



FERNSIDE

**SUPPORTING CHILDREN AND
FAMILIES THROUGH GRIEF**



Fun Ways to FUNDRAISE

Third Party Tool Kit

Ideas for hosting impactful events
*in support of Fernside: A Center for
Grieving Children*



FERNSIDE OVERVIEW

Fernside is a non-profit organization offering support and advocacy to grieving families who have experienced a death. Fernside offers peer support for grieving families – children, teens and adults. Fernside works to increase community awareness of grief issues through community outreach.

Fernside, established in 1986, as the nation's second oldest children's grief center, remains today a national leader in providing grief support services and outreach and education to the community and families. An affiliate of Hospice of Cincinnati, Fernside services compliment Hospice of Cincinnati's comprehensive bereavement program by addressing the unique needs of children.

Fernside provides all services free of charge with the help of generous donors who support our mission.

What We Do





HOW WE CAN HELP

With guidance from Fernside: A Center for Grieving Children, it is now easier than ever to get involved and raise funds for childhood grief and awareness.

For all approved fundraisers, Fernside 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 Fernside printed literature for distribution at your event
- Provide IRS compliant tax receipts for gifts made directly to Fernside, 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 Fernside
- 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

Fernside IS NOT able to provide the following:

- X** Fernside 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 Fernside 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 Fernside: A Center for Grieving Children. 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 Fernside: A Center for Grieving Children, 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 Fernside! 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 Fernside.

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 Fernside can supply with your event details to ensure compliance with our policies and procedures.

Do I have to register my event with Fernside?

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 Fernside 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 Fernside has minimum staff needed to meet our mission.

Will Fernside 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 Fernside 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 Fernside as a recipient of funds must be approved by Fernside and the Bethesda Foundation. All materials must comply with our corporate relations and communications guidelines.

Will a Fernside representative attend the event?

Fernside relies on volunteers to achieve its mission. We often have volunteers represent us in the community. If you would like a volunteer to represent Fernside 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 Fernside 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

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

Fernside 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 Fernside as you plan your upcoming event. We appreciate your willingness to support our mission of providing experienced, compassionate care to grieving children 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 Fernside 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.) _____



FERN SIDE

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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, Fernside 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 Fernside'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 Fernside's participation in this event.

Please forward this completed and signed form to
Katie Buescher
Fernside 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!