



MetroHealth

COMMUNITY FUNDRAISING KIT

**Host your own fundraiser to support the
MetroHealth Foundation**

Community Fundraising Events are a great way to get involved and have fun while also making a real difference in the lives of MetroHealth's patients and our community.

As a community fundraiser, you host your own event to support MetroHealth. You can plan your event for your school or work, in your neighborhood or community or even through social media and make a real difference in the lives of MetroHealth's patients and the community.

Your fundraiser can support the creation of new programs and services and the expansion of existing ones, all designed to help patients improve their physical, emotional, mental and financial well-being. Fundraising for the campaign will also support the revitalization of the West 25th Street corridor and the world's first hospital-led EcoDistrict, adding expanded neighborhood green space.

MetroHealth is creating a healthier environment where people can thrive. We are committed to leading a community transformation - by investing in programs and facilities to improve health, create opportunity and strengthen the community.



MetroHealth

Easy Planning Guide

Steps for Planning a Successful Event

To participate in the Community Fundraising Program, you will host your own event to support MetroHealth. You can plan a physical event or a virtual event through social media. Before getting started, please review the event guidelines at metrohealth.org/foundation.

This fundraising kit provides you with all the resources you will need to plan and execute a successful fundraiser.

- + Step-by-Step Planning Guide
- + Tips for Thanking Participants
- + Social Media Tips
- + Crowdfunding Resources

**LET'S
GET
STARTED!**

Step-by-Step Planning Guide

STEP 1

Form a planning committee

Bring together a group of people who are enthusiastic about MetroHealth and have the time to make the event a success. Understand your team's strengths and delegate roles accordingly. Host meetings throughout the planning process to ensure planning stays on track.

STEP 2

Chose the "right" event

Get creative with your team! Choose an event that your team is passionate about, and make sure to select an event location that's convenient, visible and safe. When selecting an event date, try to avoid weekends when well-known events in your community are taking place.

STEP 3

Register your event with MetroHealth

Fill out our Community Fundraising Application and review the Guidelines document to learn more about how our team can support you in your efforts.

STEP 4

Create a budget

Develop a detailed budget of expenses and income.

Try to keep expenses low so your team can maximize your donation to MetroHealth. Identify items on your budget that could be donated by local businesses.

Use your planning committee's network of friends when asking for donations from local businesses.

STEP 5

Spread the word

It's time to let the community know about your event.

To make the most of your marketing budget, consider who will be most likely to attend your event and determine the best way to reach them.

Step-by-Step Planning Guide con . . .

STEP 6

Host the event and collect donations

Depending on the type of fundraiser you're hosting, there will be different ways to raise money for MetroHealth. For example, you might collect pledges, charge admission or sell goods/services.

Don't forget to have fun and enjoy seeing your hard work pay off!

STEP 7

Have fun!

Conduct your event! Have fun while supporting the needs of the patients and the community that MetroHealth serves.

STEP 8

Thank participants and event organizers

Acknowledge yourself and your planning committee for organizing a successful fundraising event. Send thank-you letters and emails to participants and sponsors to let them know the impact they've made by supporting your event. This effort may lead to donor support year after year.

STEP 9

Mail donations

Please send all funds raised in one check made payable to MetroHealth Foundation and mail to:

The MetroHealth Foundation, Inc.
2500 MetroHealth Drive
Cleveland, OH 44109

Please indicate that the funds were raised from your event.

STEP 10

Accept our gratitude!

MetroHealth is truly grateful to you and the event participants for partnering with us in our mission of leading the way to a healthier community. Thank you for your support!

Tips for Thanking Participants

Saying Thank You

When you are creating your thank you messages, consider:

1. Describing what you are thanking the person for; what precisely did they do?
2. Acknowledging the effort that the person put in to support the fundraiser; what did they forego or sacrifice to do this?
3. Explaining how the person's actions benefited MetroHealth.

Sample Thank You Message 1:

Thank you for supporting the MetroHealth System [specific program or area] through your participation in xxx event. It was so amazing to see xxx employees (give up your lunch hour, join us on a Saturday, show up after work) participate. Through our efforts, we have raised \$xxx for MetroHealth, to elevate the care that is provided to every member of the community - fulfilling MetroHealth's promise of building a more vibrant and healthy future for all of us.

Sample Thank You Message 2:

We did it! Thank you for joining xxx other colleagues in support of MetroHealth! Our efforts will be transformed into making sure the good work of MetroHealth will provide physical, emotional and economic wellness to the people of Northeast Ohio. Our work will surely help to shape the future of MetroHealth - thank you for showing up!

Social Media and Crowdfunding

Tips for Using Social Media to Promote Your Event

Tell your friends and followers why you created this event for MetroHealth. Make sure to let them know the time, date and location of the event and specific details on how to sign up. It's always great to share your fundraising goal and the impact it will make on the patients at MetroHealth.

The key to any effective social media campaign is to engage your followers and make them excited to learn more about your event. To keep your friends engaged, post consistently before and after your event.

Keep in mind that you don't always have to post with an "ask." Before the event, post updates such as a new sponsor coming on board or finalizing a food vendor. After the event is over, post photos and don't forget to tag and thank your supporters!

When you tag a supporter of the event, it increases awareness since it appears in their friends' newsfeeds as well.

Whenever you post on social media, don't forget to include a link to your online fundraising page. This will give your followers a way to support the cause if they can't attend the event.

Host your own personal fundraising donation webpage to help spread the word and make it easy for your friends and family to support your fundraising efforts. You can use any of the online crowdfunding sites below to create your own online page to host a virtual event.

Crowdfunding Sources

GoFundMe

gofundme.com

everydayhero

everydayhero.com/us

Network for Good

networkforgood.com

Your Cause + Good Done Great

gooddonegreat.com

ACTIVE Network

activenetwork.com

Thank you for your support!

**Don't forget to review the Community Event Guidelines
and register your event to receive your
MetroHealth giveaway item!**

Visit metrohealth.org/foundation
or email mhfoundation@metrohealth.org



MetroHealth