

# COMMUNITY FUNDRAISING

## GUIDEBOOK

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INDIANA  
ARTLEYKIDS







# About COVID-19 and Events

Thank you for your interest in hosting a fundraising event to benefit Riley Children's Foundation. We're grateful to everyone who champions Riley's mission and for the important donations that result from these efforts.

As a healthcare-affiliated organization, Riley Children's Foundation has an extra responsibility to keep our communities safe. Especially during the COVID-19 emergency, we have an obligation to model public health best practices and promote adherence to local, state and federal guidelines.

For this reason, we're closely reviewing plans for every proposed fundraising event—whether it's new this year or has been taking place for years—before granting permission to use the Riley Children's Foundation name or to list Riley as a beneficiary. As part of that process, event organizers must complete our updated application that includes a section about COVID-19.

We'd also ask you to consider whether your event can be transitioned to a virtual fundraiser this year. We have a new online fundraising platform with lots of helpful features, and we would be delighted to share examples of successes we're seeing with online events.

Hosts who wish to move forward with an in-person gathering should detail safety precautions you propose putting in place. For example: Has the event moved outdoors? Are you capping attendance? How will you maintain adequate social distance between participants? Is food being provided in to-go boxes? Will start times for a walk/run be staggered, or the golf outing be converted to a scramble with foursomes starting on different holes?

Once an event has been given the green light, we may need to ask you to make additional adjustments if public health conditions and guidelines change, and based on the recommendation of experts.

Please know that we are grateful for your commitment to supporting sick and injured kids, and we appreciate your willingness to take extra steps to keep our community safe. We look forward to partnering with you to ensure your fundraiser is a success.



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# Riley Hospital for Children

Since 1924, Riley Hospital for Children has provided compassionate care, support and comfort to children and their families. The dedicated pediatric physicians, clinical staff and generous donors have made Riley a place of hope and healing for generations of Hoosiers.

As Indiana's first and only comprehensive pediatric hospital, Riley Hospital has more than 323,000 inpatient and outpatient pediatric visits annually from across the state, nation and the world. Riley Hospital's relationship with IU Health and its strong affiliation with Indiana University School of Medicine makes it the only comprehensive pediatric clinical resource for Indiana's children and a premier source for health-related information for their parents.

Riley Hospital continues to be recognized as one of the top children's hospitals and has achieved many distinctions, establishing the hospital as one of the premier pediatric research facilities in the nation.

From simple routine care to the most critically ill and medically complex cases, Riley Hospital offers pediatric specialists in every field of medicine and surgery in a family-centered environment. Riley Hospital is committed to preeminence and shares a commitment to service excellence demonstrated through both patient and physician satisfaction.







Alex Lion, D.O., with his daughter  
Kynslee Lion, Carmel, Ind.

MORE THAN  
**320,000**  
patient visits at  
**Riley Hospital**  
and its regional  
clinics each year

Families from  
**ALL 92 Indiana**  
counties turn to  
**Riley Hospital**  
and its regional  
clinics

Riley Hospital  
for Children is  
Indiana's  
**ONLY**  
comprehensive  
children's research  
hospital

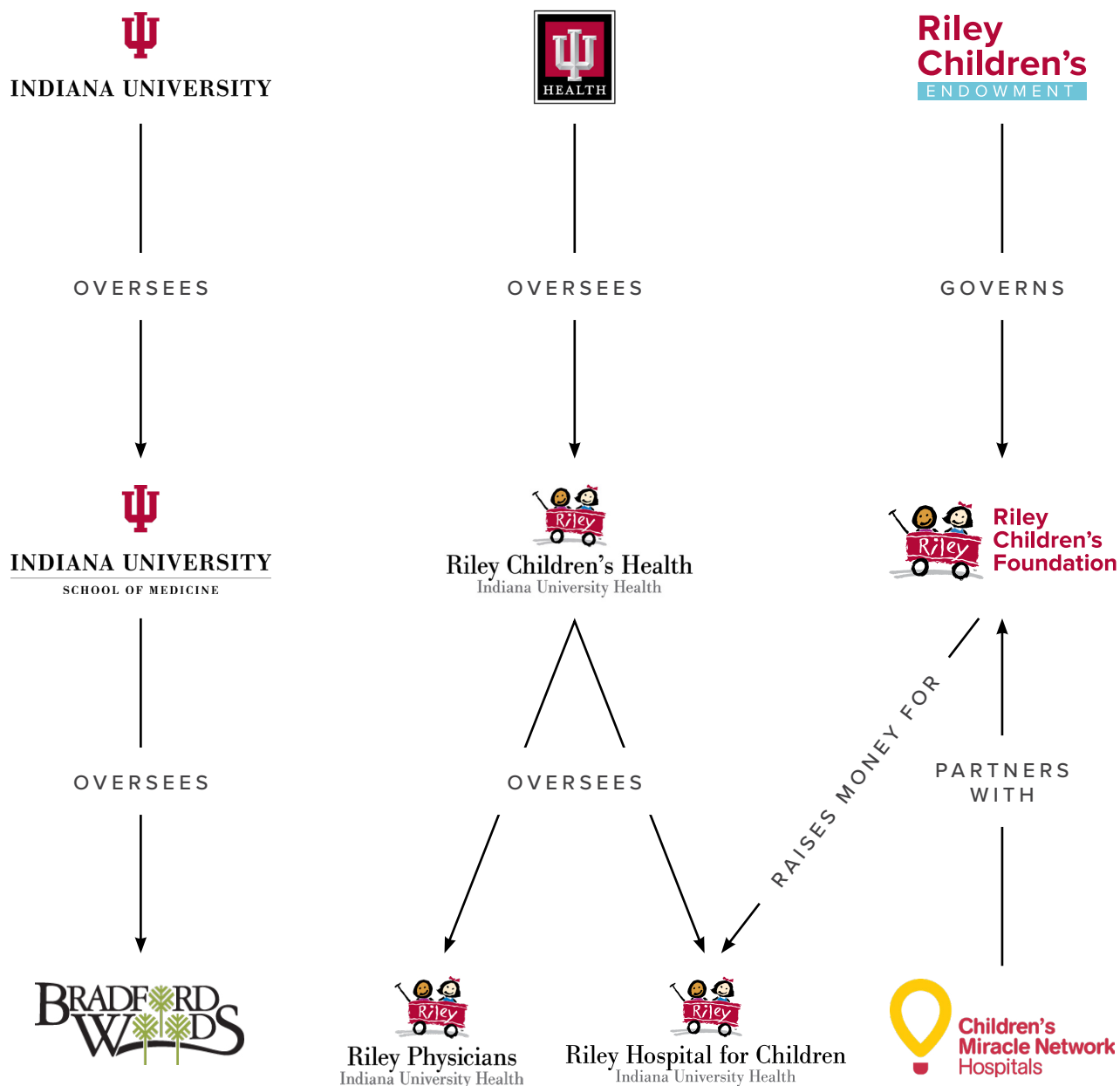
Riley Hospital for Children has a  
history of **compassionate care,**  
**support** and **comfort** to children  
and families since 1924.

Riley sees  
**200 NEW**  
AND  
**350 ONGOING**  
cancer patients  
each year

Nationally  
ranked in  
10 pediatric  
specialties by  
**U.S. News &  
World Report**



# Three Enterprises Coming Together







# Defining Community Fundraisers

A community fundraiser is defined as people raising money for Riley Children's Foundation – the fundraising arm of Riley Hospital for Children. These efforts help raise money to give hope to sick and injured children while helping Riley researchers discover better treatments and cures.

**What:** Community fundraisers are events organized and hosted by you! There are a wide variety of ways to fundraise – you can host an event, set up an online fundraising page, join a Team Riley event or join along with an already existing event.

**Who:** Anyone can plan and host their own fundraising event for Riley Hospital. Whether you have a personal connection with Riley Hospital or simply want to fundraise for a good cause, you can work to host your own successful event.

This guidebook will outline tips, examples, guidelines, and policies of hosting your own community fundraising event in support of Riley Hospital.

**Community Fundraisers for Riley Hospital:** Each year, there are 150+ events that take place raising funds for Riley Hospital!





# Riley Children's Foundation and Community Fundraising Relationship

## RILEY CHILDREN'S FOUNDATION ROLE

You, as the event organizers, are fully responsible for organizing and hosting your fundraising event. Riley Children's Foundation can provide guidance, answer questions, and provide Riley materials (banners, tattoos, buckets, etc.). You will be able to order these supplies when filling out the [Event Application](#).

If you would like to have a Riley representative at your event, requests should be made at least two weeks in advance by emailing [EventInquiry@RileyKids.org](mailto:EventInquiry@RileyKids.org).

Riley Children's Foundation may be able to provide a letter of support for you to send to donors and sponsors when asking for donations.

The screenshot shows a web browser window with the address bar displaying "rileyforms.formstack.com/forms/riley\_events\_application". The form itself has the Riley Children's Foundation logo at the top left. The fields are as follows:

- Your Name \***: Two input boxes labeled "First Name" and "Last Name".
- Your Email \***: A single input box.
- Your Mobile Phone Number \***: A single input box.
- Your Date of Birth \***: Three dropdown menus for month, day, and year, with a calendar icon for the year. Below this is a note: "Riley Event Applicants must be over the age of 18".
- Your Address**: Two input boxes for "Address Line 1" and "Address Line 2".
- City**, **State**, and **ZIP Code**: Three separate input boxes.
- Are you a Riley family? \***: A radio button followed by the text "Riley Kid".





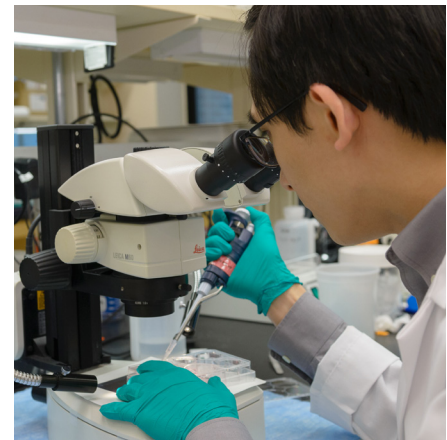
# Impact

### HOW THE FUNDS FROM COMMUNITY FUNDRAISERS MAKE A DIFFERENCE:

Generally, the funds raised at a community fundraising event go to the general benefit of Riley Children's Foundation, unless requested otherwise. Giving to Riley's unrestricted fund allows money to rapidly flow to the areas that need it most. These areas are: Research and Patient Care, Maternity and Newborn Health, and Family Support Programs (Child Life, Social Work and Camp Riley).

#### Research and Patient Care:

- Riley Hospital is a leader in pediatric research, with physician-scientists dedicated to discovering life-saving treatments. Every dollar invested in research at Riley leads to about \$10 in federal grant support.
- Thanks to gifts from donors, Riley has helped researches launch trials and obtain 40 percent more federal funding in the past two years.
- With increased support, Riley could accelerate work on promising trials so children can benefit as quickly as possible.



#### Family Support Programs:

- Child Life Specialists are the “comfort experts” who help children and families cope with their emotional needs. Along with all inpatients, around 21,000 outpatients receive Child Life services each year.
- Thanks to donations, Riley's Child Life team served 8,150 kid in the Emergency Department last year.
- With increased donations, Riley could increase its staff-to-patient ratio to serve children more frequently.



### Maternity and Newborn Health:

- The full spectrum of maternity care will be available at Riley Hospital for Children, from mothers with low-risk pregnancies up to the highest level of specialty care.
- Thanks to donations, Riley will become the only children's hospital in Indiana – and one of the few in the country – to provide comprehensive maternity and pediatric services all in one location.
- With increased donations, mothers and babies can receive the care they need as close to home as possible thanks to the statewide network of maternity services.







# Types of Events/Examples

There are a variety of community fundraising events one can host. Some examples of events are found below.

## LOCAL AND STATEWIDE EVENTS

Local and Statewide Events are organized and hosted by individuals and groups from across the state to raise money for Riley. Events occur locally in the central Indianapolis area and across the state.

**Miracle Ride** Miracle Ride is Indiana's longest running motorcycle charity event. It has been raising money for Riley Hospital since 1991. Money raised each year supports priority areas of Riley Hospital.

[MiracleRide.net](http://MiracleRide.net)

**Cooper's Troopers** Cooper's Troopers is an event organized by a Riley family in honor of their son Cooper, a cancer survivor. Motorcyclists ride from a local church and throughout the community to raise money for oncology. Riley Children's Foundation provides Cooper's Troopers with Riley banners and buckets to utilize during their event.

**Don Schumacher Racing Open House and Bowling Event** Don Schumacher Racing hosts their annual open house on the Friday of Labor Day weekend during the NHRA Grand Nationals. This open house features a silent auction, DSR driver appearances, one of central Indiana's biggest indoor car shows and food trucks. In December, DSR also holds an annual bowling event to fundraise for Riley.



### **Reason to Dance**

Reason to Dance is a ballroom dance competition modeled after the popular “Dancing with the Stars” television show. Local celebrities are paired with professional dance instructors from local ballroom dance studios. The celebrities compete at an event held at the Indiana Roof Ballroom. The evening consists of a silent auction, a three-course dinner and the ballroom competition.

[ReasonToDance.org](http://ReasonToDance.org)

### **Moving for Miracles**

Talent performances, games, a silent auction and a DJ highlight this event where several Riley kids share their stories.

### **Dane’s Golf Outing**

Dane’s Golf Outing is an event organized by a Riley family in honor of their son, Dane. This annual event is hosted in Fort Wayne, Ind. and gives back to the Riley Heart Center. Participants compete for awards, are provided lunch and can participate in a silent auction.

### **Cole and Cooper’s Run to support Riley**

During this event, 7-year-old twins Cole and Cooper run around a track for one hour in honor of their little sister who was a patient at Riley. Corporate and individual sponsors donate a specific amount for each lap of the track Cole and Cooper complete.



Reason to Dance 2017

## OTHER TYPES OF EVENT IDEAS

- Sports Tournament: Host a golf outing, 3-on-3 basketball tournament, 3 point shots, powderpuff football game, tennis tournament, bowling tournament, or other sports tournament
- Host a gala or a silent, live or online auction
- Involve your kids in a car wash, bake sale or lemonade stand
- Talent show, battle of the bands, open mic night, or dance recital
- Car, vendor, or craft show
- Hold a Riley-themed party to celebrate a birthday, anniversary or other special occasion, such as weddings (make donations to Riley in lieu of wedding favors, or ask your guests to make a gift to Riley in lieu of wedding gifts)





## TEAM RILEY EVENTS

Team Riley is a program that lets you raise funds for Riley Hospital while participating in a run, walk or cycling event of your choice. There are some Team Riley events that we partner with to provide free entry. All you need to do is [click here](#) to set up your fundraising page.

### 500 Festival Mini Marathon

This annual race takes place in the spring in downtown Indianapolis. Those participating can choose to run a half-marathon or a 5K.

### Monumental Marathon

This is an annual event in the fall in downtown Indianapolis. Runners participating in the race can choose between running a full marathon, half marathon, or 5K run/walk.

### Bop to the Top

Bop to the Top is an annual 36-floor stair climb at the One America Tower in Indianapolis. Individuals can set up fundraising pages to benefit Riley Children's Foundation.

### Cam Run 2.8

Cameron Martin's memorial Cam-Run is a 2.8 mile run/walk benefiting Riley Hospital for Children's NICU bereavement fund. This event is organized by a Riley family from Columbus City, Ind., in memory of their son Cameron.

### Run for Riley

Run for Riley is an annual event in Fort Wayne, Ind. organized by volunteers in the Fort Wayne Running Club. Close to 1000 individuals participate in this 5 mile and 5K fitness walk benefiting Riley Hospital for Children.



## CHILDREN'S MIRACLE NETWORK (CMN) HOSPITALS PARTNERED EVENTS

Fundraising events that partner with CMN Hospitals to raise money for local children's hospitals. In Indiana, Riley Hospital is the only CMN Hospitals partner.



[ChildrensMiracleNetworkHospitals.org](http://ChildrensMiracleNetworkHospitals.org)

**Extra Life** Extra Life is a year-round fundraising effort for gamers to participate by raising funds and awareness for their local Children's Miracle Network Hospitals partner. The Indianapolis Guild is the local committee that promotes Extra Life throughout the state of Indiana. You can join the guild to get more involved with Extra Life!

[Extra-Life.org](http://Extra-Life.org)

**Torch Relay** The Torch Relay is a family friendly walk with kid's activities, silent auction and mascots. Marriott Vacations Worldwide partners with Riley Children's Foundation to raise funds locally for Riley Hospital for Children.

[Torch-Relay.org](http://Torch-Relay.org)





# Event Guidelines

## Soliciting Sponsors

**Please remember that many local organizations already support Riley Hospital and Riley Children's Foundation and may not wish to make additional contributions through your Community Fundraiser.** Fundraisers should complement the mission and image of Riley Children's Foundation. Companies that conflict with the Foundation's mission or values are not suitable sponsors. We discourage sponsorship by alcohol companies and prohibit sponsorship by tobacco and firearm companies or others that do not support the health and well-being of children.

## Insurance

Community fundraising organizers must provide Riley Children's Foundation with a certificate of insurance showing Riley Children's Foundation and the Riley Affiliates as additional insureds under the policy, if requested.

## Organizer's Compliance with Legal Obligations

The community fundraising organizer is responsible for obtaining all necessary permits, licenses, insurance and permission from local authorities. **Riley Children's Foundation and Riley Hospital will not be liable for any injuries sustained by community fundraising volunteers or participants related to an event benefiting the RCF Affiliates and will not assume any type of liability for a community fundraiser.**

Any event that includes charity gaming activities must obtain the proper licenses from the Indiana Gaming Commission.

The community fundraising organizer is solely responsible for the design and implementation of the event, including safety precautions. Community fundraisers must comply with all relevant laws, including Indiana state laws.

## Alcohol

If alcohol is present at an event, proof of age must be required and signs posted to that effect. All required permits must be obtained. Alternative means of transportation are recommended to be available to attendees and/or participants.



## **Cancellation/Disassociation by Riley**

Riley Children's Foundation may cancel a community fundraiser or disassociate with a community fundraiser at any time if these Community Fundraising Guidelines are not satisfied, or if it is determined that the community fundraiser does not honor the Riley Children's Foundation **mission, vision and core values**.

### **Riley Children's Foundation may not approve Community Fundraisers if they:**

- Take place in a 21 and older establishment and/or are centered around alcohol;
- Require hospital endorsement of a product or service or hospital participation in the direct sale of a product or service;
- Involve an agreement to raise funds on a commission, or bonus basis;
- Compete or conflict with an already established or scheduled event to benefit Riley.

### **Riley Children's Foundation will not approve Community Fundraisers if they:**

- Utilize telephone or door-to-door solicitation;
- Fail to comply with any municipal, county, state and/or federal law;
- Fail to obtain any necessary permits or insurance;
- Involve promotion of a political party, candidate or potential candidate;
- Involve unusual risk that could expose Riley Hospital or RCF Affiliates to major liability;
- Involve companies and/or products that do not support the health and well-being of children;
- Do not honor the Riley Children's Foundation mission, vision and core values.

Please see **Fundraising Toolkit** for links to additional information.



# Logo and Name Usage

## Logo usage

Any fundraising project/event created, organized, and operated by a community fundraiser for the benefit of Riley Hospital for Children (“Riley Hospital”) and using Riley images or logos in any promotions (“Community Fundraiser”) **must be approved in advance by Riley Children’s Foundation and its communications department.** This requirement applies to broadcast and web promotions and all printed materials referencing Riley Children’s Foundation, Indiana University Health, Camp Riley, Riley Hospital for Children, James Whitcomb Riley Museum Home, James Whitcomb Riley Memorial Association or Riley Children’s Foundation (individually, a “Riley Affiliate,” and collectively, the “RCF Affiliates”). Copy referencing any RCF Affiliates or RCF Affiliate programs used on specialty items such as t-shirts, caps, buttons, pins, coffee mugs, etc. must be submitted to Riley Children’s Foundation for approval prior to production. Not all logo requests will be granted.

## Name usage – Riley as a Beneficiary, Not Sponsor

Riley Children’s Foundation and Riley Hospital are the beneficiaries, rather than sponsors, of all community fundraisers. Riley Children’s Foundation, its affiliates and Riley Hospital will take no part in or responsibility for the organization, administration, or conduct of the community fundraiser. Promotional materials that use the Riley name should incorporate the following statement: “proceeds to benefit Riley Children’s Foundation” [or “Camp Riley” or “Riley Hospital for Children”].

- ✓ **Proceeds to benefit...** Riley Children’s Foundation, Camp Riley, Riley Hospital for Children
- ✓ **Benefiting...** Riley Children’s Foundation, Camp Riley, Riley Hospital for Children
- ✗ **Riley** Run
- ✗ **Riley’s** Lemonade Stand

**You may not use our logo without Riley Children’s Foundation’s specific prior written authorization.** This requirement applies to broadcast promotions, all printed materials, web content and any other promotional information or specialty items related to your event.



# Event Expenses and Tracking Finances

## Expenses/Proceeds

When planning your community fundraiser, it is recommended that expenses be less than 30 percent of the total event income collected. If fundraising event expenses are greater than the total collected the community fundraising organizer is responsible for paying the difference. Riley Children's Foundation will not assume liability for any community fundraising expenses.

**Fundraising projects and events must be financially self-sustaining without contribution from or financial risk to Riley Children's Foundation. All community fundraising expenses are the responsibility of the community fundraising organizer and must be paid before net proceeds are given to Riley Children's Foundation. Riley Children's Foundation will only accept the net proceeds of a community fundraiser.**

Refunds or reimbursements of community fundraising expenses will not be available after the event income is given to Riley Children's Foundation. Riley Children's Foundation is not financially or otherwise liable for the promotion, staging, operation or administration of community fundraisers.

**Ideally, events should submit one check with net proceeds, not individual checks.** We do understand that it is not always possible, but ask that if you need to submit more than one check, please work with Donna Fischer: [DFischer@RileyKids.org](mailto:DFischer@RileyKids.org).

Utilizing a finance tracking spreadsheet for income and expenses is important to:

- Identify sources of income (fundraising, cash/check, sponsorships)
- Track expenses by item to establish a working budget
- Create a benchmarking tools for future years
- Keep a running total week-by-week
- Ensure that the announced total is as accurate as possible
- Determine the final check to be cut to Riley Children's Foundation



# Roadmap to a Successful Event

- ☐ Review [policies, guidelines](#) and [FAQs](#)
- ☐ Decide on a fundraising event that works for you
- ☐ Confirm date, location and time of event
- ☐ Create an event planning timeline
- ☐ Fill out [event application](#) and order supplies from Riley Children's Foundation
- ☐ Make a fundraising plan and review financial guidelines
- ☐ Secure any sponsorships or donations from local businesses
- ☐ Recruit volunteers or an event committee
- ☐ Create a promotion plan and recruit participants
- ☐ Communicate logistics and fundraising information to participants
- ☐ Secure supplies/equipment needed for the event
- ☐ Receive confirmation and check-in communication from Riley Children's Foundation
- ☐ Host your event
- ☐ Post Event Analysis, wrap up, etc.
- ☐ Send net event proceeds to Riley Children's Foundation
- ☐ Steward donors, participants, volunteers and sponsors
- ☐ Set date and plans for next year



# Timeline Checklist

Here is a **sample** timeline for planning your event, with several checkpoints leading up to the event!



**4 months prior to event (minimum)**

Have confirmed: date, location, time.  
Create event planning timeline.



**3 months prior to event**

Fill out event application and order supplies for the event from Riley Children's Foundation.



**2 weeks prior to event**

Receive requested supplies from Riley Children's Foundation.



**1 week prior to event**

Receive confirmation and check-in communication from Riley Children's Foundation.



**Event Day**

Have fun!



**1 week after event**

Receive follow-up communication from Riley Children's Foundation with information for where to mail the net event proceeds, and invite the opportunity of a check presentation.



**Within 30 days of your event**

Submit funds to Riley Children's Foundation.

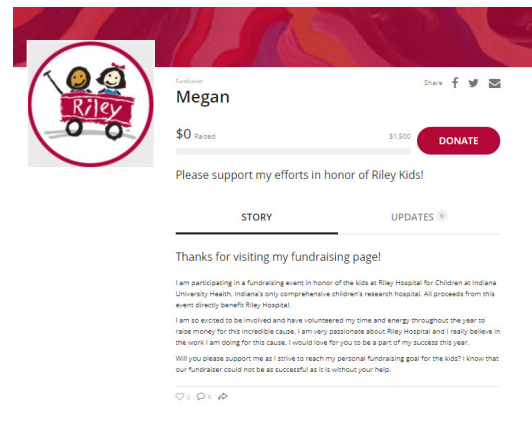
## ADDITIONAL THINGS TO CONSIDER WHEN MAKING A TIMELINE:

### Logistics:

- Identify the physical set up you need to make your event successful (i.e. consider all items you will need such as tables, chairs, wifi).
- Create a detailed day of timeline.
- Don't forget to include how long will it take you to set up and then clean up the event space.
- Gather supplies/equipment for the logistics and activities of the event.
- Gather extra trash cans/bags, writing utensils, scissors, tape or other miscellaneous items you might need during the event.

### Fundraising

- When to encourage participants to sign up through online registration on Classy.
- When to encourage those who have registered to fundraise on Classy.
- Securing Sponsorships
- Contact local businesses about food donations and sponsorships.
- Collect donations for silent auctions/giveaways.
- See best practices and tips for sponsorships on page 28.



### Promotion

- Design an event logo and promotional items (flyers, graphics, etc.).
- Review our logo policy located on page 18.
- Create social media pages. (Facebook, Twitter, Instagram)
- Design t-shirts or other promotional items for the event.
- Upon request, Riley promotional items are available to you.
- Pitch your event to local media.





## Volunteers

- Consider creating a committee to help plan the event & set a schedule for meeting times.
- Recruit volunteers to help on the day of the event.
- Assign people to help with set-up, check-in, clean-up, serving food, etc.

## Participants

- Decide the time frame and method for participant registration.
- Early bird? Day of? Online? Paper?
- Pinpoint the best method(s) of communication with registered participants.
- Identify the information that all participants will need/want to know.
- Craft the messages and communicate with participants as needed.

## Post-Event

- The best timelines extend beyond the end of the event, see page 32 for a post-event checklist.





# Event Application

Riley Children's Foundation has [policies and guidelines](#) regarding community fundraising events -- including information on the Riley logo, limitations, legal information, and fundraising details.

Be sure to read thoroughly through the policies and guidelines before filling out your event application.

To apply for an event, [click here](#) which will bring you to the event application page.

Fill out all of your personal information and details about your event. These details help Riley Children's Foundation know more about you and what your event is going to be. Providing additional information will make it easier for us to get back to you.

Within 48 hours of submitting an event application, Riley Children's Foundation will follow up with an email or a phone call. If you do not receive an email or phone call within 48 hours, reach out to Riley Children's Foundation at (877) 867-4539.

Information that the event application will ask you to provide:

- **Personal Information:** name, email, address, phone number
- **Event Description:** name, date, time, location, type, description, expected attendance, If the event has been hosted before, reason for hosting event
- **Donations:** estimated revenue, cost, and donation, any other charities that will benefit from the event, how funds will be raised
- These estimated numbers are not a commitment, it is just a worksheet to help you think through the financials of your event.
- **Request Fundraising Items:** Event organizers may request Riley materials. Please understand that while the Foundation does not charge you anything to order these supplies, there is a cost to the Foundation to supply them. Therefore, in an effort to minimize the cost of raising a dollar, please do not order more than needed. (See example of items of page 25.)



# Promoting a Community Fundraiser

## PUBLICIZING AN EVENT

- Utilize social media – Create a Facebook event (tag Riley Children’s Foundation @RileyKids as a co-organizer) or post about the event on social media sites so that it can be shared.
- Reach out to your community.
- Talk about your event in advance. Consider how you can use your own and your participants’ networks to raise awareness about the event.
- Share inspiring stories about Riley Hospital for Children or what inspired the event.
- Encourage registered participants to reach out to their family and friends to join in.



## FREE RILEY PROMOTIONAL ITEMS AVAILABLE UPON REQUEST



- Red plastic collection buckets with the Riley red wagon logo
- Plastic die-cut pins with the Riley red wagon logo
- Washable tattoos with the Riley red wagon logo
- “Thank You for Supporting Riley” banners



# Pre-Event Fundraising

## ONLINE/PEER-TO-PEER FUNDRAISING

**Peer-to-Peer Fundraising:** A strategy that makes use of existing donors' networks and encourages supporters to reach out to their peers, friends, co-workers and family members for donations. This can be done pre-event, during the event and post-event.

Asking your supporters to participate in personal fundraising is one of the biggest ways that you can grow your event. Utilizing your donors' or participants' networks grows your network to a larger donor base and to raise more awareness about the cause.

## FUNDRAISE YOUR WAY PAGES THROUGH RILEY CHILDREN'S FOUNDATION

### What

- Fundraise Your Way pages are a free online fundraising tool utilized by Community Fundraisers and participants
- Fundraise Your Way pages are 100 percent secure and make it easy to contact participants via email and stay updated on personal or group fundraising goals
- Once the Fundraise Your Way page has been created, the link can be shared through email and social media sites
- Funds raised through Fundraise Your Way pages go directly to Riley Children's Foundation to provide immediate support of the general benefit fund.
- Fundraising projects and events must be financially self-sustaining without contribution from or financial risk to Riley Children's Foundation. All community fundraising expenses are the responsibility of the community fundraising organizer and must be paid before net proceeds are given to Riley Children's Foundation. Riley Children's Foundation will only accept the net proceeds of a community fundraiser.

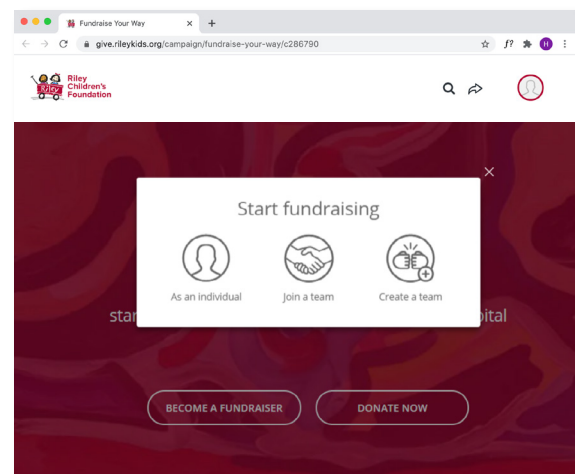
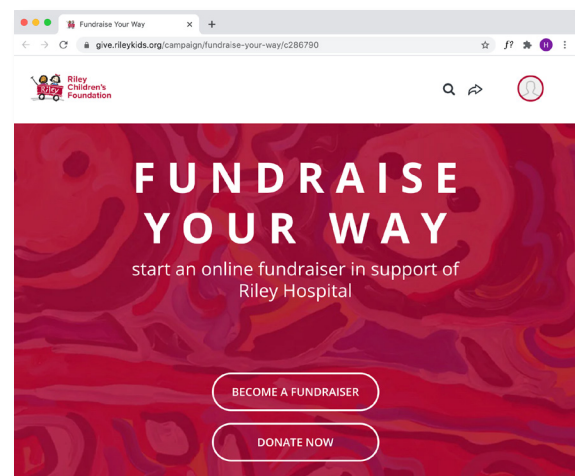
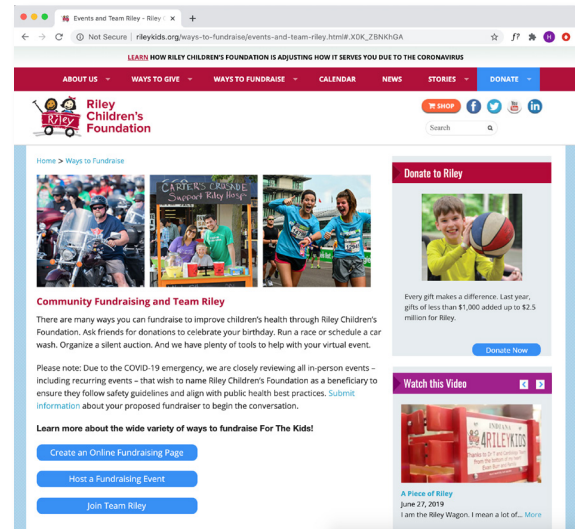


## How

- Fundraise Your Way pages can easily be set up at [RileyKids.org/events](https://RileyKids.org/events) by clicking “Create an Online Fundraising Page.” Participants can create an individual fundraising page for stand-alone efforts, a group page for team efforts, or they can join a group page that has already been created.
- Once you select which type of page, you will be prompted to set your goal, a fundraising end date, a headline for your fundraiser and also a URL for your unique page.

## Different Types of Fundraising Pages

- **Individual pages:** An individual page can be created for those participating in stand-alone efforts to fundraise. [Click here](#) to create an individual page.
- **Group / Team Pages:** A group page allows others to also create fundraising pages and form a team. Participants can either join an existing team or start a new team. Once a team is formed, a team goal can be set and members can be invited to set up their own fundraising pages. [Click here](#) to create a group page.
- To join an existing team, select the option to Join a Team and then search by the team name.



## SPONSORSHIPS

Securing sponsorships from local businesses can help cut costs and cover expenses. Utilize local businesses in your area. This is a great way to promote a local business and get their name out to the public.

Know what you need, and what you can offer in return. Brainstorm what you can offer a sponsor, and what that sponsorship is worth. Group benefits into sponsorship levels and assign an appropriate dollar amount or range. See example in the [Fundraising Toolkit](#).

### Making the Ask

- **Introduce Yourself and Your Event**
- **Identify the need:** Feel free to insert specific statistics about Riley Hospital or story of your personal connection to Riley. You can find Riley stories at [RileyKids.org/Stories](https://www.RileyKids.org/Stories)
- **Ask for Their Help:** Ask them to “support,” “join,” “build” alongside you and the cause. Be specific!
- **Provide Donation Information**
- **Thank Your Donors and Follow Up:** It is so important to express gratitude to sponsors of the event, and let them know how their donation specifically made a difference for Riley Hospital and Riley Children’s Foundation.

### Corporate Matching:

Many employers will match your gift to Riley as part of their corporate policy. Ask your employer about a matching gift program.

**Policies:** Please remember that many local organizations already support Riley Hospital and Riley Children’s Foundation and may not wish to make additional contributions through your community fundraiser. Events should complement the mission and image of Riley Children’s Foundation. Companies that conflict with the Foundation’s mission or values are not suitable sponsors. We discourage sponsorship by alcohol companies and prohibit sponsorship by tobacco and firearm companies or others that do not support the health and well-being of children.

## PERSONAL FUNDRAISING OPPORTUNITIES

- Personal asks
  - Letter writing, Email, Call, Text
- Post on social media
- Utilize talents/skills in return for donations
  - Photography, Crafts, Yardwork, Cooking, Sewing etc.



# In-Event Programming

## PARTICIPANT EXPERIENCES

- Photo Booth
- Yard Games
- DJ/Bands/Music
- Performers – Magician, Dance Crews, Comedy etc.
- Silent Auction, Live Action, Cash, Call
- Awards
- Speakers



## CEREMONIES

Ceremonies at the beginning and end of your event can help set the tone of what you want your participants to leave with. Examples of what to include in your ceremonies are:



### Opening:

- Welcome and explanation of what to expect
- Any housekeeping rules/information
- Riley family/Riley Hospital story
- Introduce leadership and/or important people for the event

### Closing:

- Recap of the event
- Riley family story
- Reveal the total or results of the event
- Thank you and how to stay updated with the event/  
Riley going forward



# In-Event Fundraising

## SILENT AUCTIONS

### Gather Donated Items:

- Determine a variety of business types to ask for in-kind donations to the silent auction. This diversification of items will make your silent auction more appealing towards a variety of audiences.

### Put Together Packages:

- When putting together silent auction packages, try to think of themed packages that bidders will find interesting and engaging. There are a variety of themes possible for packages: Movie Night, Sleepover, Spa Night, Restaurant Gift Card Tree, Beach Day, Chocolate, Baking, Grilling etc.
- Once you have your silent auction packages put together, take time to come up with a fun and unique name for the package. This will make it official and tie all of the items within the package together. Be creative!
- Create a simple tag to put on the package that lists/describes the items in the package, for this gives bidders an idea of what exactly they will be bidding on. Be sure to include any expiration dates for the items in the package.

### Bidding:

- Once the packages have been put together, it is important that you come up with a minimum bid value. Typically, it is safe to take half of the Fair Market Value (overall total of the package) and make that your beginning minimum bid for that package.
- To execute the auction, you can use companies that specialize in online giving, like GiveSmart, or utilize paper bid sheets. Paper bid sheets should include all details, including fair market value.
- Bid sheets can also include a “buy-it-now” price. This price is so someone who really wants an item can grab it immediately. A good rule of thumb is 80% of the fair market value as the price.

Don't forget to follow up with the businesses that donated to the auction with a thank you!



## EVENT ACTIVITIES

Here are some other in-event activities that can incorporate fundraising for the kids:

- Coin wars
- Head shaving
- Merchandise
- Jail: Donate to put friends in jail → Fundraise to get out of jail
- Fundraising Wall: For every X dollars raised by a participant, they can add their name to a display, an icon, or fill up the fundraising thermometer which will visibly show the participants their impact on the goal and cause
  - The “thermometer” could be icon of any shape – Consider what shape goes along with the theme of your event



# Post-Event Checklist

## DONATE

- Within one week after your event, receive follow-up communication from Riley Children's Foundation with information for where to mail the net event proceeds.
- Please send your donation within 30 days of your event. Do not send cash in the mail. Checks should be made payable to Riley Children's Foundation. Events should submit one check with net proceeds, not individual checks.
- Ensure all gifts are sent to the attention of "Community Fundraising Events."
- Mail the net event proceeds to:

Riley Children's Foundation  
Attention: Community Fundraising Events  
30 South Meridian Street, Suite 200  
Indianapolis, IN 46204-3509

A donation can be made to a Community Fundraiser in three forms:

- **Cash:** Cash donations will be accepted by meeting in person, but cannot be sent in the mail.
- **Check:** Please make all checks out to Riley Children's Foundation. When possible, events should submit one check with net proceeds, not individual checks.
- **Credit Card:** Accepted through online fundraising pages set up directly for your event through our DIY = Fundraise Your Way format mentioned on page 26.

Our general policy is that events should submit one check with net proceeds to Riley Children's Foundation. We do understand that it is not always possible, but ask that if you need to submit more than one check, please work with Donna Fischer: [DFischer@RileyKids.org](mailto:DFischer@RileyKids.org).

## STEWARD

- Share amount raised and photos from the event
- Follow up to thank your donors, participants, volunteers and sponsors:
  - Develops even stronger relationships with these supporters
  - Celebrates their contributions of time, talent, and/or treasure
  - Highlights their direct impact on the mission of the event

## REFLECT

- If you plan to continue this event in the future, take time to evaluate and document the results of this year's event to continue elevating its success in the future
  - Record: Location, Date, Time, Attendance, Amount Raised
  - S.W.O.T. Analysis: Strengths, Weaknesses, Opportunities, and Threats
  - What did you do well?
  - What would you do differently?
  - Recommendations for next year?
  - Who were your main contacts for things you needed?
- Gather feedback from volunteers or participants to refine experiences in future years





# Fundraising Toolkit

- **Event Application**
- **Event Policies and Guidelines**
- **FAQs**
- **Examples of Resources You Can Use**
  - **Registration Form Example**
  - **Auction Bid Sheet Example**
  - **Community Business Sponsorship Letter Example**
  - **Sponsorship Level Example**
  - **Thank you Letter Example**





# Case Studies

## CASE STUDY 1 — CAMRUN 2.8

### Why

We wanted to do something meaningful and purposeful to honor our son, and the money raised would go towards Riley and the bereavement fund.

When you decide to do a fundraiser you certainly need to be passionate about why and what you are doing. It takes a lot of work to put an event together, but on the day of the event seeing others come out to honor the memory of your loved one while raising money for an important cause is more than worth it! Do not give up when it looks too big. Keep it simple.



My husband and I have always enjoyed doing 5k races that support great causes. From experiencing many races, I know what I like and don't like. That is why I highly suggest doing something you have done and have been interested in. That way you have some knowledge of what may or may not work. We then had to decide how to make our race stand out from all the other 5K races. We decided instead of a 5K we would do a 2.8 run/walk. Our son lived 28 days and this is how we tied in the 2.8. Find a way to make the event your own.

Before you do anything, call Riley Children's Foundation once you decide to do an event. They have insight on what you will need, and can provide a web page for participants to sign up and donate.

### Here are a few additional key pointers:

#### Event Planning

- Consider the cost of WHERE you will host the event. Some places are free, some are not.
- You will need a lot of help the day of the race, so ask plenty of family and friends to reserve the date!

- For a race in particular, it's important to give the course a Riley theme: Ask Riley families and staff to participate, and create posters stationed along the way.
- Treat your participants well: provide water and snacks!
- If you can't afford an official time for each individual runner (which we didn't provide), at least keep overall time of the race.
- Consider a remote race as well. Our family in Minnesota hosted a 2.8 mile race the same day we did! And their participants signed up on our site provided by Riley Children's Foundation.

### Promotion

- The first couple of years we held the race, we used RunSignUp for event registration. You can create and manage your race for free. Getting the word out is key and having a good site like this is essential to attract participants. (If your event does not plan to utilize registration costs to cover event expenses, contact Riley Children's Foundation about how you can utilize their online fundraising platform to track registration.) We have been using RCF's platform for registration the last two years and love its capabilities.
- We found a local t-shirt shop that was pretty reasonable to make up t-shirts. Plus, they were able to do them fairly quickly so we could leave up our online registry a couple weeks before race day.
- Create a Facebook event and be sure to update it regularly with content. We put up flyers in businesses, but remember: Keep the information about your race simple and easy to comprehend.

### Fundraising

- One of the most important things I believe to make your event a success is sponsors. Do not be afraid to ask around. People love to help out a good cause even if it's with a small donation. Ask everyone you know. "In-kind," or non-monetary donations, are important too. We had in-kind donations to cover the expenses of the t-shirts, water and snacks.
- Sponsor recognition is important. We put sponsor logos on our t-shirts and signage. We wanted to make sure our sponsors were known and appreciated so they would sponsor again. I stress: Ask, ask, ask. Business may not donate money but they may donate in other ways.

### Day-of Logistics

- We had a relative that has her own band and sound system and volunteered to sing before and after the race. We were also able to use her sound system to talk about the race beforehand.
- We had two tables set up for packet pick-up and registration. We made sure there were signs specifically stating what the tables were for.

- It was a very cold morning and one of our friends took the initiative to go get hot chocolate for the participants after the race.
- We had a golf cart we borrowed which helped us set up our signs and cones.
- The day of the race I had a list of exactly what each volunteer would be doing so there would be no confusion and a hundred questions the day of. Lists are very useful and the less stress the morning of the better.

### Post-Event Logistics

- During the event take lots of pictures and videos to use on your site for the next event. We also sent out thank you cards with pictures from the race to all those who participated.
- My husband and I were not afraid after the race to ask people what they did or didn't like about the race. What I do wish I had done, since we do have everyone's email, is sent out a mass email after the event to ask for more input.

**In conclusion,** we were very happy with race day and we know our son would have been very proud. It was amazing what we were able to raise and give to Riley in honor of our son. That means more than we could truly put into words.



## CASE STUDY 2 – DANE’S GOLF OUTING

### Why

We had always wanted to do something to give back to Riley. When Dane was announced as a 2016 Riley Champion, we decided it was time. Hosting a golf outing was one of the most popular suggestions. In 2017, we were granted 501(c)3 Federal Non-Profit status as The Dane Farlee Foundation. (This is not required.)

To start the golf outing planning we first spoke with Riley Children’s Foundation. They had several suggestions to get us started and have been very helpful along the way.



**Here are a few additional key pointers:**

### Event Planning

- Decide on a golf course first. It’s important to get your event on the calendar as early as possible.
- Talk to golf course personnel for advice on golf outings in your area. Some courses will do the majority of the work, and this takes a lot of pressure off of you.

### Promoting the Event

- One of the most important things to do is to get your name out to local companies. Whether by going “door to door” and handing out flyers or emailing them.
- Make sure the flyers look professional. Use a graphic designer. You can have them put their logo on the flyers and be a sponsor.
- Use social media to advertise your outing, Facebook is a good way to do this. Start an event on Facebook and share it with all your friends. Instagram can be a good way to advertise as well. Early in the year make a couple posts a week. But, as the event date gets closer make more and more posts, just to get people excited.

### Fundraising

- If you’re planning to do a silent auction, go to local companies and ask them for donations. Some places require a 501(c)3 status in order to donate.
- There are still quite a few companies that will donate items or services without a 501(c)3 form because it’s going to a good cause.



### Day-of Logistics

- Make an effort to talk to all of your attendees.
- Take lots of pictures during the outing. These can be used to promote future events.

### Post-Event Logistics

- After the outing make sure to send thank you letters to all your sponsors and attendees.
- You can send a survey and find out what they liked and what they didn't.

**In conclusion,** planning a good fundraiser is hard work and takes quite a bit of time. That's why it's important to ask as many of your friends and family as possible to help.



## ADDITIONAL RESOURCES

# Contact Riley Children's Foundation

### Contacts:

Donna Fischer  
Manager, Community Fundraising Events  
317.759.6917  
[DFischer@RileyKids.org](mailto:DFischer@RileyKids.org)

Megan Yates  
Community Fundraising Events Coordinator  
317.808.8559  
[MYates@RileyKids.org](mailto:MYates@RileyKids.org)

### How to navigate the website:

[RileyKids.org](https://www.RileyKids.org) → Ways to Fundraise → Events and Team Riley  
Or [RileyKids.org/Events](https://www.RileyKids.org/Events)

### Connect with Riley Children's Foundation on social media: Be sure to tag us in your posts!

Facebook: [Facebook.com/RileyKids](https://www.facebook.com/RileyKids)  
Twitter: [@RileyKids](https://twitter.com/RileyKids)  
Instagram: [@RileyKids](https://www.instagram.com/RileyKids)  
YouTube: [YouTube.com/User/RileyKidsVideo](https://www.youtube.com/user/RileyKidsVideo)