

# Community fundraising

A step-by-step toolkit to help  
plan a successful fundraiser  
for Tufts Medical Center.



# Toolkit overview

Thank you for your interest in hosting an event or promotion to benefit Tufts Medical Center. We are always grateful for the generous support of our friends in the community who share our commitment to exceptional care, teaching and research. Your support helps us continue to offer a type of care that's different—one that combines cutting-edge medicine with a deep passion for the person and family behind the diagnosis.

This toolkit is designed just for you—our partners in the community. It provides all the information you'll need to plan a successful fundraiser for Tufts Medical Center, with a step-by-step guide.

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## Tufts Medical Center mission

We strive to heal, to comfort, to teach, to learn, and to seek the knowledge to promote health and prevent disease. Our patients and their families are at the center of everything we do. We dedicate ourselves to furthering our rich tradition of health care innovation, leadership, charity and the highest standard of care and service to all in our community.



# Community Fundraising

A community fundraising event is an independent event hosted by an individual or organization within the community with proceeds benefiting Tufts Medical Center. It's a great way to engage with the community and to contribute to the advanced and compassionate care for all of our patients and their families. Your support of Tufts MC is important to us. We are your fundraising partner and are here to help you succeed.

## How Tufts MC can help

- Provide guidance and advice on best practices for event planning, and soliciting your network.
- Help identify which area of the hospital you would like your event to support.
- Promote the event internally on the Medical Center's event calendar.
- Provide resources to assist with your event planning efforts—including templates, speaking points, email drafts and more.
- Provide Tufts MC logos for use on marketing materials (any use of the Tufts MC logo must be approved in advance).
- Draft a letter of authorization for your event to be used to solicit organizations and companies for sponsorship or in-kind support.
- Provide a peer-to-peer fundraising page to collect online donations.

## Fundraiser responsibilities

- Develop an event committee to assist with the planning and logistics of the event.
- Promote the event through social media, e-blasts, flyers, etc. (any use of the Tufts MC logo must be approved in advance).
- Identify and work with vendors to provide support for your event.
- Handle all event participant and volunteer recruitment.
- Solicit organizations and companies for sponsorship or in-kind support.
- Keep track of and cover all event expenses. *Please note: we do not financially support or reimburse for your expenses.*
- Handle all event day logistics- including décor, event set-up and breakdown, etc.

## Thank you from Tufts MC

On behalf of the patients and families we serve, thank you for choosing to support Tufts Medical Center. We greatly appreciate your support and generosity to help continue our mission to provide the highest standard of care and service to all in our community.



## Where the funds will go

There are many programs and services within the Medical Center that your donation can support. If you have a specific passion for a health care specialty, we will work with you to ensure your gifts are designated to the appropriate area.

# Organizing a successful fundraiser

## Register your event or promotion

Any fundraising activity for the benefit of Tufts Medical Center must be approved in advance by the Tufts Medical Center Development Office. The Community Fundraising Proposal Form must be completed and filed with Tufts Medical Center Development Office prior to the start of the fundraiser.

## Form a planning committee

The enthusiasm and dedication of the people who plan and organize the fundraiser increases the probability of a successful activity.

## Establish goals

Have a realistic and measurable financial goal.

## Brainstorm ideas

Give free rein to your imagination. Several heads are better than one!

## Be sure you've chosen the "right" event or promotion

The type of fundraiser you choose should fit the size, interest, talents, goals and time availability of your group.

## Identify your audience

Select attendees and supporters for your fundraising event or virtual fundraiser.

## Schedule the fundraiser

Schedule your fundraiser for a time that is appropriate and convenient for those who will be attending.

## Plan a budget

Identify sources of income and expenses. If you keep your costs down, you will generate a larger donation, which is something everyone will appreciate.

## Collect the funds

We highly encourage all funds be collected through Tufts MC's approved peer-to-peer online fundraising platform. *\*Funds collected outside of a peer-to-peer online fundraising platform must be forwarded to the Tufts Medical Center Development Office within 45 days of your event in the form of a check made payable to "Tufts Medical Center."*

## Thank you!

Please be sure to acknowledge everyone who participated in or supported your fundraiser and let them know how much you appreciated their help.

## Take the first step



Email us at to get started today!

[communityevents@tuftsmedicalcenter.org](mailto:communityevents@tuftsmedicalcenter.org)



## Examples of fundraisers

Below are some ideas for types of fundraising events, be as creative as you'd like!

### Social

Barbeque	Benefit Concert	Comedy Show
Gala	Holiday Party	Karaoke
Ice Cream Social	Trivia Night	Wine tasting

### Fitness

Bike-a-Thon	Fitness Class	Golf Tournament
Spin-a-Thon	Triathlon	Yoga

### Creative

Art Show	Bake Sale	Craft Sale
Fashion Show	Jewelry Sale	Open Mic Night
Talent Show	Paint Night	Yard Sale



## Fundraising planning best practices

- Start by identifying your contacts and potential supporters.
- Don't do it alone – enlist others to help assist in ideas and execution.
- When choosing an event date, be sure to consider other events happening in your area and holidays.
- Create a timeline and detailed calendar to help you and your team stay on track.

## Matching gifts

*A great way to double your impact!*



**Did you know that employers often match your donation?**

This is an easy way to double the amount you're giving. Contact your HR department to find out if your employer participates.

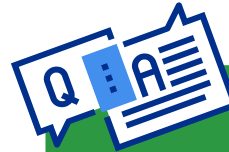
**Remind your supporters to do the same!**

# How to create a virtual fundraiser

Virtual fundraisers are another great option for Community Fundraising. These are created through peer-to-peer online fundraising platforms and allow you to virtually engage with your audience while still being able to support Tufts Medical Center.

## Virtual fundraising best practices

- Virtual fundraisers are best utilized when the bandwidth and capacity for a fundraising event is not feasible for you.
- Since all fundraising will be done online, it is important to keep your audience informed and active with an engaging communications plan via email and social media.
- You are encouraged to use Tufts MC's approved peer-to-peer fundraising platforms to raise money for your virtual fundraising events.



## Need help?

*Don't know how to create an online fundraising platform? Or just don't know where to start?*

### Email us:

[communityevents@tuftsmedicalcenter.org](mailto:communityevents@tuftsmedicalcenter.org)

**Call us:** 617-636-7656

## Communications plan

Communicating your fundraising event or virtual fundraiser can be one of the most important keys to success. Reaching out to people throughout the course of your campaign is crucial—from initial contact to reminders and thanking donors.

Your fundraiser is an ongoing dialogue to keep your audience engaged. Aim to communicate with your network at least once or twice a week.

## Communication examples



- Facebook calendar events and other social media posts
- Email calendar invites

- Letters to sponsors, donors and local media
- Fundraising emails and follow-ups
- Flyers and other promotional collateral

*(any use of the Tufts MC logo must be approved in advance)*

## Fundraising emails best practices

- Always include a link to your fundraising page.
- Asking for a specific amount can help your supporters determine an appropriate donation.
- Include a fundraising deadline — this will encourage donations as soon as possible.
- Send updates as you hit fundraising goals to keep your audience excited and engaged.
- Personalize your emails - include your story and reason for fundraising.

# Publicizing your fundraiser

Social media is a great way to publicize your fundraising event or virtual fundraiser. Posting information about your fundraiser on your social media pages makes it easy for your friends and family to learn more about the event. You can even create new social media pages specifically for your fundraising!

## Facebook

- Connect with supporters from your entire Facebook network.
- Include all relevant information, including fundraising link, contact information, event details, etc.
- Provide weekly status updates with photos and/or videos.

## Instagram

- Create a virtual experience for your audience.
- Post photos in conjunction with a caption to create a personal connection to your cause.
- Include your fundraising page link in your Instagram bio.

## Twitter

- Provide brief updates to your network on the progress and needs of your fundraising.
- Recognize and thank donors.
- Include your fundraising page link in your Twitter bio.

## Social media best practices

**Keep posts short:** Get to the point—the shorter the post, the better.

**Use pictures or videos:** Make your posts stand out by including pictures or videos.

**Recommend sharing:** Encourage your friends and family to share your social media posts. This will expand your reach!

**Create a unique hashtag for your fundraiser:** This will let your audience quickly and easily find all social posts related to your fundraiser.

**Remember to say “Thank you!”:** Post pictures from your fundraiser and thank everyone.



## Find, follow and tag us!



Facebook.com/  
tuftsmedicalcenter



@tuftsmedicalcenter



@TuftsMedicalCtr



## Post fundraiser reminders

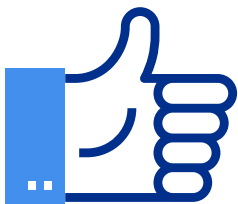
- Provide links where people can continue to donate.
- Announce the amount raised and if applicable, share pictures and videos from the event via social media or email.
- Explain how the funds your donors helped you raise will impact and support Tufts Medical Center.
- Start thinking of your next fundraiser and/or announce the save the date for next year's fundraiser.
- Ensure all funds are collected and forwarded to Tufts Medical Center within 45 days of the event.

### Thank your donors!

Show your appreciation and thank everyone who supported your event.



Sending your donors and participants a handwritten thank you note shortly after their contribution helps retain their support for future fundraisers.



***Congratulations on your hard work!***



# Tufts Medical Center's Community Fundraising policies

## Permission

- The Attorney General's office notes that Tufts Medical Center retains a fiduciary responsibility to ensure that Tufts Medical Center's name is used properly, that the funds are being handled and accounted for in a responsible manner and the fundraising is conducted in a manner consistent with Tufts Medical Center's mission and public image.
- All fundraising events for Tufts Medical Center require written permission from the Tufts Medical Center Development Office in advance. Public announcements or event promotion may not be made until written approval has been received by event organizers.
- Fundraising events must comply with all relevant state and federal laws.
- Tufts Medical Center reserves the right to decline any underwriting and/or sponsorship when it believes the association may have a negative effect on the credibility of the Medical Center.

## Event Promotion and Logo Usage

- Tufts Medical Center must review and approve all promotional materials including, but not limited to, press releases, public service announcements, posters, brochures and advertising prior to production or distribution.
- The Tufts Medical Center logo is property of Tufts Medical Center and cannot legally be reproduced without written permission.
- Tufts Medical Center may promote the event, when appropriate, through:
  - Tufts Medical Center websites and social media (with a link to the event's/organization's website if appropriate)
  - Internal advertisement to staff, physicians and volunteers through the employee newsletter

## Event Language

- Any promotional materials must state clearly that the event is raising funds to benefit Tufts Medical Center.
- The Tufts Medical Center name may not be listed as partner, sponsor, or supporter of the third-party event or its organizers.
- In naming the event/promotion, Tufts Medical Center may not be used in the title, but may be listed as the beneficiary of the event. For example, organizers may not refer to the event as the "Tufts Medical Center Bowl-a-thon." Instead, it could be promoted as "Bowl-a-thon to benefit Tufts Medical Center."

## Sponsorship

- Tufts Medical Center cannot solicit sponsors for third party fundraising events.
- Tufts Medical Center can not provide any donor or patient family contact information.
- A list of all potential sponsorship contacts (including all potential in-kind donors) must be reviewed and approved by Tufts Medical Center before being approached in any way. Please remember that many local organizations have a long-standing history of involvement with Tufts Medical Center. And while confidential donor information may not be revealed, staff can assist in strategy development for potential sponsors.

## Cancellation, Liability & Changes

- If circumstances warrant, Tufts Medical Center may at any time through any of its directors, officers, senior administrators or Tufts Medical Center Development Office, instruct the cancellation of any community fundraising event. By executing the Community Fundraising Event Proposal, event organizers agree to release Tufts Medical Center, and its officers, directors, and employees from any and all liability and connection to such action.
- The sponsors agree to indemnify and hold harmless Tufts Medical Center and all its officers, directors, and employees from any and all claims and liabilities in any way related to the event.
- Tufts Medical Center must be informed of any changes to third party fundraising events.

## **In-Kind Sponsorship**

- In-kind sponsorship is defined as the donation of a product or service such as printing or silent auction item that carries no expense for the fundraiser.
- The Tufts Medical Center Development Office cannot solicit in-kind sponsors for community fundraising events.
- The value of in-kind sponsors/donations must not be included in total event revenue, but should be acknowledged by the event coordinators.

## **Financial Guidelines**

- Tufts Medical Center requires that event expenses be less than fifty percent (50%) of the total amount raised, excluding in-kind donations; reasonable exceptions may be made for first year events and on a case-by-case basis.
- Estimated expenses and revenue must be established by the event organizer and submitted to Tufts Medical Center Development Office on the Community Fundraising Event Proposal Form for review before the event.
- If event expenses are greater than the total collected; the group conducting the event is responsible for payment of these additional expenses.
- We highly recommend using a peer-to-peer fundraising platform to collect all funds.
- Tufts Medical Center's sales tax-exemption (on purchases) cannot be extended to any community fundraising event or effort.
- Tufts Medical Center cannot process any credit cards for community fundraising events.
- Tufts Medical Center is authorized to have complete access to all fundraising activities and is authorized to audit such records at the completion of the fundraiser or at any time during the fundraising activity as deemed necessary by the Medical Center.
- Under no circumstances may an individual keep any portion of the proceeds as profit or compensation for organizing the event.
- Within 45 days after the last day of the event, please send a check made payable to Tufts Medical Center to:

Tufts Medical Center Development Office  
Attn: Community Fundraising Events  
800 Washington Street, Box 231  
Boston, MA 02111

## **For events raising more than \$25,000 annually, Tufts Medical Center may provide these additional benefits as available:**

- Hospital representative as guest speaker at event.
- Hospital check presentation or photo opportunity.
- Publicity in hospital publications or website.
- Hospital tour for event planning committee.

## **Tax Receipts and Donor Acknowledgements**

- For tax reasons, Tufts Medical Center can only acknowledge direct gifts. If the participants of a community fundraising event want to receive an acknowledgement/tax receipt from Tufts Medical Center for their donation, they must donate directly to Tufts Medical Center through its approved peer-to-peer online fundraising platform or by check payable to "Tufts Medical Center."
- Acknowledgements from the organizers of community fundraisers play vital role in allowing participants to feel appreciated. They do not, however, serve as receipts for tax purposes.

# Thank You!

**Tufts**Medicine  
Tufts Medical Center

**Development Office**  
800 Washington Street, #231  
Boston, MA 02111

**T** 617-636-7656  
**F** 617-636-7659

[tuftsmedicalcenter.org/give](https://tuftsmedicalcenter.org/give)