



Special Benefit Event and Promotion Guidelines

Thank you for choosing Nationwide Children's Hospital (hereinafter "Nationwide Children's") as the beneficiary of your fundraising efforts. As a strong staple of the community, we must ensure any effort that uses or refers to the Nationwide Children's name or trademarked logo reflects our mission and standards. The following guidelines and subsequent application and approval process are designed to help you plan and carry out your efforts while ensuring we both honor your gift properly and honor our promise to the community. Please note that all fundraising activities that involve use of the Nationwide Children's name or trademarked logo **MUST BE REVIEWED AND APPROVED IN ADVANCE.**

How WE can help

We want your efforts to be successful and will do what we can to help you, including:

- Offer advice and expertise on event planning and accepting donations
- Provide a letter of authorization to validate the authenticity of the event and its organizers
- Provide permission to use the Nationwide Children's name and logo upon approval of publicity
- Provide limited supplies including banners, table tents, and coin canisters
- Assist in designating your contribution to a specific area of interest such as research, equipment, or a medical program
- Provide written tax receipts to donors who make checks payable to "Nationwide Children's Hospital" or "Nationwide Children's Hospital Foundation"

How YOU can help

Nationwide Children's is fortunate to be the beneficiary of many community fundraising efforts. With limited staff and resources, we cannot provide support for all fundraising activities and appreciate your gifts of time and talent to help augment our efforts.* Unfortunately, we cannot:

- Provide on-site staff or volunteers at fundraising events
- Share Nationwide Children's mailing lists, including donors, physicians, employees, volunteers, vendors
- Provide insurance coverage
- Provide funding or reimbursement for expenses
- Guarantee attendance of staff, physicians or patients at the event or check presentation
- Provide names and/or stories of Nationwide Children's patients

**We will make every effort to provide staff support for events that raise more than \$100,000.*

We are grateful for your hard work and effort. Community support and independent community events are vital to the mission of Nationwide Children's.

GUIDELINES

Application/Approval Process

- An application must be completed and submitted to Nationwide Children's no less than four weeks prior to the proposed fundraising activity. Approval will be granted on a per event/promotion basis. Applicants must reapply annually for approval.
- We reserve the right to deny any application for a fundraising activity that does not complement the mission of, or project a positive image of, Nationwide Children's or its related entities.

Publicity

- All publicity must be approved by the Nationwide Children's prior to distribution. You may e-mail, fax or mail copies of your publicity which includes but is not limited to flyers, posters, ads, and press releases to Morgen.Spon@NationwideChildrens.org, 614.355.5419, or Nationwide Children's Hospital Foundation, Attn: Special Events, P.O. Box 16810, Columbus, OH 43216-6810.
- Publicity may not imply that the event is sponsored or co-sponsored by Nationwide Children's Hospital or that Nationwide Children's is involved as anything but the beneficiary. The approved manner in which to use our name in your publicity is to first list the event name followed by "... benefiting Nationwide Children's Hospital".
- The public should be informed how Nationwide Children's will benefit from the event or promotion. If Nationwide Children's will not receive all of the proceeds, then the exact percentage that benefits Nationwide Children's must be stated clearly on all related publicity.

Finances

- Nationwide Children's must be notified if another organization will benefit from this event. Please note: we can not accept donations on behalf of another organization or allocate any percentage of monies received to another organization.
- Please limit expenses to 50% of the total raised by the event or campaign. Proceeds must be received by Nationwide Children's within 30 days after the fundraising event or promotion end.
- Solicitation of businesses involving the direct or implied use of the "Nationwide Children's Hospital" name or logo must be approved in advance by Nationwide Children's. Please understand that many companies are already supporting Nationwide Children's and may not wish to receive additional solicitations. Please refer to our Do Not Solicit list for companies that already support the hospital.

Legal

- Nationwide Children's legal counsel reserves the right to review all related contracts and service agreements. No contracts or service agreements should make mention or refer to Nationwide Children's. Nationwide Children's reserves the right to review all contracts and agreements before being signed.
- Nationwide Children's will not be involved in any manner with liquor permits including the use of our name, nor can we accept money raised from the sale of alcohol.
- Nationwide Children's and all related entities are not liable for any injuries sustained by event volunteers or participants related to an event benefiting Nationwide Children's, and cannot assume any type of liability for your event.
- To protect Nationwide Children's, there are some activities that cannot be approved, including those that:
 - involve a professional fundraiser, telemarketer and/or involve an agreement to raise funds on a commission, bonus, or percentage basis;
 - require Nationwide Children's endorsement of a product, service or participation in the direct sale of a product or service;
 - compete or conflict with an already established or scheduled event to benefit Nationwide Children's;
 - fail to comply with any municipal, county, state and/or federal laws;
 - involve promotion of a political party, candidate, or appear to endorse a political issue(s).

PLANNING AND HOSTING AN EVENT

Don't hesitate to contact us during your planning process at (614) 355-5419. To get you started, here are some tips for success:

The More the Merrier

Planning an event takes a lot of work – so share the responsibility with a planning committee. Make sure to define clear duties for each committee member and hold meetings throughout the planning process to ensure everyone stays on track.

Setting the Bar

Establish realistic, challenging and measurable goals for attendance and money raised. Write those goals down and refer to them often.

Who's Coming?

The key to a successful grassroots fundraising event is to involve the people you know. There are too many events in town for you to depend upon strangers wanting to attend, so plan with your friends in mind. What kind of event will draw your friends and acquaintances? Where would they like to hold an event? How much will they be willing to pay to attend? What theme or special element will set your event apart from others you and your friends have attended?

Before It's Too Late

Time is of the essence. Create a timeline of due dates for each committee member and be sure to plan extra time for last minute hiccups.

Nickels and Dimes

Create a detailed budget of expenses and income. Investigate expenses thoroughly and get estimates in writing. Use your personal contacts to generate income. Big businesses in town receive requests to help with events every day. Instead, put together a list of personal contacts and ask their business for help. Check actual spending and income throughout the process.

Promote! Promote! Promote!

Generate interest and excitement about your event with flyers, e-mails, and advertisements. Don't forget, the best advertisement is word of mouth. Tell everyone you know, phone your friends, talk to your grocery cashier, invite your insurance agent! But remember, any use of the hospital logo or name must be approved by the Foundation before materials are printed and distributed.

TURN IN PROCEEDS

Gifts from individuals, no matter the size have always been, and will continue to be the heart of this hospital. It's important to turn in **all donations** and the **donor's information** to Nationwide Children's Hospital Foundation. Here's why:

It's tax deductible

In order to be considered a tax deductible donation, a gift must be received by and made payable to a qualified organization like Nationwide Children's Hospital Foundation. We send a tax letter in response to every donation we receive.

There will be a record of their donation

The recording of donations is an important part of the gift process. If you combine all the donations you receive into one large check, we will only have one record. We will not be able to confirm for your donors that their donation reached us.

Your donors can be properly thanked and recognized

Along with a tax letter, every donor receives a thank you from the hospital. Donors are also honored with a variety of benefits and recognition opportunities. Let us help you properly thank and recognize their support.

THANK DONORS & SPONSORS

After you have (1) followed-up on all outstanding promises, (2) collected all monies, and (3) forwarded them to the Foundation, make sure to say **thank you** to all who participated including the volunteers, attendees and sponsors.

Event Sponsorships

Companies, Foundations and Individuals choose to support events through sponsorship for a variety of reasons. Some may be looking for additional avenues of exposure for their brand or cause. Others may be giving already, and enjoy added benefits for their gift. Still others give because of the cause, and are not interested in the sponsor benefits.

Sponsor benefits range from logo placement on signage and apparel to VIP access and entries to events. Having a sponsor packet that details several levels of benefits pairs with different levels of giving adds value to your sponsor, and also allows you to attract a wide range of support based on giving capacity.

In general, sponsors can be broken into two categories: cash and in-kind sponsors. Cash sponsors give a monetary donation in exchange for sponsor benefits. An in-kind sponsor offer goods or services in exchange for benefits. In-kind sponsorships could be in the form of food/supplies, venue, media/press and more.

At Nationwide Children's, only donations given directly to the hospital may be offered a tax receipt. If a donor gives cash, check or donates online, they will receive a tax letter from the Foundation thanking them for their gift. This letter also acts as a receipt. For in-kind donations, a true market value and detailed description of products or services must be disclosed. A tax receipt is also provided for in-kind donations.

If an organization chooses to collect funds and turn over one lump sum donation, Nationwide Children's can only provide a letter of participation to donors. Nationwide Children's will not will not pay reimburse for event expenses.

For additional questions about event sponsorships, please contact Morgen Spon at Morgen.Spon@NationwideChildrens.org





Special Benefit Event and Promotion Tips on Marketing Your Event

Social Media

Feel free to use #NCHkids tag Nationwide Children's Hospital in your social media posts:

Nationwide Children's Foundation Facebook: www.facebook.com/ChildrensChampionsNCH

Nationwide Children's Hospital Facebook: www.facebook.com/NationwideChildrensHospital

Nationwide Children's Twitter: www.twitter.com/nationwidekids

Nationwide Children's Instagram: www.instagram.com/nationwidekids

All other social channels: www.nationwidechildrens.org/social-media

Community Calendars

[This Week Community News](#)

[The Columbus Foundation Calendar](#)

[Capital Style Calendar](#)

[OhioRunner.com](#)

[runningintheusa.com](#)

[runohio.com](#)

[Columbus Alive!](#)

[Columbus Underground](#)

[Experience Columbus](#)

[10TV Community Calendar](#)

[NBC 4 Community Calendar](#)

[FranklinCountyEvents.com](#)

[90.5 - NPR News and Music](#)

[92.3 - Country](#)

[94.7 - Sunny 95](#)

[97.9 - Today's Hits](#)

[100.3 FM - Country](#)

[102.5 - Alternative](#)

[107.1 - Country](#)

[All Columbus Radio Stations](#)