WELCOME AND THANK YOU

Whether you are grateful for the care you or your family has received from Michigan Medicine or you’re passionate about curing a disease that has touched a friend, now is the time to help create the future of health care by hosting a fundraising event.

Community fundraising makes a significant difference in the lives of our patients and families every day. Whether you are interested in hosting a bake sale, organizing a 5k walk or run, or hosting a golf outing, you can help restore hope in the lives of our patients by supporting groundbreaking research and clinical care, and training the next generation’s top physicians.

We appreciate your support and look forward to partnering with you!

Michigan Medicine
Office of Development
Attn: Community Fundraising
1000 Oakbrook Drive, Suite 100
Ann Arbor, MI 48104
fundraise@umich.edu

Thank you for being a victor for medicine!

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FREQUENTLY ASKED QUESTIONS

What is a Michigan Medicine community fundraising event?
A community fundraising event is an independent event hosted by an individual or organization in the community with proceeds benefiting an area of Michigan Medicine.

Why support Michigan Medicine?
We care for patients of all ages through our hospitals, health centers and home care services.

We are a world-renowned medical research powerhouse fueling discoveries in cancer, heart disease, diabetes, childhood illness and much more.

We train tomorrow’s doctors, nurses, biomedical scientists and health professionals.

Michigan Medicine is prepared to make an even greater impact on human health, but we can’t do it without your support. Medicine needs victors like you to join us in our mission.

How much of my donation goes to support the mission?
100% of your donation goes to the fund that you designate.

What kind of support can I expect from Michigan Medicine staff?
We are here to help you be successful! Our community fundraising team can:

- Provide helpful guidance based on lessons from 100+ annual fundraising events
- Share Michigan Medicine logos to include in your promotional materials
- Provide a “validation letter” that highlights your intent to donate to Michigan Medicine
- Set up a giving link that allows you to accept online credit card donations directly to Michigan Medicine
- Provide Michigan Medicine -branded giveaway items for your event participants (some limitations apply)
- Share further information about your cause to help you educate supporters on the goals of your fundraising efforts

There are a few areas that require exclusive management by event hosts. Michigan Medicine staff are not able to provide event management services, help boost event attendance, or provide silent auction/raffle items. For more information on the U-M Athletic Department donation requests, visit: http://www.mgoblue.com/community/donations.html
Will each donor receive a donation receipt?
Donors that make checks out to “The Regents of the University of Michigan” will automatically receive a receipt at the address listed on their check. If you anticipate a large amount of cash donations, upon conclusion of your event you can submit a list of donors, individual donation amounts and donor contact information (including complete addresses and phone numbers) along with your proceeds to Michigan Medicine within 30 days. Upon receipt of this information, Michigan Medicine will issue gift acknowledgements to these supporters.

Does the Michigan Medicine tax-exempt status apply to my event?
Unfortunately, your event is not being hosted by Michigan Medicine, so you will not be able to use our IRS 501 (c)(3) tax-exempt status, charitable classification, or tax ID number. For soliciting donations, you may be able to use the federal tax ID number, but with limited restrictions. For more information about what you can and cannot use the number for, please contact us.

Does Michigan Medicine provide insurance for my event?
Because your event is not hosted by Michigan Medicine, we are unable to issue a certificate of insurance. Our policy states that the event host is responsible for securing all necessary permits and insurance. Michigan Medicine assumes no liability for community fundraising events.
GETTING STARTED

Step 1: Choose the area you would like to support
There are many areas within Michigan Medicine that could use your help to support the greatest needs of our patients and families. Below are several programs your event could benefit:

- **Family Hope Fund at the U-M C.S. Mott Children’s Hospital**
- **Breast Cancer Research at the U-M Comprehensive Cancer Center**
- **Education and Outreach Programs at the U-M Depression Center**
- **Heart of a Champion Research Fund at the U-M Samuel and Jean Frankel Cardiovascular Center**
- **Patient and Family Support Services Program at U-M Comprehensive Cancer Center**
- **Adrenal Cancer Research at the U-M Comprehensive Cancer Center**
- **Discovery Fund at the U-M Kellogg Eye Center**

For a list of other programs you can support, please visit our Leaders & Best website or contact the Community Fundraising team at fundraise@umich.edu.

Step 2: Choose the best type of community fundraising event for your team
Choose an event that aligns well with your interests and goals. Your event should fit the scope, talents, and time availability of you and your planning committee. Examples include:

- 5k Race or Walk
- Art Sale
- Bake Sale
- Birthday or Anniversary Party
- Car Wash
- Dance Party
- Game Night
- Garage Sale
- Golf Outing
- Ice Cream Social
- Jewelry Sale
- Promotional Item Sale
- Sports Tournament
- Talent Show

Step 3: Recruit a team
Recruit family and friends to help with the planning, organization, and promotion of your event. Reach out to local businesses for goods, services, and monetary donations. The more people and organizations you can recruit to help, the more successful your event will be!
Step 4: Choose a date and location
Choose a time of the year that will best fit your event. Remember to factor in weather conditions, major holidays, and location availability.

Step 5: Complete the Michigan Medicine Community Fundraising Event Submission Form
Go to: http://medicineneedsvictors.org/events/community-events/share to complete and submit the Community Fundraising Event Submission form. This will give the Michigan Medicine staff all of the information we need to best support your activities and help you be successful, as well as add your event to our master calendar published on our website.

Step 6: Create a timeline outlining specific tasks and projects
Create a timeline with specific tasks and projects that need to be completed before the date of your event. This will ensure that nothing falls through the cracks and every detail is taken care of before your event. Examples of tasks to consider:

- Book a venue, catering, audio/visual, entertainment, etc.
- Identify your audience and create a guest list of all those you want to invite
- Design and print event materials like invitations, sponsorship packets and posters
- Develop a promotions plan using media releases, events calendars, and social media

Step 7: Determine your budget
Determine your budget before getting started. By establishing your financial goals early on, you will be able to set realistic revenue and expense projections. We recommend keeping fundraising expenses below 25% of the total revenue to help you raise the most money possible, but we recognize that some events are more costly to host and might still be a good fit for your fundraising goals. Please note that Michigan Medicine is unable to reimburse for expenses, and recommends that you recoup expenses from the funds raised if you are unable to underwrite the costs yourself.

Step 8: Processing your event revenue
There are various ways that Michigan Medicine can assist you with collecting the revenue for your event. If you do not need to recoup expenses from the funds raised, we can provide you with an online giving link specific to your event. This allows event participants to make contributions directly to Michigan Medicine. Please note, we are unable to disclose individual’s donation amounts, so please do not use this as a “ticketing” function. If you are collecting check donations, we encourage you to send them to us within 30 days after your event concludes. Many donors appreciate seeing their donation deposited in a timely manner, and some checks are void after 90 days.
If you need to recoup expenses, we suggest that you create a bank account to accommodate the incoming revenue and expenses associated with your event. This can be done at your local banking institution. Once your event has concluded, you will submit a list of all donors, individual donation amounts and contact information (including complete addresses and phone numbers) along with final proceeds to Michigan Medicine within 30 days. Final proceeds sent to Michigan Medicine will be recorded as being received by various donors and individual receipts will not be sent to each individual donor.

**Step 9: Have fun!**
Our experienced staff is committed to helping make the process of planning an event fun and rewarding. We will provide you with guidance and support every step of the way.

**Step 10: Post-event**
Send your donation(s) to:

- Michigan Medicine
  - Office of Development
  - Attn: Community Fundraising (or to your assigned staff partner)
  - 1000 Oakbrook Drive, Suite 100
  - Ann Arbor, MI 48104

Checks should be made payable to the Regents of the University of Michigan. Michigan Medicine will issue gift acknowledgements to your supporters once we receive your list of donors, as outlined in Step 8.

We would also love to hear details about your event! Please consider sharing a brief recap and some event photos with your staff partner.

**Step 11: Express your gratitude**
After the completion of your event, expressing your gratitude to your supporters is key to creating a lasting partnership for future support. Be sure to thank your volunteers, participants, and donors for being victors for medicine.
SPREADING THE WORD

The promotion of your event can be extremely helpful for driving attendance and raising funds for your cause. It can be rather easy and inexpensive to effectively spread the word. Following are recommendations for how to share your event with the community.

- Social media platforms are great tools to create awareness and reach large audiences.
  - Create an event on Facebook for updates and event details:
    - Click Events in the left menu of your homepage.
    - Click Create Event in the top right.
    - Fill in the event name, location and time, event details and then choose your privacy settings.
    - Click Invite Friends to add friends to the guest list!
  - Promote your event on Twitter:
    - Tweet the event details: time, date and location.
    - Create a #hashtag to start conversations about your event on all social networks.
  - Promote your event on Instagram:
    - Post photos of your event logo.
    - Post photos of people involved in your event!

- Media releases can be sent to local TV and radio stations to help spread the word in the media and announce your event to the public. Media releases can also be submitted electronically to journals and magazines, or emailed to friends and family.

- Photographs are a good way to highlight your event after it’s over. You can use photographs as a means to generate excitement for future events, say thank you to supporters, and garner media attention.

- Unfortunately, Michigan Medicine is unable to use our social media channels to promote your event.
LOGOS

Depending on your designated beneficiary, we have a variety of Michigan Medicine logos available. Please contact us to secure the proper logo. When using Michigan Medicine logos on your promotional materials, T-shirts, etc., please ensure it is clear that Michigan Medicine is indicated as the beneficiary of your fundraiser, not the host or sponsor. Also, we ask to see a proof before anything including our logo is printed and/or published.

THANK YOU!

The philanthropic support generated through community fundraising fuels medical discovery and helps sustain critical support programs for patients and their families. Join us and become a victor for medicine at Michigan by planning a fundraiser of your own.

Michigan Medicine Office of Development
fundraise@umich.edu