



Communications Toolkit:

MAKING YOUR FUNDRAISER
FOR CHILDREN'S NATIONAL MEDICAL CENTER
A SUCCESS



Children's National
Medical Center



CONTENTS

Tips

- Keys to Success
- Outreach and Marketing
- Media
- Social Media
- After the Event

Resources

- Logos
- Sample Media Advisory
- Sample News Release
- Facts about Children's National
- Social Media Samples
- Event Websites

CONTACT INFORMATION

301-565-8551 • mchu@childrensnational.org • childrensnational.org/give

THANK YOU FOR CHOOSING CHILDREN'S NATIONAL MEDICAL CENTER TO BENEFIT FROM YOUR FUNDRAISING EVENT! WE'VE DESIGNED THIS TOOLKIT TO PROVIDE TIPS AND RESOURCES TO PROMOTE YOUR EVENT AND MAKE IT A SUCCESS. YOU'LL FIND INFORMATION ABOUT HOW TO MARKET YOUR EVENT, WORK WITH THE MEDIA, USE SOCIAL MEDIA, AND MORE. WE'VE ALSO INCLUDED LOGOS, MESSAGES ABOUT CHILDREN'S NATIONAL, AND EXAMPLES OF PRESS RELEASES AND ADVISORIES.



KEYS TO SUCCESS

Whether you are hosting a 5K, a golf tournament, or a gala, these tips can help you develop your event strategy and execution.

Plot Your Purpose

Determine the purpose and the goal of your event. Do you want to raise money at the event, gain publicity for the cause, or both? Who is your target audience, and how will you reach them?

Form a Committee

Form a committee and delegate tasks. Bring together a group of enthusiastic and dedicated group to help you plan the event and raise money. Think about who you know—people and companies—who may be able to donate products (food, equipment) or services (like design, printing, photography) to reduce your costs.

Set a Fundraising Goal

Decide on a specific fundraising goal. How are you going to achieve it? Obviously, the expenses for your event will affect the net revenue, so project goals for both gross and net revenue.

Create a Budget

Compile a complete list of all expenses for the event. Consider the costs of invitations, postage, rental space, signage, food and catering, promotional material, website, and advertising. Be sure to leave extra room for unforeseen costs.



Tell Your Story

One of the things that will make your event a success is to tell a compelling story for why you are supporting Children's National Medical Center. Add a section on your website or Facebook page explaining your story and how you got involved.

Pay Attention to the Details

Think about logistics early in the planning process. These items include the time of day, type of dress, your program, and itinerary. How will you sell tickets? How will people donate? Schedule several "run-throughs" of the event to make sure you're not forgetting anything.

Reach Out

Spread news of your event to your target market by telling everyone you can about your event. Post your event on community calendars, email your followers, and reach out via social media.

Plan to Follow Up

Take time to thank everyone who was involved in your event, from volunteers to donors. Post your photos and your fundraising results on Facebook and your event's website. Set a date for your next event and encourage everyone to join you!



OUTREACH AND MARKETING

Your success at attracting people to your event and raising money will depend on reaching out to as many people as you can – and leveraging all of your networks. Don't depend on a few emails. Instead, activate your friends, families, co-workers, and others to help you spread the word. Here are a few ways you can promote your event.

Word of Mouth

Word of mouth has proven to be the most effective marketing tool. Simply put, it means talking to your friends, relatives, neighbors, and other about your event, and asking them to pass along the news. Online fundraising is also a form of word-of-mouth fundraising (called “peer fundraising” because people directly ask other people for donations).

Print and Digital Materials

Many event organizers promote their events with flyers, one-page fact sheets, brochures, posters, letters, and posters. When creating materials to promote your event, think about your target audience and what will motivate them to support your event and Children's National Medical Center. Include the details of the event and how people can attend and donate. The content should be interesting, informative, and something people can relate to.

Distribute your printed materials in your local community to keep people informed about your event and generate interest. This is a good way to raise awareness and possibly even encourage people to volunteer.

Please contact the Special Events Team at Children's National Medical Center to review any type of material if it uses Children's National name or logo.



Activate
your friends,
families,
co-workers,
and others
to help you
spread the
word

Photographs

Upload relevant photographs to your website and social media sites to engage people and help them visualize what your event is all about. They will help tell the story of how your event will benefit the young patients at Children's National.

Social Media

Setting up your own social media sites (such as a Facebook page or a Twitter account) can be a great way to advertise and capture interest about your project. To find out more about using social media to promote your project, please visit the social media section.

Community Groups

Think about the community groups that can help you get the word out. Does your neighborhood, workplace, church, or synagogue have a newsletter or bulletin board? Can you post something at your child's school? Contact your local newspapers, blogs, and websites to see if they list events on their community calendars. If you have a community listserv, post your event.



MEDIA

One way to promote your event is to reach out to local media. There are several ways to engage the media, depending on your needs. Do you want to sell tickets, promote a specific cause, or get publicity for your event? Do you want to invite media to cover your event, or send a press release afterward with photos of the event? Here are ways to help you strategize the best type of media strategy for your event.



Determine What's Newsworthy About Your Event

Research what types of publications, websites, and blogs that your target audience reads, and see what kinds of community and health news they cover. For example, if you're holding a 5K, look into local running publications that have race calendars. After you've done your research, call the publication to suggest your story. If one department says no, ask who else you can talk to.



Types of Media

Look into different types of local media—community newspapers, local magazines, radio stations, and TV stations. Also consider neighborhood websites, blogs, and listservs. Local websites (such as the Patch.com and the Gazettes in the Washington area) are becoming more and more popular for community news.



Blogs

Bloggers are a great resource in promoting your event. Research bloggers in your community who may support your cause. Send them a personal email, using their name and the title of their blog. Shape your message from the perspective of their readers – for example, “I thought your readers may be interested in this event, because...” Include all the details about the event and links for more information online.



Media Advisory

If you want to invite the media to cover your event, you need to write a media advisory, which can be a Word document or just an email message. Either way, keep it short and include a few sentences about the event, and details of where and when the event will take place. To send a media advisory to a newspaper, go to their website to see what kinds of events they cover, what information they need, how much notice they need, and who the right contact person is.

**Children's National Medical Center must review any media alert if it uses our name or logo.*



Press Release

Soon after your event, send a press release with detailed information on the event. Include quotes from the organizers and report the amount of money that was raised for Children's National. Also consider sending a few photos from the event. To send a media advisory to a newspaper, go to their website to see what kinds of events they cover, what information they need, how much notice they need, and who the right contact person is.

**Children's National Medical Center must review any press release if it uses our logo, name or likeness.*



Include a Call to Action

When you write your media and promotional materials, always include a call to action letting people know how they can support your event. If they can't attend, can they donate online or another way?



The Interview

If you give an interview in person or by phone, remember to be:

- Yourself
- Comfortable
- Honest
- Brief
- Human
- Personal
- Positive and consistent
- Attentive
- Energetic
- Committed and sincere



Tips for Working with the Media

Your Message

- Generally, reporters and bloggers are looking for quotes or soundbites to add to a story they already know they want to tell. Your job is to share the good news story about how this event is helping kids at Children’s National Medical Center.
- Create clear, concise messages that are strategic and quotable – explaining what the event is, why you’re doing it, and how it will help children.
- Be prepared with solid numbers on the event (i.e. average number of participants, how many years this event has taken place)
- Answer the reporter’s questions in complete sentences. For example, if a reporter asks you “Why are you holding this event?” you should begin your response by saying “We’re holding this event because...” If the question is “How will this event help children?” your answer could begin with “This event will help children at Children’s National Medical Center by raising money to make sure every child can be treated even if their family can’t afford to pay.”
- Stick to your key messages. You may be asked the same question a few times, or in several different ways. Remember to stay “on message.” The reporter may be looking for the best soundbite. Deliver the most important message upfront, and try to sum everything up in one or two sentences.
- Practice your messages out loud and anticipate likely questions. Body language is very important. Stand up straight and look the reporter in the eye.
- Never make up an answer. If you don’t know something, state that and say you will look into it and get back to the reporter
- Never go “off the record.” Anything you say may end up in print.

Deliver
the most
important
message
upfront, and
try to sum
everything up
in one or two
sentences

SOCIAL MEDIA



Facebook, Twitter, blogs, and other social networks can help make your event or campaign more successful by reaching more people and giving them a chance to interact with the organizers and other attendees. Here are some tips for using social media before, during, and after your event to make it more successful.

Social media is not a plan or a strategy itself. Before deciding how you should use social media, start by developing a plan for your event. Some questions to consider:

- What are your goals?
- Who are you trying to reach?
- Who is most likely to attend and support your event?
- Who can help you spread the word?
- What are your keys to success? (such as media coverage, a certain number of attendees, sponsorships, etc.)

Whether you are using Facebook, a website, or a blog to tell people about your event, include as much information as you can—title, date, time, logistical details, links to websites for more information, and contact names (with email and phone). While you want to tell people about your event and how they can participate, it's also important to tell them *why* they should participate. Include information about Children's National Medical Center, and why you've chosen to support the hospital. If you know someone who has been treated at Children's National, consider including a photo and a brief description (only with permission from that person or their parents, of course).

This toolkit includes sample language and links for Children's National, including our social media sites and great patient stories and videos.

Cast a Wide Net

Whether you have a Facebook event, a registration website, or just a contact phone number or email address for your event, spread the word through all of your social networks. A few things to keep in mind:

- You want to reach as many people as possible, but you also want to contact the *right* people. If you're having an event in Maryland, you may not want to invite your relatives in California, unless there's a way for them to participate without being there in person.
- Don't rely on one person inviting friends – encourage all organizers, volunteers, supporters, and friends to spread the word. The more people you reach, the better response you can expect.
- Give your supporters the tools they need them to help you promote your event. This could include downloadable fliers they can email to friends or print out for distribution.
- For people who would like to support your event but can't attend, encourage them to help you spread the word by sharing your announcements on Facebook, retweeting your messages, etc. It's a simple way they can help, and it can make a big impact on your success.

Keep in Touch

The power of social media is the ability to interact with your invitees and registered guests, and for them to communicate with you and others.

Say “thank you.” As people RSVP and register, thank them publicly on their Facebook timeline, their Twitter account, or other ways. Let them know you appreciate their support and encourage them to keep spreading the word.

Stay in touch with your registered guests. Keep them informed and excited about the event – those reminders will help decrease that natural attrition after people register. Let them know about new partners, how close you are to your attendance/fundraising goal, and any new details about the event.

Use multiple channels to communicate. For example, use Twitter to drive people to your Facebook event page, and use Facebook to tell people they can get frequent updates through Twitter. Or use Twitter and Facebook to drive people to your event website, and update it as new information is available.

Support Other Strategies

Social media is most powerful when it’s connected with other strategies. Use it to support your media relations, thank your supporters, raise money, and report your results. In your print materials (such as brochures, fliers, and ads), provide a URL for your social media channels so people can connect and get more information.

Do you need volunteers? Use social media to recruit. The people who follow you on Facebook or Twitter are more likely to volunteer their time.

Follow Up

When your event is over, don’t go silent on social media. Your fans and followers will want to know how it went, and attendees will want to share in your success.

- Take lots of photos, and post them soon after the event.
- Encourage attendees to post their photos and reflections on the event.
- Create a photo album or a video slideshow to illustrate the success of your event.
- Share your results through all of your social media channels.
- Most important, thank your attendees, donors, supporters, organizers, volunteers, and sponsors. Consider posting a photo or thank-you message to their Facebook page, and thank them on Twitter using their usernames.

Be Creative

If you or your friends have the know-how, consider these ideas or come up your own!

- **Create a video to promote your event. (See an example from TerpThon at the University of Maryland.)**
- **Post a photo album to Facebook or your website.**
- **Create a video to report your results and celebrate your success. (See an example from Van Metre 5 Mile Run.)**
- **Consider a challenge for the person who recruits the most attendees or raises the most money— and then recognize them through social media.**
- **Ask supporters to temporarily change their Facebook profile photo to promote the event.**

What creative ways are you using social media? Let us know!

Facebook

Facebook makes it very easy to promote your event online, invite other people, and keep attendees up to date. If you already have a Facebook brand page, create the event through your page, so you will instantly notify all of your followers. If you don't have a Facebook brand page, a Facebook event page can still be very effective in spreading the word.

If you set up a Facebook event, Facebook makes it easy to send it to your friends, relatives, and contacts. If you have a Facebook brand page, the event will be published to your news feed, but don't rely on that. Use the "share" function to post it on your own timeline, and encourage other organizers and volunteers to do that too. Use the "invite" function to personally invite anybody who you think might consider supporting your event.

Facebook will show you who has sent an RSVP for your event, but just because someone says they are coming online, don't assume they are. If tickets are needed, make sure you include a link for ticket sales. If it's a free event and you have a registration site (or need an RSVP by email or phone), indicate that on your Facebook page.

Don't forget to share your results with your Facebook fans – post photos, videos, and information about how much you raised.



AFTER THE EVENT

The work is not over after the event ends.

Say Thank You

Be sure to thank all your volunteers for their help. Thank your donors, their contribution will help the kids at Children's National. Everyone will appreciate the hard work, and will help again with next year's event.

Share Your Success

Post photos on Facebook and your website in a timely fashion after the event. Everyone will want to see the pictures!

Collect the Funds

We ask that funds be forwarded to Children's Hospital Foundation within 30 days after the event. Please allow four weeks from that date for tax receipts to be issued.

Send a Press Release

Don't forget to send a press release with details and a few photos to local media.

Debrief

Get together with your organizers and volunteers to discuss what worked at the event, and what did not. Take notes and incorporate these changes at your next event.

Stay in Touch

Stay in touch with Children's Hospital Foundation and Children's National Medical Center. We'd love to hear from you!

Celebrate Your Success!



RESOURCES

The links below are tools to help you promote your event.

- Logos
- Sample Media Advisory
- Sample News Release
- Facts About Children's National Medical Center
- Social Media Samples
- Event Websites



Children's National Medical Center Logos

Children's National Medical Center's logo is the visual representation of the organization. It's important to use the logo properly and consistently. Below is a link to a logo that's been specially designed for fundraising partners.

Please follow these guidelines:

- The logo must appear with the bear image and the words together.
- The logo must appear in full color or black only. It can't be made a different color and it can't be reversed to white.
- Do not change the position or relative size of the bear or words.
- Check with Children's National staff before printing the logo on any promotional or clothing items.

You must get approval by Children's National staff before using the logo.

[Click here to download Children's National logos.](#)



FOR PLANNING PURPOSES ONLY
March 7, 2012

Contact: Lisa Friedlander
info@heartsongsfund.org

10 of Hearts Event

SATURDAY, MARCH 10

Heartsongs Fund holds its 10th anniversary celebration with a casino night at The Park on 14th

Washington, D.C. – Heartsongs Fund is proud to announce its 10th anniversary celebration of 10 of Hearts on March 10th. The theme of this year’s event will be a casino night celebration and will be held at The Park at 14th with gambling and dancing until dawn.

Celebrity dealers include Kurt Newman, MD, President and CEO of Children’s National Medical Center and on-air radio personality Rob Carson from MIX 107.3. All proceeds will benefit the young patients at Children’s National Medical Center.

WHAT: **10 of Hearts event—casino night celebration benefiting Children’s National Medical Center**

WHEN: **Saturday, March 10
7:00 p.m. – 10 p.m.**

WHERE: **The Park at 14th
920 14th Street, N.W.
Washington, DC**

WHO: **Dr. Kurt Newman, President and CEO of Children’s National Medical Center
Rob Carson, On-air radio personality with MIX 107.3**

###

Children’s National Medical Center

Children’s National Medical Center in Washington, DC, has been serving the nation’s children since 1870. Home to Children’s Research Institute and the Sheikh Zayed Institute for Pediatric Surgical Innovation, Children’s National is consistently ranked among the top pediatric hospitals by U.S. News & World Report and the Leapfrog Group. With 303 beds, more than 1,330 nurses, 550 physicians, and seven regional outpatient centers, Children’s National is the only exclusive provider of pediatric care in the Washington metropolitan area. Children’s National has been recognized by the American Nurses Credentialing Center as a Magnet® designated hospital, the highest level of recognition for nursing excellence that a medical center can achieve. For more information, visit www.ChildrensNational.org, receive the latest news from the Children’s National [press room](#), or follow us [Facebook](#) and [Twitter](#).

Heartsongs Fund

The Heartsongs Luncheon Fund was established in 2001 as a tribute to Mattie J.T. Stepanek, a child poet, peacemaker, and an inspiration to us all. Mattie was a long-time patient of Children’s National Medical Center in Washington, D.C. before he lost his battle with a rare form of muscular dystrophy in June 2004.

Sample News Release

Nov. 10, 2010

Community rallies around kids with cancer and learns what it feels like to lose their hair

Group head shave raises money, awareness for pediatric cancer program at Children's National Medical Center

Washington, D.C. – The 2nd Annual [Be Brave and Shave](#), a [Heroes Against Childhood Cancer](#) fundraising initiative, held on Sunday and Monday, raised more than \$180,000 to benefit the cancer programs at [Children's National Medical Center](#).

On Monday, the Children's National chairman of the board, chief medical officer, and heads of cancer and surgery at Children's National, joined by many other doctors, board members, and supporters to raise money to combat childhood cancer. Patient families were in attendance to watch as their favorite physicians shaved their heads.

At two separate events on Sunday, more than 100 hometown heroes from the Arlington and Montgomery County Police, Fire and Sheriff Departments shaved their heads. Doctors and nurses from Children's National Medical Center, including the Center for Cancer and Blood Disorders of Northern Virginia, joined in the demonstration of support for children fighting cancer, many of whom lose their hair as a result of their cancer treatment.

Max Coppes, MD, senior vice president of the [Center for Cancer and Blood Disorders](#) at Children's National, said, "We are incredibly grateful for this powerful demonstration of support. The community's generosity is allowing us to conduct the most visionary research and to provide the most compassionate care as we work to save and improve the lives of children with cancer."

Each year, the Division of Oncology at Children's National Medical Center treats approximately 225 children as new cancer patients. Patients receive comprehensive, state-of-the-art care and have access to the technical and clinical excellence that gives them their best opportunity for survival.

Amanda Keating, 202-441-5332, amanda@heroesagainatchildhoodcancer.org



Facts About Children's National

Children's National Medical Center

- Children's National Medical Center in Washington, D.C., has been serving the nation's children since 1870.
- Home to Children's Research Institute and the Sheikh Zayed Institute for Pediatric Surgical Innovation, Children's National is consistently ranked among the top pediatric hospitals by U.S. News & World Report and the Leapfrog Group.
- Children's National treats every child that walks through its doors, regardless of the family's ability to pay.
- With 303 beds, more than 1,170 nurses, 600 physicians, eight regional outpatient centers and 13 specialty clinics, Children's National ensures that no matter where children live in our community, they can receive the treatment they need.

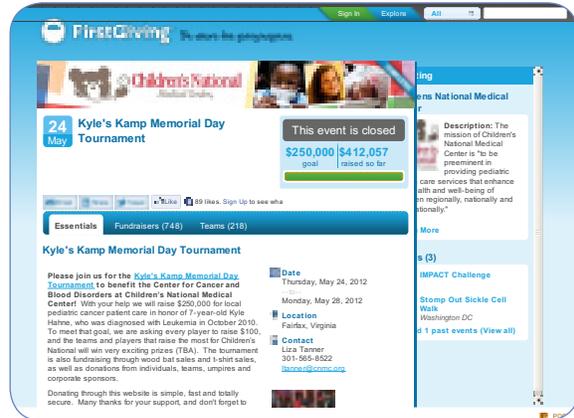
Why Give?

- Funds raised from this event will play a key role in supporting the work of Children's National's world-renowned faculty and staff. These critical funds help to:
 - Provide top-notch care to children, regardless of their families' ability to pay
 - Invest in future cures for some of the most devastating childhood diseases
 - Recruit the best and brightest faculty, expand programs, and update facilities to provide the most innovative care for young patients
- Giving to Children's National is one of the most effective way to help kids. When you donate to Children's National, you:
 - Help ensure every child in our community gets care, regardless of their family's ability to pay.
 - Reach children in the Washington area, across the country, and around the world.
- Give today and make a difference in the life of a child.



Social Media Samples

Website:



Facebook:



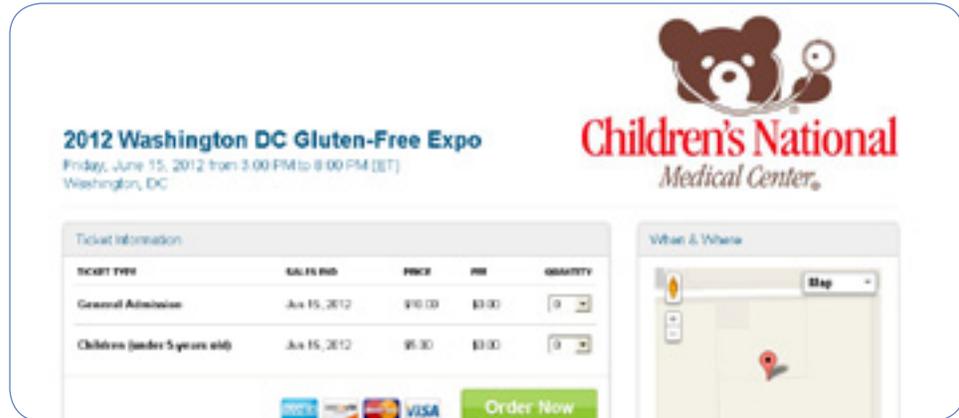
Twitter:



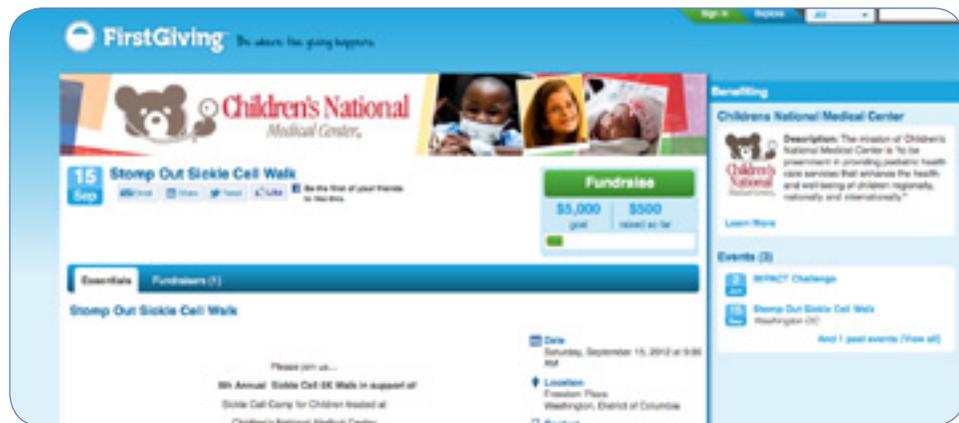
Event Websites

Below is a list of helpful online ticketing and fundraising websites. They will help you build an event website or help fundraise for your event, depending on your needs.

Eventfarm: www.Eventfarm.com



Firstgiving: www.firstgiving.com/CMNC



Eventbrite: www.eventbrite.com





STAY CONNECTED WITH CHILDREN'S NATIONAL

One of the best ways to show your supporters how your event will help kids is to keep in touch through our social media accounts. You'll get the latest stories and developments, including lots of stories about the kids who benefit from events like yours. And please share and comments on our posts.



Facebook

www.facebook.com/childrens.national

Just like you get news and updates from your friends on Facebook, you can also get a news feed directly from Children's National. All you have to do is show your support by "liking" our page, and you'll get news, photos, videos, and stories of patients, events, and more. Best of all, you can post your own comments and photos.



Twitter

[@childrenshealth](https://twitter.com/childrenshealth)

We use our Twitter feed to provide updates on health trends, patient stories, safety tips, and other information. When you become a "follower" by subscribing to our feed, you'll get timely news and ways to get more involved through health events, fundraisers, and special campaigns.



Google+

[Children's National on Google+](#)

Add Children's National to your circles on Google+ for photos, videos, and health news. We post our very best content here.



YouTube

[Children's National YouTube Channel](#)

We're posting more videos of our patients, doctors, and events, including useful health information. You can subscribe to our channel to get notified when we add videos, and you can share our videos through email, Facebook, Twitter, websites, or blogs.



Children's National
Medical Center

Children's Hospital Foundation
301 Roeder Road, Suite 300
Silver Spring, MD 20910
301-565-8500

www.childrensnational.org
www.childrensnational.org/give
www.facebook.com/childrensnational
www.twitter.com/childrenshealth