

# Community Fundraising Toolkit

*A Guide to Planning Successful Fundraisers*



*Office of Development*

# About Saint Joseph Mercy Health System

## How You Can Help

Saint Joseph Mercy Health System is committed to featuring state-of-the-art facilities to encourage the healing of body, mind and spirit and prides itself on providing the highest level services for its patients. SJMHS is a health care organization that contains five health ministries located in southeast Michigan. These health ministries include St. Joseph Mercy Ann Arbor (SJMAA), St. Joseph Mercy Chelsea (SJMC), St. Joseph Mercy Livingston/Brighton (SJML), St. Joseph Mercy Oakland (SJMO) and St. Mary Mercy Livonia (SMML).

Whether you are interested in hosting a car wash, bake sale or sporting event, you truly can help make a difference in our community by committing to raise funds to support the critical work we do. No amount is too small and any support that you can provide will help us to have a lasting impact on our community. Thank you for your sincere interest in helping Saint Joseph Mercy Health System and the patients we serve.

### Community Fundraising Contact Information

**Mail:**

Saint Joseph Mercy Health System  
Office of Development  
Attn: Lacey Brown  
5305 E. Huron River Drive  
P.O. Box 995  
Ann Arbor, MI 48106

**Email:**

Lacey.Brown@stjoeshealth.org

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# Frequently Asked Questions

## **What is a Community Fundraiser for Saint Joseph Mercy Health System?**

A community fundraiser is conducted by an individual or organization in the community with proceeds that benefit Saint Joseph Mercy Health System. This could be a single day event or an initiative to collect funds over a period of time.

## **Why Support Saint Joseph Mercy Health System?**

St. Joseph Mercy Health System is a place of advanced medicine and surgery, innovation, compassion, support, hope and healing, with experts who touch the lives of patients and families, every day. Your generosity helps St. Joseph Mercy Health System continue to be remarkable.

## **Can I designate proceeds from my fundraiser to benefit a specific area or program within SJMHS?**

We have several areas within Saint Joseph Mercy Health System that could use your help. If you have a passion in a specific area, we can help you direct your donation there. See page 6 for several programs your fundraiser could benefit.

## **How much of my donation goes to support Saint Joseph Mercy Health System?**

All of it! 100% of your donation goes to the fund that you designate.

## **Do I need to get my fundraiser approved by Saint Joseph Mercy Health System?**

Yes. Please email Lacey Brown at [Lacey.Brown@stjoeshealth.org](mailto:Lacey.Brown@stjoeshealth.org) at least 30 days prior to your fundraiser. The email should include a contact name, date of fundraiser, location of fundraiser, and a brief description of your fundraiser. You will receive an email response indicating whether or not the fundraiser has been approved within five business days.

## **Do I need to create a 501(c)(3) (non-profit) organization to conduct a fundraiser for Saint Joseph Mercy Health System?**

No, anyone can host a fundraiser for Saint Joseph Mercy Health System with our approval. Staff can provide a letter of validation confirming the organizer's intent to raise funds for Saint Joseph Mercy Health System.

## **Can I receive a list of Saint Joseph Mercy Health System's current donors for my fundraiser?**

Due to privacy laws we cannot give out donor names.

## **Can I pass out promotional material for my fundraiser at one of your Saint Joseph Mercy Health System locations?**

Saint Joseph Mercy Health System cannot be represented as "endorsing" or "sponsoring" community fundraising efforts. In most cases, Saint Joseph Mercy Health System will not permit promotion of community fundraisers at its facilities through distribution or posting of any print, electronic or other medium.

## **Will each donor get a receipt?**

Saint Joseph Mercy Health System cannot issue charitable tax receipts for donors or sponsors who make payments directly to your community fundraiser. If a donor wants a receipt, please be sure the check is made payable to the Saint Joseph Mercy Health System and leave the check in its original form before sending it to us. Donors that make checks out to Saint Joseph Mercy Health System will automatically receive a receipt at the address listed on their check.

## Frequently Asked Questions - *continued*

### **Will Saint Joseph Mercy Health System do check presentations for funds raised?**

Yes. Please let Saint Joseph Mercy Health System's Development department know two weeks before desired date so we can coordinate the details.

### **Does Saint Joseph Mercy Health System allow me to use their logo on my fundraising material?**

Usage of Saint Joseph Mercy Health System's logo is allowed on a very limited case by case basis which must be approved in advance by our Marketing Department.

### **Does Saint Joseph Mercy Health System provide media coverage for a Community Fundraiser?**

Saint Joseph Mercy Health System provides media coverage on a very limited case by case basis. Any kind of media coverage related to a Community Fundraiser must be approved in advance by our Marketing Department.

### **Can I hold a fundraiser at a Saint Joseph Mercy Health System location?**

No, our policy states that no community fundraising may be done on the premises of a Saint Joseph Mercy Health System location.

### **If I am hosting an event, does Saint Joseph Mercy Health System's tax-exempt status apply to my event?**

Unfortunately, your event is not being hosted by Saint Joseph Mercy Health System, therefore you will not be able to use our IRS 501 (c)(3) tax exempt status or tax ID number.

### **If I am hosting an event, does Saint Joseph Mercy Health System provide insurance for my event?**

Since your event is not being hosted by Saint Joseph Mercy Health System, we cannot provide insurance for community fundraising events. The event host is responsible for obtaining insurance and securing all necessary permits. Saint Joseph Mercy Health System does not assume any legal liability for community fundraising events.

### **If I am hosting an event, will staff from Saint Joseph Mercy Health System come to my event?**

Because of the large number of events and the limited number of staff, staff members are generally unable to attend a community fundraising event.

### **What kind of support can I expect from Saint Joseph Mercy Health System's staff for my fundraiser?**

We are grateful for your fundraising efforts and we want to help you be successful.

#### **We can:**

- Assist in directing contributions towards areas of special interest or areas of need within Saint Joseph Mercy Health System.
- Provide letter of validation. This shows your intent to donate proceeds of your fundraiser to Saint Joseph Mercy Health System.
- Acknowledge direct contributions to Saint Joseph Mercy Health System.
- Coordinate check presentations, if appropriate.



# Getting Started

Ten steps to help you get your community fundraiser started:

## 1 Choose an area you would like to support

For a list of areas that your fundraiser can support see page 6.

## 2 Form a team

Recruit family and friends to help with the planning, organizing, and promotion of your fundraiser. Choose a group of people who share an interest in raising money for the program you've designated, this will help your fundraiser be more successful.

## 3 Get your Fundraiser Approved by Saint Joseph Mercy Health System

Each fundraiser must be approved by Saint Joseph Mercy Health System. Please email Lacey Brown at [Lacey.Brown@stjoeshealth.org](mailto:Lacey.Brown@stjoeshealth.org) at least 30 days prior to your fundraiser. The email should include a contact name, date of fundraiser, location of fundraiser and a brief description of your fundraiser. You will receive an email response indicating whether or not the fundraiser has been approved within five business days.

## 4 Create a budget for your event

Identify expenses and possible sources of funds, including services you may be able to get donated. By establishing your financial goals early on, you will be able to set realistic revenue and expense projections. Please note, that Saint Joseph Mercy Health System does not reimburse for expenses.

## 5 Choose a date and location for your event

Choose a time of year that will be best for your event. Make sure that the time is appropriate and convenient for those who will be attending. Remember to factor in weather conditions, major holidays, and location availability. Be sure to check local community calendars for conflicting events.

## 6 Develop an event timeline

Create a timeline with specific tasks and projects that need to be completed before the date of your event. This should ensure that every detail is taken care of and nothing is missed. Example of tasks to consider:

- Book a venue, catering, audio/visual, entertainment, etc.
- Identify your audience. Consider who is most likely to attend and support the type of event you have selected 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.



## Getting Started - *continued*

### 7 Track and collect funds

Determine how you will manage funds that you receive. You may find that you will need to establish a bank account to accommodate the incoming revenue and expenses associated with your event. Opening a bank account can be done at your local banking institution. Saint Joseph Mercy Health System's policy does not permit a third-party to open a bank account in the name of Saint Joseph Mercy Health System, it must be opened in the name of the third-party's name. If you are collecting check donations, we encourage you to deposit cash and checks you receive and send the donations to Saint Joseph Mercy Health System in one lump sum.

### 8 Send donations to Saint Joseph Mercy Health System (post-fundraiser)

*Send your donation(s) to:*

Saint Joseph Mercy Health System  
Office of Development  
5305 E. Huron River Drive  
P.O. Box 995  
Ann Arbor, MI 48106

Checks should be made payable to: *Saint Joseph Mercy Health System*

### 9 Say thank you!

Sending thank you letters, notes or e-mails to everyone who participated in is key to creating a lasting partnership for future support. Be sure to thank your volunteers, participants and donors.



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## Fundraising Ideas

Below are some suggested ideas for community fundraisers. Think of something you enjoy doing and add a fundraising component to that. This way you will have fun while raising money for something you care about!

- Bake Sale
- Barbeque/Cookout
- Bingo Night
- Bowling tournament
- Candy Bar Sale
- Car Wash
- Craft Sale
- Fitness Challenge
- Flower Sale
- Game Night
- Garage Sale
- Golf Outing
- Holiday-themed party
- Ice cream social
- Jeans day at work
- Pancake Breakfast
- Raffle
- Restaurant/business give-backs
- School or church fundraiser
- Silent Auction
- Sports tournament
- Talent Show
- Walk-a-thon, dance-a-thon, etc.

# Promoting Your Community Fundraiser

The promotion of your fundraiser can be extremely helpful for raising funds for your cause. This section will give you tips and tools to help maximize the publicity of your fundraiser.

## Word-of-Mouth

Often times a personal connection can make a big difference. Friends, family, co-workers, the more people that know about your event, the better! Tell people about your fundraiser in person and encourage them to share information about your fundraiser to their family and friends as well.

## Social Media

Using social media, such as Facebook, Twitter and Instagram, is an effective and free way to advertise your fundraiser. Be specific about the event details, your goal, and the difference it makes for Saint Joseph Mercy Health System. Encourage friends and family to share your event posts for maximum exposure. Post consistently! Share updates before, during, and after your fundraiser. Unfortunately, Saint Joseph Mercy Health System is unable to use our social media channels to promote your fundraiser.

## Posters and Flyers

Hanging posters and passing out flyers is a great way to help promote your event. Do this wherever you think your potential audience would see it: libraries, community buildings, schools, coffee shops, work, etc. Make sure you get permission at each location before you hang posters or pass out flyers. Usage of Saint Joseph Mercy Health System's logo on fundraising material is allowed on a very limited case by case basis which includes involvement and approval of our Marketing Department.



## Designation Areas

### St. Joseph Mercy Ann Arbor

- Breast Cancer Research
- Cancer Services
- Cancer Center Renovation and Expansion (Capital Campaign)
- Cardiovascular Services
- Care for the Poor and Underserved
- Elderly Care
- Hospital Services and Patient Care
- Neonatal Intensive Care Unit (NICU)
- The Farm at St. Joe's

### St. Joseph Mercy Chelsea

- Cancer Services
- Emergency Center
- Farmers' Market
- Healthy Communities Walking Program
- Hospital Services & Patient Care
- Nursing Education

### St. Joseph Mercy Livingston

- Breast Health Services
- Brighton Cancer Research and Programs
- Cancer Care for Disadvantaged Patients
- Care of the Poor and Underserved
- Hospital Services and Patient Care
- Livingston Care Transformation (Capital Campaign)

### St. Joseph Mercy Livonia

- Cancer Services
- Cardiovascular Services
- Care of the Poor and Underserved
- Chapel Campaign Renewal
- Hospital Services and Patient Care
- Miracle of Life Birthing Center
- Nursing Services Education
- Senior Services

### St. Joseph Mercy Oakland

- Fund for Excellence
- Michigan Stroke Network
- Neonatal Intensive Care Unit (NICU)
- Nursing Education
- Oncology Services
- Pediatric

Please call or email to get information on current campaigns.

