

WHAT MOVES YOU?

CHILDREN'S CHAMPIONS FUNDRAISING GUIDE

Each year, Nationwide Children's Hospital has over one million patient visits. From mending broken bones to curing failing hearts, our skilled team of physicians, researchers and staff are busy giving kids the best chance possible for a happy, healthy life.

Your commitment to fundraise for the Nationwide Children's Columbus Marathon & ½ Marathon makes you a Champion- a Children's Champion! Your experience will be a life-changing journey. You

will exceed your goals once you are armed with helpful fundraising tools and patient inspiration! We are honored to have you on our team as an ambassador for our children and our community.

Please read through this packet to arm you with fundraising tips and tools. If you have any questions at all, please contact us at Childrens.Champions@NationwideChildrens.org. Thank you for being a Children's Champion!

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Fundraising Goal Setting Worksheet

Set Your Goal

Step 1: Find Your Minimum Goal

Step 2: Get Inspired with Ideas and Success Stories

Find even more ideas on the Fundraising Ideas page - or - go online for tools and inspiration.

Step 3: Commit to Challenge Yourself and Our Community

Step 4: Review Ideas for Success Below

Step 5: Set Your Goal.....\$

Suggested Minimums

Athletes \$1,000

Teams

Family & Friends (<10) \$5,000

Family & Friends (>10) \$10,000

Small Business (<40 employees) \$10,000

Corporate (>40 employees) \$25,000

Incentives

All Children's Champions are eligible for incentives at several fundraising levels. Your Fundraising Incentive Sheet is located in your Online Resource Center.

Meet Your Goal

You can meet your goal by breaking it down into smaller goals. Here's an example of how to reach \$1,000 in just a few easy steps.

1. Make a personal gift..... \$50
 2. Ask 5 co-workers to give \$10..... \$50
 3. Ask your company to sponsor you..... \$250
 4. Host a fundraiser at your house and ask 10 guests to bring \$25 donations for the patients at Children's..... \$250
 5. Ask a local coffee shop to collect change for you..... \$100
 6. Ask 10 friends to give donate \$10 online..... \$100
 7. Ask 10 family members to donate \$15 online..... \$150
 8. Ask 5 neighbors for \$10 each \$50
- Total Raised\$1,000**

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Ways to FUNdraise

Personalize your Online Fundraising Page

In just a few simple steps, you can personalize your online fundraising page. Add, post and update your page with an inspiring message and photos that express your motivation for joining Children's Champions. Customizing your fundraising page is a great way to involve your family and friends with your fundraising journey. You can also join a team or start your own!

- Register to be a Children's Champion: www.NationwideChildrens.org/childrens-champions
- Log in to set up your fundraising page and write down your username and password.
- Personalize your fundraising web page message and picture to share your mission and inspiration for training and fundraising.

Send Emails to Friends, Family and Co-Workers

People donate because they are asked. Don't be afraid to ask for support! Email everyone you know about your Children's Champions commitment and always include a link back to your personal fundraising page. Each time someone donates to your online campaign, you will receive an email. It is very exciting to see your fundraising thermometer rise with every donation!

- Import your personal contacts and send emails from your online fundraising page, asking friends and family to help you meet your fundraising goal.
- Include a link to your personal fundraising page and your mailing address on all emails you send from your personal email account.

Fundraise through Social Media

Share your story as a Children's Champion on social media outlets like Facebook and Twitter. Use Facebook to fundraise by changing your status updates to include your fundraising and training efforts.

- Include pictures, stories and updates on Facebook about your training and fundraising.
- Share links to the Nationwide Children's Hospital Facebook page and Children's Champions to inspire your friends: <http://www.facebook.com/ChildrensChampionsNCH>
- Recognize donors by tagging them in status updates.
- Always include a link back to your Personal Fundraising Page!

Write a Letter

Mailing a personal letter to friends, family and co-workers is another way to ask for fundraising support. Sample letters are available for you to use as a guide.

- Personalize your letter by including your inspiration behind your fundraising efforts.
- Include your mailing address and online fundraising page address in your letter. You may also want to include a self-addressed envelope to make donating convenient for your supporters.
- All check donations are to be made out to Nationwide Children's Hospital. Please ask supporters to put your name in the memo line of the check.

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- If you receive check or cash donations, please see the instructions on the sheet titled “How to Submit offline donations” to submit these gifts. (Offline donations refer to donations received from a source other than your online fundraising website, such as cash or checks.)
- Track and manage your fundraising progress online. Make sure to add your offline donations to your fundraising total by visiting MY HQ (Headquarters), Enter offline donations and enter pledges.

Coordinate a Fundraising Event

From wine tastings and tennis tournaments to silent auctions and dinner parties, coordinating a fundraising event is a rewarding and fun way to give back. Having trouble coming up with ideas? Think of a hobby you love and turn it into a fundraiser.

Bake Sales	Art Shows	Wine Tastings	Child care for donations	
Garage Sales	Craft Fairs	Benefit Concerts	Birthday donations	Spa Days

Special Occasion Giving

Celebrate the milestones in your life by making a gift in honor of your special occasion. From collecting birthday gifts to donating wedding favors -make a miracle happen.

Involve Your Company

Recruit your colleagues as team members, or simply spread awareness by telling others about your goals. Many employers offer matching gift programs. Your \$100 donation could turn into \$200 by asking your Human Resources Department if they have a matching gift form. Remind family and friends who support you to ask their employers do the same!

For Businesses or Organizations

- Give employees the opportunity to pay for jeans day, parking spots, or the chance to leave early
- Have a department, organization, or division challenge; Vote with change for funniest face, prettiest eyes, best joke, etc.
- Sell candy, flowers or balloons on a holiday
- Coordinate a dance-a-thon, bike-a-thon, or even a jump-a-thon and see how much fun you can have while exercising and raising money for a good cause

Take a Minute

Ask for a few minutes on the agenda of your weekly department meetings or other networking groups. Tell the group about your commitment to Nationwide Children’s Hospital and the life-changing work you are supporting. Share your reason for training and fundraising for the kids of Nationwide Children’s Hospital how they can join or support you. Consider making Children’s Champions “business cards” with your website address on it.

For Friends

- Host a “shower” at your house and ask guests to bring donations for the hospital
 - Have a girls night out a local restaurant and raise your spirits by giving a donation equal to the amount you spend at dinner to the hospital
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Fundraising Tips

Share Patient Champion Stories

The real champions – Nationwide Children’s Hospital patients – have shared their stories to provide inspiration to our community to support the advancement of pediatric care and research at Nationwide Children’s. We invite you to share these stories or your own stories to motivate potential donors to support your efforts. Many of these patients will be present on race day cheering you on toward the finish line!

- Patient Champions stories can be found on our website <http://www.NationwideChildrens.org/marathon-miracle-mile-patients>
- Patient stories can be found on our hospital Facebook page- Nationwide Children’s Hospital.
- If you or your supporters have a Patient Champion story to share, please share your story at <http://www.NationwideChildrens.org/patient-champions-share-your-story>. All patients will be invited to cheer on our marathon participants on race day.

Thank Your Supporters

Throughout your training and fundraising journey, keep your supporters involved. Invest time in those who invest in you!

- Send a thank you email to your donors through your fundraising page under MY HQ, Email, and either choose a template or personalize the email yourself.
- Send a written thank you note to each donor as you receive donations.
- Update your fundraising site pictures and details about your training experience.
- Thank your friends and family for their support on via Facebook, Twitter and other Social Media outlets.
- After your event, send a thank you email or letter with pictures to your donors letting them know how much you appreciate their support. Include the total money raised for the event- people love to see how their gift adds up! Remind your sponsors of how important their gift means to you and the kids at Nationwide Children’s Hospital.

Every Gift Matters. Every Step Matters.

Every training step you take and dollar you raise matters to the kids at Nationwide Children’s Hospital.

- Your fundraising efforts save lives, find cures & give kids and families hope.
- Don’t be discouraged if people choose not to donate.
- Stay positive and focused on your goal!
- Surround yourself with supportive people.
- Look to our Patient Champions for inspiration!

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Children's Champions Incentives

Nationwide Children's Hospital Columbus Marathon

Children's Champions change lives! As you achieve your fundraising and fitness goals, you are also eligible for Children's Champion incentives.

Children's Champion Fundraising Incentive levels:

- All participants are eligible to earn incentives at several fundraising levels.
- Children's Champion Incentives are earned on an individual basis.

Incentive Level	Amount Raised	Item
Level 1	\$125	Children's Champions Event Day shirt
Level 2	\$250	Access to Children's Champions Finish Line VIP area
Level 3	\$500	Private Access to Children's Champions Start area with private bathrooms.
Level 4	\$1,000	Children's Champions apparel
Level 5	\$5,000	A special gift from a Nationwide Children's patient Champion

(Levels 1-5 are cumulative)

Explanation of Nationwide Children's Columbus Marathon Benefits

- **Private Access to Children's Champions Start line Area:** Top fundraisers keep warm and cozy in a private heated tent. We will have breakfast, coffee and patient inspiration in preparation for your big race.
- **Access to private bathrooms-** If this is your first marathon- you have no idea what a luxury this is! Top fundraisers will enjoy private portable potties in our own area.
- **Children's Champions Finish Line VIP Access:** Let us take care of you with massages, food and a family meet-up area.

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Sample Fundraising Letter #1

Dear Friends and Family,

I have decided to participate in the 2013 Nationwide Children's Hospital Columbus Marathon & ½ Marathon weekend as a Children's Champion. While training for the (1/2 marathon/marathon), I will be raising money for Nationwide Children's Hospital. I am determined to make each step of my (13.1/26.2) miles count by fundraising to cure, mend, comfort and save the estimated one million children who will walk through the hospital doors this year. I am asking for your help. Every gift matters.

Nationwide Children's Hospital has some of the best pediatric physicians doing world-class research. I have enclosed the story of a Nationwide Children's patient, Beau, who is undergoing chemotherapy. I am running the marathon in honor of his brave fight.

Nationwide Children's Hospital has held true to its mission for 119 years: to provide every child with the highest quality of care, regardless of the family's ability to pay. Donors like you make this possible.

My personal goal is to raise \$3,000, which will cover the cost of two chemotherapy chairs in the Hematology/Oncology Unit at Nationwide Children's Hospital. Any contribution you are able to make is greatly appreciated. All donations should be made payable to **Nationwide Children's Hospital**. You can mail donations to me in the enclosed envelope or donate on my webpage <http://www.NationwideChildrens.org.kintera.org/>.

Thank you for helping me to reach my goal. I truly appreciate your support.

Sincerely,

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Sample Fundraising Letter #2

Dear Friends and Family,

I am excited to share that I will be training for the 2013 Nationwide Children's Hospital Columbus Marathon & ½ Marathon weekend as a Children's Champion. While training for the full marathon, I will be raising money for Nationwide Children's Hospital. I am determined to make each step of my 26.2 miles count by fundraising to cure, mend, comfort and save the estimated one million children who will walk through the hospital doors this year. I am asking for your help.

Nationwide Children's is the home of the largest neonatal intensive care unit (NICU) in the country and has some of the best pediatric physicians doing world-class research. This year my neighbor's son, Corey, was born prematurely at 30 weeks. Corey spent months in the NICU at Nationwide Children's. I will be forever grateful for the medical advancements that saved his life. I am running in honor of Corey and the other courageous children at Nationwide Children's. There is still work to be done, and the need for funding is growing.

My personal goal is to raise \$1,500. Any contribution you are able to make is greatly appreciated. All donations should be made payable to **Nationwide Children's Hospital**. You can mail donations to me in the enclosed, stamped envelope or you can donate online at my personal web page <http://www.NationwideChildrens.org.kintera.org/>.

Thank you for helping me to reach my goal. I truly appreciate your support.

Sincerely,

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How to Submit Offline Donations

Online Donations- A donation that is made with a credit card directly through your fundraising web page.

Offline Donations- Any donation that is not received online is referred to as an offline donation.

Offline donations need to be sent to Nationwide Children's Hospital to be processed. Please follow the instructions below for submitting donations.

How to Submit Offline Donations

Please follow the steps below to submit check donations to Nationwide Children's Hospital.

- Print and fill out the Offline Donation Form
- Attach the check(s) to the Offline Donation Form
- Make sure all checks are accounted for
- Mail your donations to:
Nationwide Children's Hospital Foundation
Attn: Lindsey Gulliver
700 Children's Drive
Columbus, OH 43205
- We recommend submitting offline donations every two weeks or as frequently as you are able. This will ensure your donors checks are cashed in a timely manner.

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Offline Donation Submission Form

Support me as I participate in the Children's Champions 2012 :: Nationwide Children's Hospital.

Participant's Name

- Yes! I will make a contribution to help Nationwide Children's Hospital Foundation.**
- Benefactor** (\$1000+) Donation level of \$1,000+
- Guardian** (\$500+) Donation level of \$500+
- Patron** (\$250+) Donation level of \$250+
- Supporter** (\$100+) Donation level of \$100+
- Advocate** (\$50+) Donation level of \$50+
- Friend** (\$25+) Donation level of \$25+

Please Make Your Checks Payable to Nationwide Children's Hospital Foundation

Name

Address

City

State/Province

Zip/Postal Code

Country

Donor Phone

Email

Thank You So Much For Your Contribution!

Mail this form and your check to:

Nationwide Children's Hospital Foundation
Attn: Lindsey Gulliver
700 Children's Drive
Columbus, OH 43205