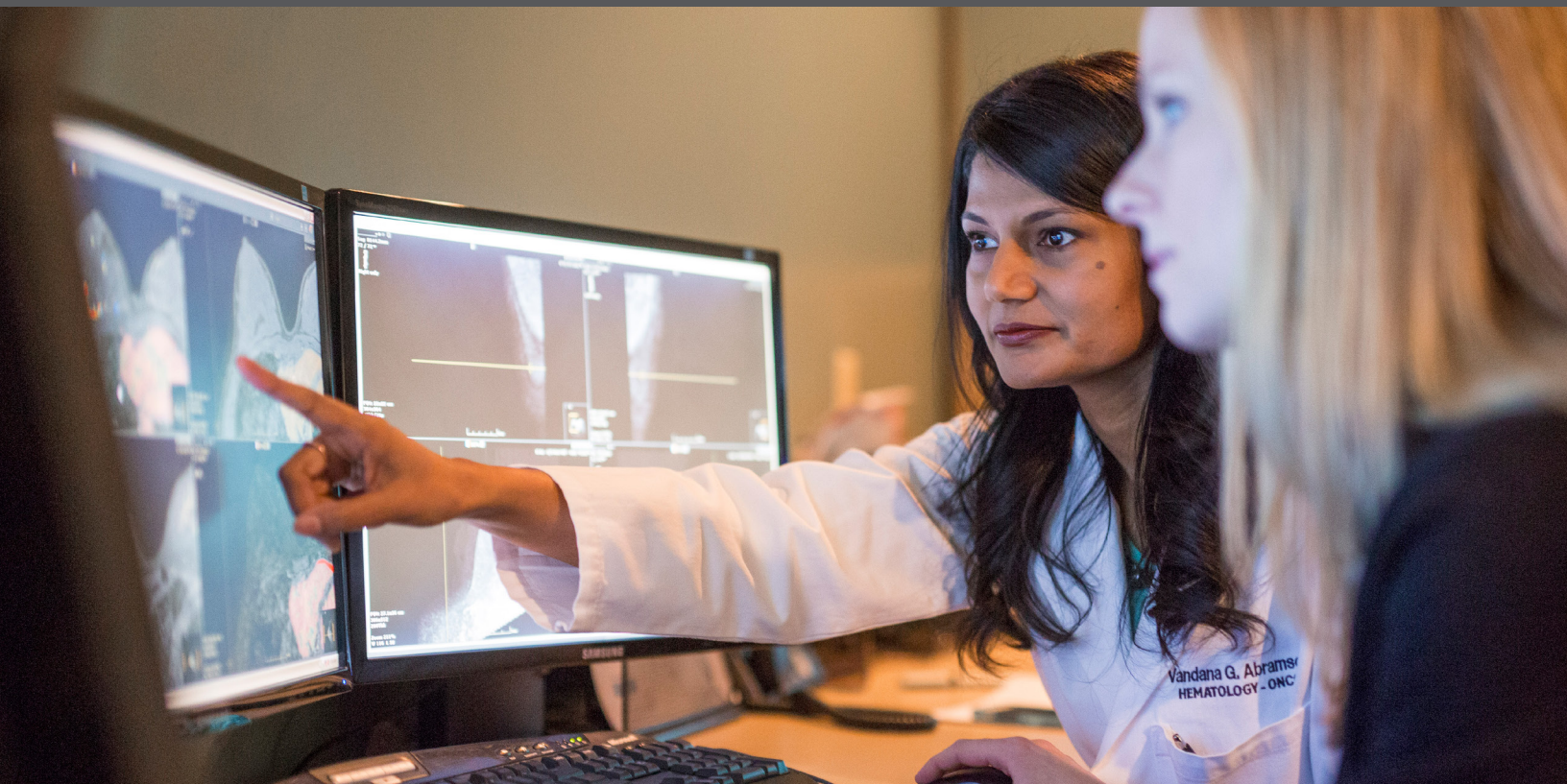




VANDERBILT  UNIVERSITY
MEDICAL CENTER



Community Fundraising Toolkit

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OUR MISSION

Through the exceptional capabilities and caring spirit of its people, Vanderbilt University Medical Center will lead in improving the health care of individuals and communities regionally, nationally and internationally. We will combine our transformative learning programs and compelling discoveries to provide distinctive personalized care.

About Vanderbilt University Medical Center

Vanderbilt University Medical Center is a comprehensive health care facility dedicated to patient care, research and clinical training. Our reputation for excellence in these areas has made us a major center for patient referrals from throughout the Mid-South.

Each year, people throughout Tennessee and the Southeast choose Vanderbilt University Medical Center for their health care because of our leadership in medical science and our dedication to treating patients with dignity and compassion.

Making Health Care Personal

OVERVIEW

Thank you for your interest in planning and hosting a fundraising event for Vanderbilt University Medical Center (VUMC)! We rely on individuals like you to help raise awareness and much-needed funds to support research, programs and services that benefit our patients and their families. Funds raised for VUMC contribute to discovery research, compassionate patient care and clinical training of the next generation's physician leaders. This toolkit will assist you in the event planning process to maximize your success.

What is a community fundraiser and event?

A community fundraising event (or third-party event) is an independent event hosted by an individual or organization in the community with proceeds benefiting VUMC. It's a great way to engage with the community and to raise funds and awareness.

How will this toolkit help me?

We designed this toolkit just for you — our partners in the community! We want the planning process to be as easy as possible and for the event to be something you can enjoy. This in-depth toolkit provides all the information you will need to plan a successful fundraiser for VUMC.

Where will the money go?

Philanthropic support to Greatest Needs at VUMC strengthens our mission and enables us to deploy resources flexibly to meet emerging needs and opportunities. If you have a specific passion for a health care specialty, we will work with you to ensure your donation goes directly to that area. When you plan a fundraising event for VUMC, you will work with a member of our Community Development team who can provide more information on areas of financial need or various programs that are available to support.

HOW COMMUNITY DEVELOPMENT STAFF CAN HELP

Our Community Development team is a staff dedicated to working with organizations, businesses and individuals within the community to advance the mission of VUMC. This team can help you make your event a success by providing:

- Guidance on fundraisers and event-planning based on our experience working with over 150 annual events within the community
- Consultation on event structure and logistics
- Tips for creating a successful fundraising page using our online giving platform, Classy
- Approval of use of appropriate logos for your promotional materials
- A letter of authorization to highlight your intent to donate to VUMC
- Celebratory check presentations and tours, as feasible
- VUMC-branded giveaways
- Promotional support through VUMC communication outlets for events that are open to the public (space and time permitting)

Unable to Provide:

- Tax exemption status to activity organizers for activity-related purchases
- Distribution of flyers or other promotional materials
- Gift recognition letters to individual contributors noting a charitable donation
- Insurance or liability coverage
- Funding or reimbursement for expenses
- Mailing lists of donors or vendors
- VUMC stationery
- Celebrities for your event
- Guaranteed attendance of doctors or hospital leadership



HOW TO START PLANNING

1. **Organize a planning committee:**

Bring together your friends, family, neighbors, coworkers — anyone who shares a similar interest in raising funds for an important cause.

2. **Brainstorm:** What kind of event would you like to host? Who is your ideal audience?

Where would you like to host it? Consider everything while brainstorming — the Community Development staff can help you with this.

a. Choose the “right” event: what kind of event does the planning committee wish to hold? The event you pick should fit the committee’s interest, target audience and capacity for planning. Some examples include:

- Sporting events
- Golf tournaments
- Talent shows
- “Battle of the Bands”
- Karaoke contests
- Trivia nights
- Art shows

b. Identify the audience: Determine who in the community will attend this type of event and plan accordingly.

3. Plan a budget: Use the budget template included in this toolkit to help you plan.

4. Propose a timeline: A timeline will keep you on track and ensure all steps are completed prior to your event.

5. Schedule the event: Be sure to check the local community calendar to prevent conflicting event dates.

STEP-BY-STEP GUIDE TO PLANNING

- 1 Complete and submit a VUMC fundraising event application online [here](#).
Questions: contact CommunityDevelopment@vumc.org
- 2 Identify your audience and create a list of potential attendees or groups, organizations, etc., to which you will promote the event and whom you will invite to participate.
- 3 Secure several months in advance:
 - a. Venue
 - b. Catering
 - c. Entertainment
 - d. Rentals
- 4 Design (if needed):

Branded elements must be approved by VUMC Community Development staff prior to use.

 - a. Invitations
 - b. Programs
 - c. Posters/signs
 - d. Promotional items — T-shirts, cups, party favors, etc.
 - e. Website or other digital graphics
- 5 Identify potential sponsors and create a sponsorship letter or packet.
- 6 Create a public relations plan and get the word out using:
 - a. Media releases
 - b. Email
 - c. Community event calendars
 - d. Social media

PUBLICIZING YOUR EVENT

Publicizing your event can be one of the most important keys to success. We suggest some of the following publicity ideas to work into your PR plan:

- Take advantage of local community resources like community bulletin boards (i.e. your gym or a coffee shop) or online event calendars, which can be great publicity tools.
- Reach out to community newspapers or newsletters to publish information about your event.
- Use social media. Whether you are using it as a free tool to spread information among friends and family, or you have created a page or account just for your organization/event, social media can help you easily reach a large audience.
See page 10 for tips on maximizing social media use.
- Connect with faith-based groups, sports clubs, neighborhood associations, etc., which are also great ways to get the word out. Just ask if you can be included in a bulletin or if you can hand out or post flyers.

At the end of this toolkit, we have included a template for media releases. If you intend to reach out to local media outlets, please work with your contact from the Community Development team.



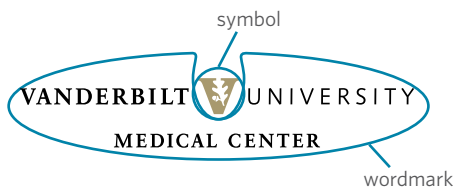
VANDERBILT UNIVERSITY MEDICAL CENTER STYLE GUIDE

VUMC has a specific identity within the community. Follow the simple guidelines outlined in this section when creating your promotional materials and writing about VUMC to ensure you are representing our identity correctly.

Name

Vanderbilt University Medical Center should always be written or announced using the full name on the first or only reference. A second reference made within the same article or on the same page should be **VUMC** or **the Medical Center**.

Logo



- 1 The elements of Vanderbilt logos are trademarks. The “complete signature” is a single unit of identification, composed of a symbol and a wordmark. **The symbol and wordmark must always be used together and should not be altered or rearranged.**
- 2 The dotted lines pictured here show the **minimum amount of clear space that should surround the VUMC logo** on any materials where the logo is used. You can see that the clear space is equal to the height of the V symbol.
- 3 To ensure legibility, the V symbol **should not be reproduced smaller than 3/16 inch symbol height.**

STYLE GUIDE, CONT.

Trademark and Licensing Approval

All promotional materials utilizing the VUMC logo must be sent to your Community Development contact at least two weeks in advance for review and approval. The logo must be approved **before use**. Send all materials using our logo to your Community Development contact, who will take care of the approval process for you. We want to make it as easy as possible for you to create your materials and put them into use — below are some recommended best practices to streamline the process.

- Avoid “double branding” — the VUMC logo cannot be placed in close proximity to another logo.
- Make the relationship between your event and VUMC as clear as possible by using terminology like “proceeds benefit” or “benefiting” Vanderbilt University Medical Center.
- Don’t use the logo on any materials promoting alcohol, firearms or tobacco.
- Avoid placing the logo on patterned or busy backgrounds.
- Do not reshape or rearrange any elements in the logo.
- Do not add words, images or other logos to create new composite logos.
- Do not use the V symbol on its own without the wordmark.



Apparel and Promotional Products

Apparel and promotional items related to your event that utilize the VUMC logo, like T-shirts, lanyards, cups, pens or other similar items, must be approved and produced through the Vanderbilt Trademark Licensing Office. Logos should have a registered trademark symbol. Only approved vendors should be used. All approved vendors have access to our official logos containing the registered trademark symbol in the appropriate location. If you have an apparel or promotional product in mind as part of your event, let your Community Development team contact know as soon as possible, and they will manage the trademark and licensing approval process for you.

SOCIAL MEDIA TIPS

- **Find us and follow us:**
Facebook: [Facebook.com/VanderbiltHealth](https://www.facebook.com/VanderbiltHealth)
Twitter: [@VUMChealth](https://twitter.com/VUMChealth)
Instagram: [@VanderbiltHealth](https://www.instagram.com/VanderbiltHealth)
YouTube: [YouTube.com/user/vanderbilthealth](https://www.youtube.com/user/vanderbilthealth)
- **Include your fundraising and event links:** Use social media as an additional fundraising tool. Publish information linking to event tickets or fundraising information to make it easier for your friends and family to learn more about the event and why you're participating.
- **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. Media from past events will remind everyone how much fun the event was in previous years. Hosting a first-time event? Be sure to use videos from our YouTube page to show your followers what Vanderbilt University Medical Center is doing in terms of research and patient care, which is all made possible by donor support.
- **Recommend sharing:** Encourage your friends and family to share your social media posts. This will expand who sees your posts and spread your message further.
- **Remember to say "Thanks!":** Social media can be a helpful tool after your event as well. Post pictures from the event and thank everyone who participated.
- **Tag Vanderbilt University Medical Center:** This gives our followers a chance to see how people are supporting VUMC each and every day, and how that support makes a difference!



WRAP UP AND POST-EVENT REMINDERS

There are a few simple tasks that need to be completed following your fundraising event.

Send in your gift/proceeds

Check should be made payable to Vanderbilt University Medical Center and include your event's name in the memo line. Mail your check within 30 days of the event to:

Community Development Assistant
Vanderbilt University Medical Center
PO Box 290369 | 525 Royal Parkway
Nashville, Tennessee 37229

Say "Thank You!"

Show your appreciation and thank everyone who supported your event. Use personal notes and letters. A sample thank you letter is included in this toolkit.

Start thinking of your next fundraiser

Take notes on your event as soon as you can — what worked, what didn't work, etc. — to make planning your next fundraiser easier. Be sure to debrief with others who were involved with the event.

Attend other fundraisers

Support others like you by attending their events or supporting them on social media! Recognize what is done well and how you can utilize best practices at your event.

FAQS

Can I use Vanderbilt University Medical Center's Tax Exemption Number?

Third-party events are not able to use Vanderbilt University Medical Center's tax-exemption number.

Can you help me get a permit for my event?

The event organizer is responsible for securing necessary permits for the event.

Who will provide insurance for my event?

The event organizer is responsible for securing insurance for the event. Vanderbilt University Medical Center is unable to provide insurance for third-party events.

Will each of my donors get a tax receipt?

Donors can only receive a tax receipt if their checks are made payable to Vanderbilt University Medical Center. We cannot issue receipts for donors who make payments directly to third-party events.

Can someone from the Office of Development help me plan our event or attend?

We are happy to provide guidance during the planning process but cannot always guarantee someone from Vanderbilt University Medical Center can attend.

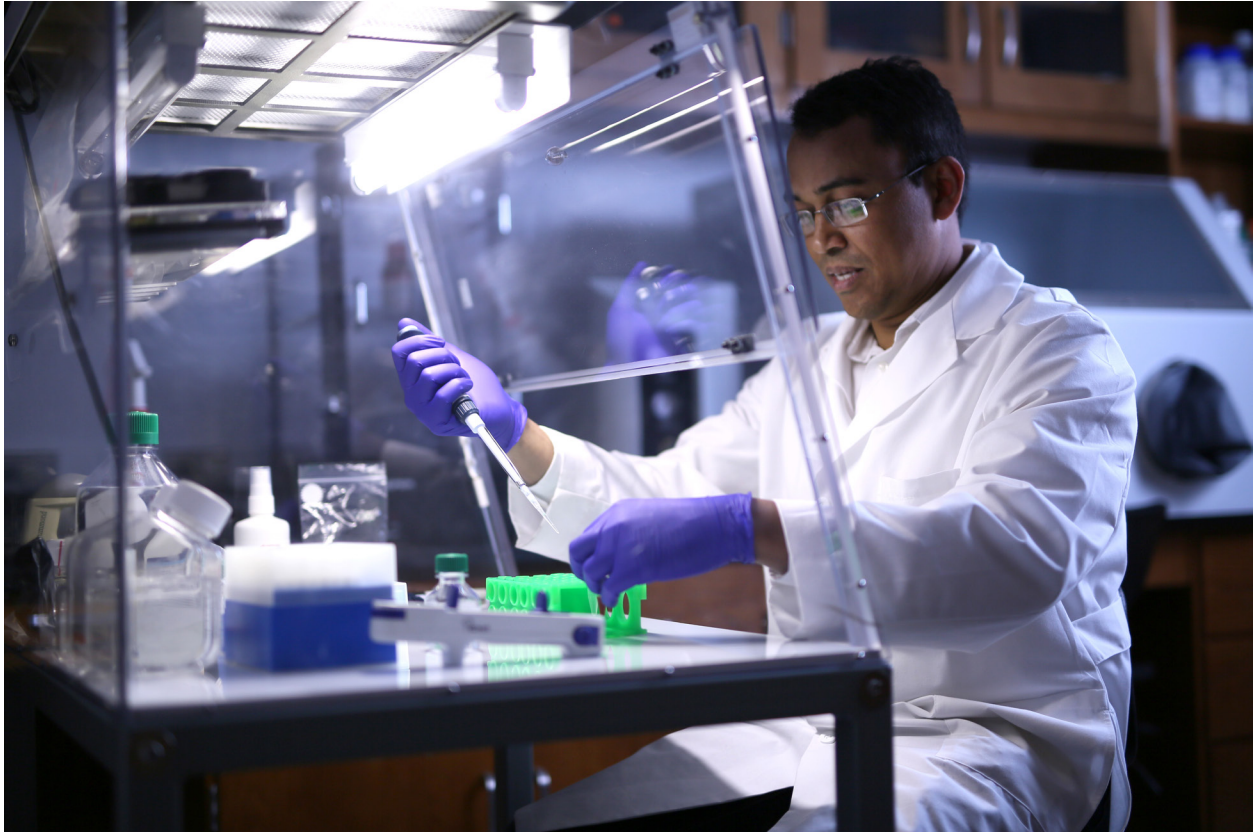
Can someone deduct the cost of their ticket from their tax return if they attend the event?

You can only deduct anything above the fair market value of your ticket. The value of food, beverage, gifts, services, etc., cannot be deducted. Please visit *irs.gov* for more information.

Can I come to VUMC and play music or entertain the patients in some way?

Contact our Volunteer Services department.

You can find more information at vumc.org/volunteer-vanderbilt.



Can my event be a virtual event?

Interested in hosting a virtual fundraising event to support VUMC? Our Community Development team can help provide resources and tips to make virtual events a success.

Can I send invitations to the hospital's donor list?

Unfortunately, no. We must respect the privacy of our donors and cannot share our lists.

Can my event include a raffle?

Event proceeds can be generated from ticket sales, sponsorships, silent auction, live auction, sales of items and donations. If you are considering a raffle at your event, you must have a permit from the State of Tennessee. Raffles are considered gaming by the State of Tennessee and are closely regulated. For rules and regulations regarding this and the Annual Gaming Event Application, go to sos.tn.gov/charitable/gaming.

TEMPLATES & EXAMPLES, CONT.

Sample Fundraising Event Budget

[YOUR EVENT OR LOGO]

Ticket/Admission Price	\$0	<< Start with projected income from ticket sales/admission.
Projected Attendance	0	If you have none, fill in sponsorships or other donations.

INCOME		EXPENSES	
Ticket sales	\$0.00	Venue	\$0.00
Sponsorships	\$0.00	Staffing	\$0.00
Donations	\$0.00	Food	\$0.00
Other	\$0.00	Beverages	\$0.00
Other	\$0.00	Party favors	\$0.00
Other	\$0.00	Advertising	\$0.00
Other	\$0.00	Printing/graphics	\$0.00
Other	\$0.00	Décor	\$0.00
Other	\$0.00	Entertainment	\$0.00
Other	\$0.00	Supplies	\$0.00
Other	\$0.00	Other	\$0.00
TOTAL INCOME	\$0.00	TOTAL EXPENSES	\$0.00

NET PROCEEDS 0

TEMPLATES & EXAMPLES

Use these templates as a starting point to create your own materials.

Sample Press Release

[YOUR EVENT OR LOGO]

FOR IMMEDIATE RELEASE

Contact: <Name>

Email/Phone: <Email/Phone>

HEADLINE

<Organization Name> will host its annual <Event Name> on <Date> at <Venue>. All proceeds from this event benefit Vanderbilt University Medical Center. <Insert details about the event like time, theme, ticket/admission cost, on-site activities, age restrictions, etc.>

"We're incredibly excited for this year's event and the important cause we're supporting," said <Organization Leader>. The mission of Vanderbilt University Medical Center is to improve the health care of individuals and communities regionally, nationally and internationally by combining transformative learning programs and compelling discoveries to provide distinctive personalized care. Funds from <Event Name> will also specifically benefit <Area of VUMC funds support>.

<Include information about your organization and its mission, and how it ties to VUMC.> More details including updates about this event can be found online at <Website> or on social media at <Facebook or Twitter>.

About [YOUR ORGANIZATION]

<Insert Boilerplate>

TEMPLATES & EXAMPLES, CONT.

Sample Thank You Letter/Note

[YOUR EVENT OR LOGO]

<Date>

<Name>

<Address 1>

<Address 2>

<City>, <State> <Zip>

Dear <Name>,

Thank you for your support of <Event Name> benefiting Vanderbilt University Medical Center. We could not have held a successful event and raised crucial funds for patients and families without your support.

The mission of Vanderbilt University Medical Center is to improve the health care of individuals and communities regionally, nationally and internationally by combining transformative learning programs and compelling discoveries to provide distinctive personalized care. Funds from <Event Name> will also specifically benefit <Area of VUMC support>, and we are so thankful that you have helped us contribute to such an important cause.

<Include information about your organization and its mission, and how it ties to VUMC.>

Thank you again for your partnership, we look forward to working with you again!

With gratitude,

<Name>

<Position within organization>