



FOR ALL OF US.

# TURNOUT FOR THE TRANSFORMATION

Host your own fundraiser to support the  
MetroHealth Transformation

# THE HOSPITAL IS JUST THE START

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MetroHealth is revolutionizing health care in Northeast Ohio in a way that no one else can by serving as a catalyst for change — for our health, for our neighborhood, for our economy and for our future. For All Of Us.

Why? We're treating more than symptoms. We're tackling the root cause. We know that where and how people live has a direct impact not only on their physical health; but also on their emotional, social and financial well-being. If where you live isn't healthy, it's much harder for you to be healthy.

Our plan builds upon our legacy in health care and harnesses our power as an anchor institution to invest in opportunities to revitalize neighborhoods, support education, create jobs and build the regional economy.

When you support MetroHealth's campaign, you will be a catalyst for change. You will help patients, neighbors, businesses and communities across our region thrive.





**The Turnout for the Transformation corporate fundraising program is a great way to involve your entire company and employees in supporting MetroHealth and the MetroHealth Transformation.**

As a corporate supporter of Turnout for the Transformation you and your employees can make a real difference in the lives of MetroHealth's patients and the community.

MetroHealth is building more than a building. We're 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.

Your fundraiser will support new and current MetroHealth programs and services offering care that helps patients improve their physical, emotional, mental and financial well-being. You'll also support the revitalization of the West 25th Street corridor and the world's first hospital-led EcoDistrict, adding expanded neighborhood green space.

# Easy Planning Guide

## Steps for Planning a Successful Event

To participate in the Turnout for the Transformation 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](https://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**
- + **Marketing Resources**
- + **Tips for Thanking Participants**
- + **Event Ideas**

# LET'S GET STARTED!



# Step-by-Step Planning Guide

## STEP 1

### Select your type of fundraising event

Choose an idea from the idea list or come up with your own. Get creative! Your only limitation is your imagination.

## STEP 2

### Register your event

Review the Event Guidelines online at [metrohealth.org/foundation](http://metrohealth.org/foundation) and then register your event on the online form. Registered event coordinators will receive a special limited-edition Turnout for the Transformation giveaway item you can use as a prize or incentive for your event.

## STEP 3

### Promote your event

What message will resonate with colleagues and encourage them to donate? Choose from the messaging and/or photo options provided in this kit.

## STEP 4

### Host your event

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

## STEP 5

### Thank your participants and donors

Use the messaging options provided or create your own, to thank your donors/participants and remind them of the impact of their support of MetroHealth. Share pictures from your event, too.

# Event Ideas

## Fun Event Ideas to Get You Started

**Employee Cookbook:** Collect recipes from employees, compile to create into a cookbook, then sell the cookbook for a fee.

**Casual Dress Day:** Set a goal to raise a certain amount that will earn a dress-down day in the office.

**Pet Photo Contest:** Employees pay an entry fee to post their pet photo. Individuals vote for the best photo. Winner gets a special prize.

**Karaoke Night:** Partner with a local bar or restaurant. Charge an entry fee to attend and remind people throughout the event why you're raising funds.

**International Food Day:** Employees create and bring in a dish symbolic of their heritage. Sell tickets to sample the offerings and vote on a favorite or recruit a panel of celebrity judges to award prizes.

**Corporate Idol:** Employees show off their talents! Other employees donate to vote for who is best. The individual or group that earns the most votes wins the title of Corporate Idol.

**Sports Tournament:** Sell tickets to watch departments challenge each other in a sports tournament.

**Fair Trade:** Colleagues bring items to trade. Raise funds by charging an entry fee or a fee per item brought to trade.

**50/50 Raffle:** The prize is half of the money raised from the raffle ticket sales. The more tickets people buy, the more they might win, the more you support MetroHealth.

**Story Slam:** Give your colleagues a microphone, a stage and a topic. Charge an entry fee to attend.

**Get Creative! Come up with and create your own fun fundraising event!**

**The only limit is your imagination**

# Promoting Your Event

## Choose from four MetroHealth Transformation messages to promote your event

### Option 1:

MetroHealth is revolutionizing health care in Northeast Ohio in a way that no one else can by serving as a catalyst for change — for our health, for our neighborhood, for our economy and for our future. For All Of Us. Our support will help bring to life this bold vision that has the power to transform our community.

### Option 2:

MetroHealth has launched a \$100 million campaign, For All of Us, to support programs and services that benefit patients and the larger community and the development of expanded campus green space. And we want to be a part of it.

### Option 3:

MetroHealth is the anchor institution on the West 25th Street corridor and their neighborhood needs more open spaces. They are working to turn roughly half their campus into green space — for patients and for the community. Our donations will help to support the development of wellness gardens, rooftop gardens and outdoor spaces.

### Option 4:

The hospital is just the start. MetroHealth wants to do even more to take health care into the community and to prevent disease. Our fundraiser will support new and current wellness programs designed to make people well and keep them well.

## Share information about MetroHealth with your participants

Learn more about the [The MetroHealth Foundation](#)

[www.metrohealth.org/foundation](http://www.metrohealth.org/foundation)

Learn more about the [Transformation](#) on our [Transformation Blog](#):

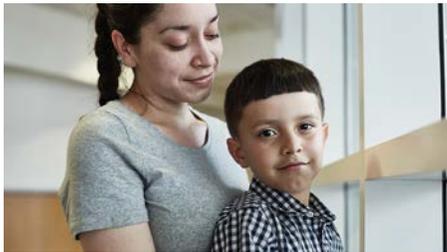
[www.metrohealth.org/transformation](http://www.metrohealth.org/transformation)

Watch & share the [MetroHealth Transformation video](#):

[www.vimeo.com/277541909](http://www.vimeo.com/277541909)

# Promoting Your Event

Choose a MetroHealth Transformation photo to use in your promotional materials



# 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 Transformation 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!

# FOR ALL OF US

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**Thank you for joining us. For bringing the transformation — and our vision of a new MetroHealth — to life.**

**Thank you for partnering with us in our vision for a healthier community by supporting green space, programs and services for our neighborhood, and educational endowments for our next generation of leaders.**

**These are not small plans. And your support will help us to make them happen.**

We all know that health care is changing. MetroHealth is ahead of that change, providing a new approach to health care that will enable people to live their healthiest, best lives.

We feel strongly that we are uniquely qualified to drive this transformation. Why? Because of our legacy and power — we have led the way for community health in Northeast Ohio for nearly two centuries.

We believe that now it's time to revolutionize our approach to more broadly address the social and economic issues impacting health and drive innovations that can have a long-term impact on health outcomes.

Thank you for joining us in this revolution. For helping bring to life this bold vision that has the power to transform our community's health, our neighborhood, our local economy and our future. For All of Us.

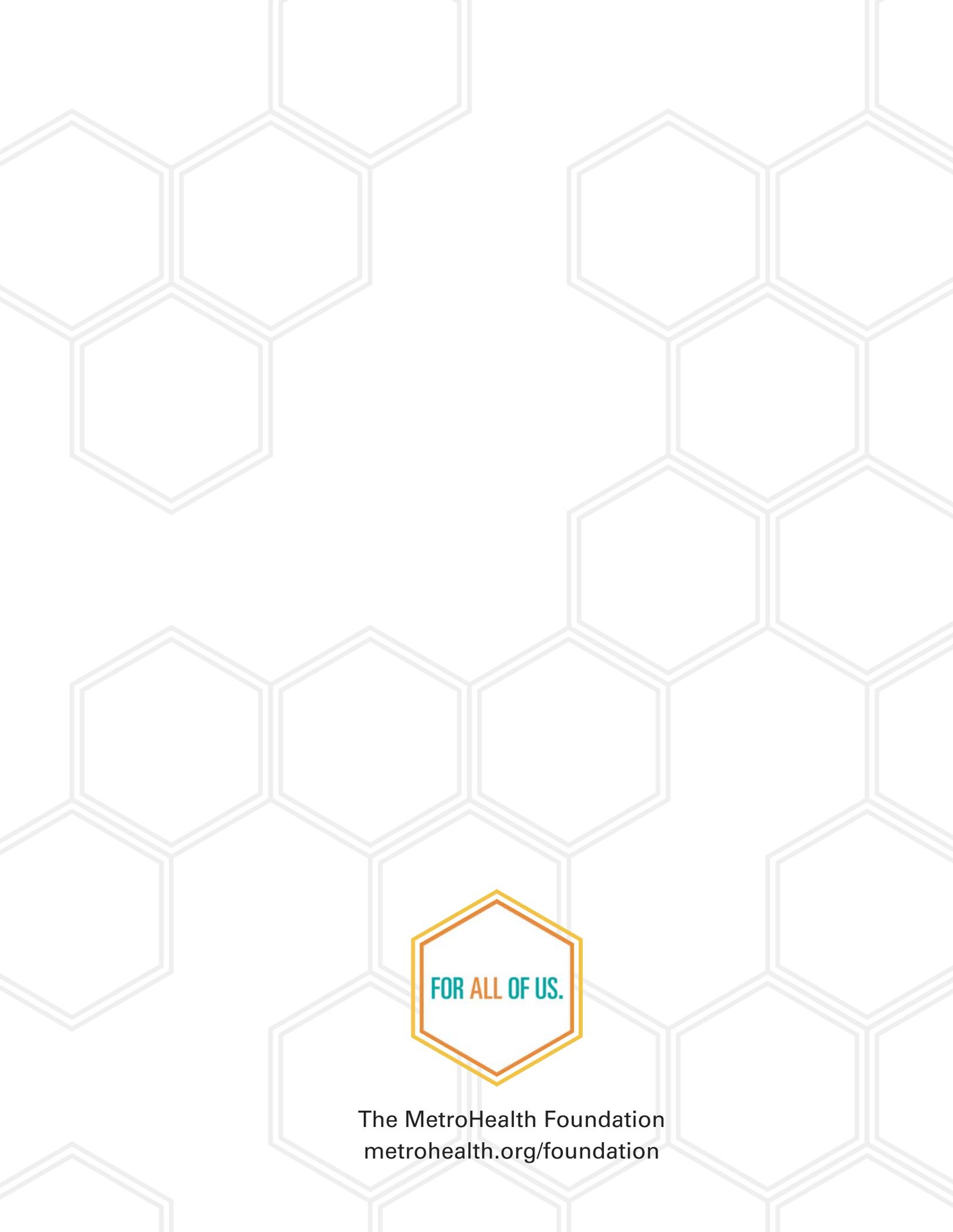


# THANK YOU FOR YOUR SUPPORT!!

**Don't forget to register your event to receive  
your MetroHealth giveaway item!**

Register your event online at  
[metrohealth.org/foundation](http://metrohealth.org/foundation)  
or by emailing [mhfoundation@metrohealth.org](mailto:mhfoundation@metrohealth.org)





FOR ALL OF US.

The MetroHealth Foundation  
[metrohealth.org/foundation](http://metrohealth.org/foundation)