maximum three pitches per batter, two outs per inning, etc. Have fun making your own rules. Create prizes for things like most money raised, best and worst at bat, etc. Have your President be the umpire. Ask employees to bring food for a picnic and have fun!

### **MANAGERS = MONEY (believe it or not!)**

A great fundraiser, that motivates your employees at the same time, is getting your managers involved with an event. You can set up coin collection canisters for each manager and have a competition as to who will have to kiss-a-pig or get a pie-in-the-face. You can also put managers in certain situations that they can't get out of until a fundraising goal is met – e.g. put them on a roof, shrink-wrap them to a cart, put them in a costume. Have an in-store auction of the managers, and the person with the highest bid gets to switch places with a manager for a day. Some companies have reportedly had managers shaving their heads and mustaches.

### **CARNATIONS FOR KIDS**

Good for Valentines Day or any time of the year. Sell colorful carnations for a dollar to customers and employees. Come up with a cute tag for the flowers. Flowers can brighten anyone's day, especially when they know that someone bought them not only for them, but to help the kid's at Rady Children's.

### **HAVING FUN WITH MIRACLE BALLOONS**

Many companies have participated in the Miracle Balloon program with great success. It's easy – all of the materials are supplied to you. These paper balloons are sold to customers for a \$1 contribution. The donor may write his/her name on the balloon and it is displayed in the store. Different companies have been very creative in displaying their balloons. They can be hung in store windows, made into mobiles, strung across cash registers, spell out Children's or made into a larger balloon on a store wall. (Additional paper icons are available – teddy bears, sports themes, holiday themes, hearts, and many more.) Supplies are available, free of charge, by calling Rady Children's Hospital Foundation, (858) 966-5988.

You can select a Miracle Balloon Coordinator for your company and have them work closely with employees. Your Miracle Balloon Coordinator can educate those who sell miracle balloons about Children's in case they get any questions from the public. Make sure they know about the telethon and the Children's Miracle Network. You can even bring them to Rady Children's for a tour of the hospital, so they know for whom they are working so hard!

If your employees truly believe in the cause, their enthusiasm will enhance your balloon sales. Have your employees set goals individually as well as for your group. A little friendly competition never hurt anyone. Let them challenge each other for lunch!

“Ask me about Children's Miracle Balloons” buttons are available.

### **TAILGATE YOUR WAY TO SUCCESS**

Hold a tailgate party for your employees at a sporting event. Offer hot dogs and soda for a donation to Rady Children's.

### **GOING THE EXTRA MILE FOR CHILDREN'S**

An Ace Hardware store continually keeps a wheelbarrow full of outdated or miss-mixed paint and donates the proceeds to Rady Children's.

### **MIRACLE MEALS/COOKOUTS**

Have food donated from restaurants or go potluck. Charge \$5 -\$10 per person. Or, if you have a favorite restaurant, ask it to place a “Miracle Meal” item on the menu. When Miracle Meals are ordered, contributions are made for Rady Children's.

### **MALE BEAUTY CONTEST**

Guys dress up in pageant attire. A “beauty” contest is held whereby the individual who receives the most votes (\$1 per vote) wins the pageant. Categories could include poise and personality, gym wear and talent – make the contestants sing!

### **TRIKE RACE**

Veterans and other adults race tricycles. Get prominent community leaders to participate. Have them wear funny costumes and come up with funny names. People bid on whose going to win, with half of the purse going to the winner and half to Rady Children’s.

### **SILLY HAT**

Pass the silly hat around from one employee to the next. They must raise a predetermined amount of money to pass the hat to the next person of their choice.

### **GOOD TO THE LAST DROP**

If you have a coffee machine in your department, sell “Good to the Last Drop” tags for \$10 with proceeds benefiting Rady Children’s. Purchasers get free coffee for two weeks or so.

### **A-THONS**

ski-a-thon, rock-a-thon, bake-a-thon, swim-a-thon, bike-a-thon, walk-a-thon, dance-a-thon, doodle-a-thon...

### **TV PARTIES**

For major sporting events like the Superbowl! The football pool can be split between the winner who predicted correctly and Rady Children’s.

### **KARAOKE CONTESTS**

25 cents buys you one vote for your favorite crooner. Or pay enough money to remove the most offensive voices from the stage.

### **CREDIT UNION SKIP-A-PAYMENT PROMOTION**

Members are given the opportunity to skip a payment on a credit card or loan. This works especially well during the holiday season. Members are charged a fee, usually from \$5-\$10, which is donated to Rady Children’s. For the fee, they get to skip the month’s payment. The credit union benefits as well from increased interest charges.

### **VISA PROMOTION**

Your group can market your credit card as a low rate, low/no fee card that benefits Rady Children’s. Set aside a percentage of each transaction as a contribution. Also, you can use the Rady Children’s Hospital-San Diego logo on your plastics.

## **DISCOUNT COUPON BOOK PROMOTION**

Many groups raise significant funds by purchasing passbooks (coupon/Gold C/Entertainment/Happenings) and then selling them to members. Profits, which average \$6-8, go to Rady Children's.

## **CASUAL DAYS**

One of the more popular concepts in today's busy business world is casual day. Employees are given the opportunity to dress casual, on a pre-selected day, for a contribution (ranging from \$1-\$7) to Rady Children's. Publicize your community spirit by requiring employees to wear an affinity shirt, which you can design, or contact Rady Children's Hospital Foundation, (858) 966-5988, to purchase Children's affinity wear.

## **BUSINESS PARTNERS**

Partnerships with vendors and business partners can result in programs that increase business and at the same time produce charitable contributions. Use your imagination and ask your business partners to support your group's efforts.

## **RAFFLE PRIZES**

Raffle prizes to your employees or members. Be creative in obtaining prizes, and remember the less you spend the more you can donate.

## **SELL ITEMS**

Offer affinity hats or pins for a donation. Sell Children's Holiday Greeting Cards during the holidays.

## **OTHER IDEAS**

- Breakfast and photo shoot with Santa or the Easter bunny.
- Use your firm's mailings to solicit donations.
- Cross-promote membership contest. Offer to donate \$5 (or more) to Rady Children's in the name of any customer who opens an account during a specific period.
- Lobby wishing well.
- Car Wash – you can either charge a predetermined dollar amount or simply solicit donations.
- Jail and Bail – during their "time", jailbirds (like managers, staff or board members) call people they know (clients, friends and family) to collect donations for their bail.
- Discounted amusement park ticket sales.
- Theme Contest - Sponsor an essay or poetry contest on the theme "people helping people". Ask for a donation with each entry.
- Cook Off/Bake Off – Charge a predetermined amount for tasting. Raise competition between departments or other groups.
- Dunk Tank – This and many other carnival type activities are easy to set up and inexpensive to operate. Everyone will love having a chance to dunk his or her manager.
- Casino Night – Set up casino games and, if desired, games for children, with all proceeds going to Rady Children's. (Be sure to check local gaming laws.)
- Newsletter – Feature the true-life story of a staff member who has been treated at Rady Children's. Place a donation solicitation next to the article.

# PLANNING

## PLANNING CHECKLIST

- Form a Planning Committee
- Select a Coordinator
- Identify your audience
- Brainstorm ideas
- Determine ideal time for event
- Select an event
- Plan a budget and establish goals
- Promote and publicize
- Assign the workload
  - Finance
  - Publicity
  - Location
  - Entertainment
  - Decorations
  - Refreshments
  - Prizes/promotional merchandise
- Collect the funds and send thank you's

## ORGANIZING YOUR COMMITTEE

Once you have educated your group and have invited them to participate, you need to organize your committee. First of all, make copies of important information you may have and put it into a file for every committee member. Ask them to bring their folders to every meeting. Your managers will also need a copy. Encourage everyone to take notes, like special dates and times or tasks they need to perform before the next meeting.

The organization of your committee can be very important if you have a lot of people involved. You can assign "Assistant Coordinator" titles to your committee members to help them realize how important they are and let them know exactly what you expect from them. Examples of titles could be: Publicity Coordinator (responsible for advertising), Event Coordinator (assign a head person for every type of event you do), Miracle Balloon Coordinator (to help spice up your Miracle Balloon campaign), Sponsor/Donation Coordinator (someone in charge of working with businesses/organizations for donations), a Team Spirit Coordinator (keeps group morale high, organizes incentives).

## SETTING GOALS

Be realistic, yet challenging with your goal. Make a planning calendar and timeline. Do this as early as possible. Start working weeks, and even months, in advance. Set regular meeting times. Meet often enough that your communication lines stay strong, but make sure there is time for people to get work done between meetings.

Develop your action plan. Answer questions relative to what events you want to do, how many events you will need to reach your goal, how much money you can expect to make at each event, how many individuals you will need to help with these events, getting commitments from employees to help, and what kind of time commitment will be required.

# MOTIVATION

## INCREASE EMPLOYEE MORALE

Give your employees another reason to be proud of your company by letting them help hospitalized kids. Your commitment to Children's will bring real value to your employees' positions and encourage them to stay longer and work harder.

Getting employees to agree to serve on your committee is one thing. Motivating them and keeping them motivated is another. As you become more involved in event planning, make sure you try to keep things fresh and exciting. Don't overload your committees, and try to be flexible.

When employees say they would like to help, but just don't have the time, write down their name on an "alternate volunteer list". They just might be able to help you out with a few things when the going gets tough. Chances are, they will have so much fun, that they will want to get more involved.

Encourage your committee if things get complicated. The last thing you want to do is lose your committee's support. Make sure that all of your criticism is constructive. Remind them of why they are working so hard – for the kids. This is where a Spirit Coordinator can really be of help. They could be responsible for finding an employee to share a touching story, give away silly little awards every week (candy bars, suckers or a traveling employee award) to the most enthusiastic, spirited or "haven't missed a meeting" committee member. You make up the categories and make it fun.

Get a little CRAZY if you have to! Have your manager shave his head, or think of something else that will get everyone's attention. Most anyone will do what they can for the kids!

## CREATE YOUR OWN AWARDS

You are encouraged to make up your own honors and awards. It can be anything from a weekly candy bar to the person who sold the most Miracle Balloons or buying lunch for your fundraising committee. It is important to make sure everyone knows they are appreciated. At the end of the year you can present certificates from your store manager or give away t-shirts to those that volunteered over 100 hours. It is up to you to decide how you want to coordinate your own awards. Make them fun and unusual, and you'll more than likely have those people back for next year's campaign.

## RADY CHILDREN'S HOSPITAL CHAMPION

Children's would like to recognize the efforts of your employees. Do you have someone on your committee, a coordinator or a manager, you would like to give a special thanks to? Contact Rady Children's Hospital Foundation (858) 966-5988, and they will work with you to recognize the extraordinary efforts of your employees.

## APPRECIATION DAY

Host an appreciation day for all those who were involved. Consider coordinating a program with the hospital staff to speak with your employees about how their hard work is making a difference. Contact Rady Children's Hospital Foundation, (858) 966-5988, to schedule a presentation about Rady Children's at your next staff meeting.

## **INVOLVE YOUR EMPLOYEES**

Do you have an employee that loves a challenge, or one that needs to be rewarded a bit more? Then get them involved in the program! This program is a great way to let your employees know that your group cares about people in their community. And, tying a promotion into events that you already hold is an easy way to attract customers.

## **ASSISTANCE IS ONLY A PHONE CALL AWAY**

Please feel free to contact Rady Children's Hospital Foundation. We are here to help your fundraising efforts be as successful as possible. We can be reached at (858) 966-5988.

## **HOSPITAL TOURS AND MEETINGS**

If you have not already done so, please contact Rady Children's Hospital Foundation to set up a tour of the hospital for your entire group. If this is not possible, invite us to attend a staff meeting to educate your people about Rady Children's Hospital-San Diego.

## **ADDITIONAL THOUGHTS AND IDEAS**

- The best incentives for involvement are door prizes and food.
- T-shirts are also great incentives.
- Keep an eye out for other big events held at the same time yours is. This can affect you more than you think!
- There are always resources and people willing to help. It's just a matter of finding them.
- Challenge another group, another sponsor or another department to increase enthusiasm and drive.
- Have all of your events planned as soon as possible. Post a yearly event calendar. Let employees choose what events they would like to help plan. Have tear-off sign up sheets, offer sub-committee or chairman positions, and offer incentives for volunteers.
- If you don't ask, you won't receive.
- Recognize and empower your volunteers. Pat yourself on the back.
- Remember, it's for the kids.

# PUBLICITY

The importance of publicity cannot be overemphasized. Begin your campaign early and use as many vehicles for advertising as possible. Use posters, flyers, community information boards, etc. in addition to TV, radio and print media. Promote an event at least two weeks out.

**Please submit all promotional materials to Rady Children's Hospital Foundation, (858) 966-5988, for approval prior to printing, posting or submitting to media.** This not only ensures that all information about Rady Children's meets established guidelines, but gives our media department a heads-up so they might be able to include the information in other promotions they are planning.

Write clear, effective and urgent press releases. If you are having a walk-a-thon, hand-deliver the press release and attach a pair of walking shoes to it. If you are having a fancy event, put an invitation label on a bottle of wine and deliver it. Get creative.

Mail your version of this news release to your local TV stations, radio stations and newspapers to announce your store's commitment to helping hospitalized children. Contact Rady Children's Hospital Foundation, (858) 966-5988, for information about the hospital.

Organize a real attention getter with an event (e.g. have a steamroller crush unsafe car seats). This will draw media and crowds to your fundraiser. Have a hook to get them to come.

Use the following suggestions for increasing exposure of your activities:

1. Develop a good relationship with your local radio stations. Ask them to interview you about your activities, run public service announcements (PSA's) and attend your events. Seek invitations to appear as guests on local talk shows.
2. Develop a good relationship with the television stations carrying your commercials. Ask for PSA's for your event.
3. Hold news conferences at Rady Children's to announce your relationship or to kick-off your fund-raising campaign.
4. Provide local newspapers, magazines, bulletins, etc. with news releases announcing the relationship between your group and Rady Children's and all fundraising activities.
5. Add the theme of caring to your regular advertising. Rady Children's can provide you with photographs for print ads, as well as assist in writing scripts for radio and TV spots.

If you work for a circus and put  
"The Circus is Coming to Town on Monday"  
posters all over town...  
that's **advertising**.

If you put the posters on an elephant  
and parade him through the town...  
that's **promotion**.

If the elephant tramples  
the mayor's flower garden...  
that's **publicity**

If you can get the mayor to smile about it...  
that's **public relations**.



## CREATE A POSITIVE PUBLIC IMAGE

Your involvement with Rady Children's Hospital-San Diego shows your community that your business is a good neighbor and willing to help. Your community is interested in what you are doing. The exposure your business will get from Children's will bring more patrons through your doors to help you help kids – and that means more business for you! Make buttons or ribbons for employees to wear.

## TIPS FOR ATTRACTING PUBLICITY

When choosing a fundraising activity, keep in mind that some events are more likely to catch the attention of the news media than others. There are no hard and fast rules: it depends on what's happening on a particular day, and if there happens to be a "breaking news story." However, here are a few guidelines to help get you coverage.

News editors like whatever is new and different – the more creative the event, the better. Also, survey employees to get local information on "Miracle Stories" in their families or neighborhoods.

Make it visual. Great photo/video opportunities are more likely to be covered.

Media in smaller markets tend to be more supportive of community efforts, charity activities and "good news" angles unique to their community.

Notify the media before the event happens rather than after the fact. News releases (8 to 10 days in advance) followed by a phone call (a day before) to the assignment editors at the local paper, radio and television stations add a personal touch, and you may be able to arrange for a reporter and/or photographer to attend your event.

Keep in mind that your fundraiser is considered a "feature" story, not hard news. As a result, features are the first to go if other news breaks, even if a reporter or photographer covered your event.

There are other media possibilities besides news, such as PSA's on radio and television, and calendar notices in newspapers or magazines. These so-called "public affairs" media announcements are planned farther ahead, so you need to notify approximately one month in advance.

### San Diego Convention and Visitor's Bureau Website

Submit your press release to San Diego Convention and Visitors Bureau

<http://www.sandiego.org/contactus.asp>

Visit San Diego Convention and Visitor's Bureau website for a media contact list.

<http://www.sandiego.org/medialist.asp>

## PLACES TO REGISTER YOUR EVENT

### San Diego Magazine's Charitable Events Registry Website

<http://www.sandiego-online.com/charitable/>

### San Diego Master Planner Magazine and Website

[https://www.kintera.org/site/apps/ka/rg/register.asp?cid={D6422727-742E-4621-BFCF-943D79615868}&bin\\_id={C6A6AF63-DDC5-4CE6-9098-08AD5E506B35}&en=mvLSK3MUJkJPJ9OWJcIPiPVJpI2L8OVJoK3InP1JpJYK6OQKdJZLsl](https://www.kintera.org/site/apps/ka/rg/register.asp?cid={D6422727-742E-4621-BFCF-943D79615868}&bin_id={C6A6AF63-DDC5-4CE6-9098-08AD5E506B35}&en=mvLSK3MUJkJPJ9OWJcIPiPVJpI2L8OVJoK3InP1JpJYK6OQKdJZLsl)

### Local 8 – KFMB TV

<http://www.kfmb.com/community/index.php>

### NBC San Diego – Channel 7/39's Local Events Registry

<http://www.nbcsandiego.com/communitycalendar/>

SAMPLE NEWS RELEASE

YOUR LETTERHEAD

CONTACT: (Name of person placing release)  
(Phone number of person placing release)

FOR IMMEDIATE RELEASE

(Name of event) TO BENEFIT RADY CHILDREN'S HOSPITAL-SAN DIEGO

(Group Identification) will sponsor (name of event) on (time, date and place of event) to benefit Rady Children's Hospital-San Diego.

(Explain the event, including who will be involved, how many people are expected to participate, where to watch for publicity/advertising, any admission or entry fees, opportunities for prizes, any special guests or activities, etc.)

Rady Children's Hospital is one of 170 hospitals in the Children's Miracle Network (CMN), a charity organization that provides medical care for five million children hospitalized each year with all kinds of afflictions. Since 1991, CMN has raised over \$100 million through fundraising activities similar to this event. It is CMN's policy that all money raised local, stays local.

(Name of group) is a (national/local) sponsor of the Children's Miracle Network. (Add any information about your group you feel is appropriate.)

(Add some details about Children's – how the money may be spent, and if there are any other joint efforts with Children's taking place in the near future.)

For more information, interested persons should contact (name and phone number of local contact person).

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