



HOSPICE OF
CINCINNATI

HOC NAVIGATORS



Fun Ways to FUNDRAISE

Third Party Tool Kit

Ideas for hosting impactful events
in support of Hospice of Cincinnati

HOSPICE OF CINCINNATI OVERVIEW

Established in 1977, Hospice of Cincinnati is the fourth oldest hospice in the country, and the oldest hospice in the Cincinnati region. Throughout our 40+ year history as a non-profit organization, we continue to be on the forefront of advanced illness and end-of-life care both locally and nationally.

We are the largest hospice in Cincinnati, with four Inpatient Care Centers located throughout the Cincinnati region for the treatment of uncontrolled symptoms.

In 2020, Hospice of Cincinnati and the multiple advanced illness and grief programs created by Hospice of Cincinnati, joined together to form HOC Navigators— a collection of program offerings designed to help guide you through advanced illness and end of life.

Each person's advanced illness journey is unique. That's why our programs meet patients where they are.

When you host an event that supports Hospice of Cincinnati, you supply the funds that fuel the work of our dedicated programming team, helping to bring awareness, support, education, and programs directly to patients and families navigating end-of-life care.



**CONVERSATIONS
OF A LIFETIME**



**SOCIAL
CONNECTIONS**



**PALLIATIVE
CARE
CINCINNATI**



**HOSPICE OF
CINCINNATI**



**GOLDSTEIN FAMILY
GRIEF CENTER**



**FERNSIDE CENTER
FOR CHILDREN**

HOW WE CAN HELP

With guidance from the Hospice of Cincinnati, it is now easier than ever to get involved and raise funds for grief, advanced illness and end-of-life care programs for patients and their families.

For all approved fundraisers, Hospice of Cincinnati can:

- Offer advice on event planning and fundraising
- Provide you with our logo for your marketing materials
- Provide sample template letters to solicit sponsorships and in-kind donors, media releases, and thank you letters
- Provide Hospice of Cincinnati printed literature for distribution at your event
- Provide IRS compliant tax receipts for gifts made directly to Hospice of Cincinnati, in response to your event

We rely on you to plan and coordinate all details of the fundraiser, including:

- Create your own mailing list of donors, vendors, and sponsors
- Plan the agenda and secure the location
- Deduct any anticipated costs from the funds raised prior to sending your final gift to Hospice of Cincinnati
- Solicit businesses and vendors to support your event
- Promote the fundraiser
- Print promotional materials for the event
- Insurance, permits, and liability coverage related to the fundraiser
- Work and manage the actual fundraiser or event

Hospice of Cincinnati IS NOT able to provide the following:

- X** Hospice of Cincinnati tax exempt certificate
- X** Insurance or liability coverage
- X** Funding or reimbursement for your expenses
- X** Mailing list of potential donors or vendors
- X** Publicity e.g. newspaper, radio, television, etc.
- X** Guaranteed attendance of Hospice of Cincinnati staff

SOCIAL MEDIA TOOL KIT



Essentials for a great Facebook post

- An image or graphic that represents your cause or fundraiser
- The link to your crowdfunding campaign page
- Brief copy that explains why you're asking for donations

"I'm raising money for [insert program] at Hospice of Cincinnati. I've raised [amount] so far, but I still need [amount] to reach my goal! Would you consider making a donation (even small gifts help!) to assist me in my fundraising efforts? Please feel free to share this post and encourage your own friends to give to my [cause, project, or event]. Thank you in advance for your generosity! [insert relevant #hashtag, URL, and photo]"

Essentials for a great Instagram post

- A professional looking photo(s)
- A brief but detailed description
- A reference of the URL (links can only be placed in Instagram bios, not in individual posts)

"I'm raising money for [insert program] at Hospice of Cincinnati, and I need your help! Even a small donation would assist me in reaching my goal of [amount]. With a donation of [amount], you'll be able to [offer tangible way that a donation could help]. Read more about my campaign and make a donation by clicking the link in my profile! [insert relevant #hashtag]"

Unfortunately, if you place a link in the description of your Instagram photos, your followers won't be able to click on it. Make sure you include the link in your bio so that supporters have access to your campaign!

Essentials for a great tweet

- An image or graphic that represents your cause or project
- A brief description of your fundraiser (under 140 characters)
- A mention of the organization you're raising money for (when applicable)
- The shortened URL to your crowdfunding page

"Help me raise money for Hospice of Cincinnati! I only need [amount] to reach my goal. Make a difference! [insert relevant #hashtag, shortened URL, and photo]"

FREQUENTLY ASKED QUESTIONS

What is a third party fundraiser?

A volunteer fundraiser is an event organized and managed by a volunteer in which funds are raised in support of Hospice of Cincinnati.

What are some examples of volunteer fundraisers?

Past volunteer fundraisers have included yoga events, brewery events, round up campaigns, etc.

What is the process for hosting a volunteer fundraiser?

The process is made easy for you. Fill out a quick worksheet that Hospice of Cincinnati can supply with your event details to ensure compliance with our policies and procedures.

Do I have to register my event with Hospice of Cincinnati?

Yes, because your Fundraising Event will be associated with our name, it is important that you register this event by completing our Event Description Form.

Will Hospice of Cincinnati staff be able to help me organize my fundraising event?

We appreciate your support, but we are unable to assist in coordinating your event. We wish we could accommodate all of our wonderful supporters, but Hospice of Cincinnati has minimum staff needed to meet our mission.

Will Hospice of Cincinnati provide materials such as brochures and donation forms?

With advanced notice, we will provide these materials to you if they are cost effective and available.

May I use the Hospice of Cincinnati logo in any promotion for my event?

We are happy to provide you with our logo, all you need is prior consent. All print materials referencing Hospice of Cincinnati as a recipient of funds must be approved by Hospice of Cincinnati and the Bethesda Foundation. All materials must also comply with our corporate relations and communications guidelines.

Will a Hospice of Cincinnati representative attend the event?

Hospice of Cincinnati relies on volunteers to achieve its mission. We often have volunteers represent us in the community. If you would like a volunteer to represent Hospice of Cincinnati at your event, we will make every effort to find a volunteer to attend your event.

How soon after the event must I submit the funds that have been raised?

Submit event proceeds and all required post event paperwork to Hospice of Cincinnati within thirty (30) days after your fundraiser.

If you are interested in learning more or have questions, contact Katie Buescher at 513-865-4599 or katherine_buescher@trihealth.com.

GUIDELINES

- Hospice of Cincinnati welcomes special fundraising and promotional events sponsored by individuals and outside organizations on its behalf.
- We ask that your event be consistent with Hospice of Cincinnati's core values, community branding strategies and maintain a positive image for the organization.
- Your event should not compete with other HOC-planned events or promotions.
- Third party fundraisers have the ability to create a unique opportunity for positive exposure and increased public awareness of Hospice of Cincinnati's services, programs, and facilities.
- We will be available to approve requests from you to sponsor special events or promotions to benefit Hospice of Cincinnati. All requests will be jointly reviewed and approved by both HOC and Bethesda Foundation, the fundraising arm of Hospice of Cincinnati.

Hospice of Cincinnati DOES NOT accept the following types of fundraisers regardless of positive intent:

- Programs that involve a professional fundraiser, telemarketing and/or an agreement to raise funds on a commission, bonus or percentage basis we are unable to accept
- Events promoted by organizations associated with discrimination on the basis of race, ethnicity, religion, nationality, or sexual preference. We welcome faith based organizations (churches, synagogues, mosques and others) provided that their proposed event or promotion does not reflect religious bias or discrimination
- We cannot approve vending machine sales promotions
- We cannot approve events involving promotion of a political party, candidate or appearing to endorse a political activity
- We cannot approve directly soliciting funds door-to-door, through telemarketing, or internet solicitation

APPLICATION

Thank you for thinking of Hospice of Cincinnati as you plan your upcoming event. We appreciate your willingness to support our mission of providing experienced, compassionate care to our patients and their families.

We ask that all individuals and organizations complete and submit this Fundraising Event Description Form to Katie Buescher 513-865-4599 or Katherine_Buescher@trihealth.com for approval prior to including Hospice of Cincinnati as a beneficiary of your event. This will help to clearly establish the parameters and expectations for all parties involved in the activity.

We ask that this form be submitted for approval no later than 60 days prior to the event. This will enable us to assist you and to ensure a successful event!

(Please Type or Print)
PROPOSED FUNDRAISING EVENT

Name of event: _____

Date: _____ Time: _____

Location: _____

Detailed Event Description: _____

HOW MUCH WOULD YOU LIKE TO RAISE?

Anticipated Income: _____

Source(s) of Income: (i.e., ticket sales, sponsorships, auction, etc.) _____

EVENT ORGANIZER - Primary Contact

Name: _____ Title: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-Mail: _____

Website: _____

Remember to keep accurate accounts of your event. As a not-for-profit organization, Hospice of Cincinnati regrets that we will not be responsible for any expenses incurred for your event. We welcome your questions and concerns, so please contact us with any additional questions you may have.

I have read and agree to follow Hospice of Cincinnati's Event Description Form and Guidelines.

Signature_____
Date_____
Print Name

Your Fundraising Event Description Form will be reviewed upon receipt and you will be contacted to arrange a meeting to confirm Hospice of Cincinnati's participation in this event.

Please forward this completed and signed form to

Katie Buescher

Hospice of Cincinnati c/o Bethesda Foundation

10500 Montgomery Road

Cincinnati, OH 45242

Phone: (513) 865 - 4599 Fax: (513) 865-1623

Katherine_Buescher@trihealth.com

We appreciate your support!