

# Special Events Toolkit



## Table of Contents

Introduction .....	1
Fundraising Guidelines .....	2
Getting Started .....	6
Event Planning Timeline .....	7
Increasing Your Event's Community Presence .....	8
Event FAQs .....	10



Thank you for your interest in hosting a fundraising event for Children's Hospital Los Angeles! Children's Hospital relies on generous and committed people like you to raise much-needed funds for the hospital in order to serve the patients and families in our care. This guide will get you started in your efforts to raise funds and awareness for the hospital.

**Our Mission:** We create hope and build healthier futures.

As a leading academic children's hospital, we fulfill our mission by:

- caring for children, adolescents, young adults, families and each other
- advancing knowledge
- preparing future generations
- building Children's Hospital Los Angeles' financial strength

**What is a community fundraiser/third-party event?**

A community fundraiser, also known as a third-party event, is an event hosted by an individual or group from which proceeds are donated to Children's Hospital Los Angeles. It is a way to engage your friends and family to support a cause that you are passionate about.

**The Children's Hospital event staff can assist you by:**

- offering advice on event planning
- providing approval to utilize a version of the Children's Hospital Los Angeles logo
- providing tax receipts, in accordance with IRS rules and regulations, to donors who make checks payable to "Children's Hospital Los Angeles"
- providing participant and in-kind "thank you" letters (will not contain any tax information)

Should you have any questions along the way, please do not hesitate to contact us at [specialevents@chla.usc.edu](mailto:specialevents@chla.usc.edu) or 323-361-5972.

Sincerely,



**Jeffrey Olsen**  
Director  
Special Events



**Lauren Rosen**  
Associate Director  
Special Events

## Terms and Conditions for Community Event Fundraisers

For purposes of these Terms and Conditions, "you" means the organization, group, or individual sponsoring or holding the community fundraising event. "We", "our", or "CHLA" means Children's Hospital Los Angeles. CHLA may change these Terms and Conditions at any time without notice, and such changes will be effective immediately.

### Use of Name and Logo

- 1** - Your event should complement CHLA's mission, vision and values. We reserve the right, at our sole discretion, to deny applications for events that do not project a positive image of CHLA and to prohibit sponsorship by companies that conflict with CHLA's mission, vision and values. Sponsorship by tobacco and firearms companies is also prohibited.
- 2** - You may not state or imply that you are an agent, subsidiary or partner of CHLA, or that you hold any other business relationship with CHLA.



- 3** - You may not make public announcements or promote your event until you receive written approval of your application. If the media (such as TV, radio, newspaper or bloggers) is requested or expected to cover or publicize the event, you must notify CHLA as soon as possible, and no later than one business day prior to the event. Publicity for your event may not imply that the event is hosted or co-hosted by CHLA or that CHLA is involved as anything other than as the beneficiary. For example, you should not call an event "the Children's Hospital Los Angeles Swimathon." Instead, your event may identify the relationship with CHLA, such as "Smith School Swimathon, benefiting Children's Hospital Los Angeles."
- 4** - You will be authorized to use the official name "Children's Hospital Los Angeles" in conjunction with your event only upon written approval of your application. The name "Children's Hospital Los Angeles" may not be altered or abbreviated in any way, other than to shorten to "CHLA" after it has first been referred to by the full name. We require review and prior written approval of all marketing and promotional materials using our name including, but not limited to, advertising, solicitation or support letters, brochures, flyers, press releases, and website content prior to production or distribution.

- 5** - You will be authorized to use CHLA's logos only after you sign a separate License Agreement with CHLA. Under this License Agreement, we will provide you with a form of the appropriate CHLA logo to use, which may not be altered in typeface, color, configuration and/or position. Any use of the logo must adhere to established graphic standards.
- 6** - You may only commence marketing, publicity and advertising efforts after we provide our prior written approval of your marketing and promotional materials. CHLA is not responsible for marketing, publicity and advertising efforts related to your event.



## Event Approval

- 7** - You must complete and submit your application no less than four weeks prior to your event. Approval is specific to dates listed on your application. If you would like to repeat the event, you must submit a new application. Please allow a minimum of five business days for a response.
- 8** - You must immediately notify us in writing if there are any changes to the event once it has been approved.
- 9** - We reserve the right to observe your event.
- 10** - CHLA will not plan or provide staffing for the event on your behalf, but can help by sharing best practices and templates.
- 11** - If circumstances warrant, we may, at any time and for any reason, direct you to cancel the event, and you further agree to release CHLA, its officers, directors and employees from any and all liability in connection with any such action.
- 12** - CHLA will not solicit our donors, patients/patient families or staff on behalf of your event in furtherance of our commitment to our donors, patients/patient families and staff to not sell or provide others with their information.
- 13** - In order to coordinate fundraising activities with CHLA, you must provide us with a list of targeted sponsors of \$5,000 or more, before they are approached. Also, please remember that many individuals and businesses already support CHLA and may not wish to make additional donations.

**14** - When beneficiary status of an event is shared between CHLA and other organizations, we must have the opportunity to approve beneficiary status in writing prior to the event, and all beneficiaries of an event should be listed on invitations, promotional items and press releases.



## Financial and Legal Information

**15** - In order to provide your donors with important information concerning their contribution, all promotional materials should clearly state the percentage of proceeds (from gross or net proceeds) and/or the portion of the ticket price that will benefit CHLA.

**16** - You should limit expenses to 50 percent of the total raised by the event. We cannot advance any funds or pay anticipated expenses or reimburse expenses related to the event. If event expenses are greater than the money raised, you are responsible for paying those expenses.

**17** - You may not keep or use any portion of the proceeds as profit or compensation for organizing the event.

**18** - You may not hire a professional fundraiser or telemarketer, and/or enter into any other fundraising agreement with a third party without our knowledge and prior written approval.

**19** - Because CHLA is not the event host, your event's revenues and expenses cannot flow through CHLA's accounts. Accordingly, unless your application specified a different percentage and was approved, 100 percent of net proceeds (gross revenues minus expenses) from the event must be donated to CHLA. Similarly, you cannot set up a temporary bank account in CHLA's name.

**20** - Proceeds should be sent to CHLA no later than 30 days following the event and should be mailed to the Special Events Department at 4650 Sunset Blvd., #29, Los Angeles, CA 90027.

**21** - Because of our responsibility as the recipient of community assets, we reserve the right to audit and inspect all event records if any questions are raised about your event.

**22** - CHLA may receive funds from other similar promotions. Our acceptance of your application creates no exclusive rights for you.

- 23** - You are responsible for obtaining and filing all applicable government permits, licenses, and/or applications. You also agree to carry out your event so as to not do or allow any of the prohibited acts and practices described in the California Nonprofit Integrity Act (Government Code section 12599.6(f)).
- 24** - Events must comply with all federal, state and local laws governing charitable fundraising and gift reporting. We may only issue gift receipts for checks/money orders made out to "Children's Hospital Los Angeles." If your donors send their contributions directly to CHLA, you must inform us of the value of any goods or services the donor received in return for the contribution. CHLA will issue gift thank-you letters for in-kind donations if you provide complete information for all applicable donors.
- 25** - You agree that you will not represent to the public that you enjoy any tax-exempt rights or privileges as a result of your role in your event (unless you have separate tax-exempt status).
- 26** - You may be required to obtain your own liability insurance to cover the event and all other insurance including premises liability and workers' compensation. You agree to indemnify and hold harmless CHLA and its officers, directors, employees and agents from any and every claim, demand, suit and payment related to or caused by your event.

- 27** - CHLA will not insure your event. CHLA and its officers, directors, employees and agents are not responsible for the cost, planning or staffing of your event. CHLA will not assume any legal or financial liability associated with your event nor will we indemnify you, nor any party involved in your event, for any damage, expense, or other costs arising from or in any manner related to your event. CHLA is not liable for any personal injuries or damage to property occurring during your event and we cannot assume any type of liability for the event.

- 28** - CHLA will not associate with events held at gaming venues.



## Getting Started

For many of you, this may be your first fundraising event and it's important to think about logistics before getting started. This information is designed to help you plan a successful event to benefit Children's Hospital Los Angeles. You've reviewed the Fundraising Guidelines and are ready to start planning! Here are some things to think about when formulating plans for an event:

### 1 - Form a planning committee

The enthusiasm and dedication of the people who help you plan and organize your event will increase the probability of success. Your committee should have enough members to share the work, and represent a variety of different skills.

### 2 - Establish goals

Have a realistic and measurable financial goal.

### 3 - Be sure you have chosen the right event

Your event should fit the size, interest, talents, goals and time availability of your group. It's a good idea to gauge interest within your community before committing to an idea. You should also research the

type of event you are considering to see what has worked for other fundraisers.

### 4 - Identify your audience

Who is most likely to attend and support the type of event you've selected?

### 5 - Develop a budget

Identify possible sources of income and all expenses. Keeping your upfront costs down will ensure a larger contribution to the charity and result in satisfied guests. Please keep in mind that expenses should be limited to 50 percent of the total raised by the event.

### 6 - Promote and publicize

Your plan for promoting and publicizing your event will be key in reaching your target audience and overall goal.

Again, thank you for your commitment to Children's Hospital Los Angeles. Now it's time to create your timeline!



## Event Planning Timeline

### 9 weeks out

Review the Children's Hospital Los Angeles event guidelines and complete the event application.

Secure a venue—many people rent venues and subtract the rental fee from the funds raised.

Decide if you will need food, water, supplies, invitations, etc. Prepare an invitation list.

### 8 weeks out

Upon approval from Children's Hospital, begin requesting donations of items identified on your list. Most companies need at least 30 days to process these requests. Remember to aim HIGH!

Prepare a marketing campaign and decide who you will be inviting to attend. Take into account how many people you need to attend to recoup costs and raise money. Marketing materials do not have to be done by professionals, and they do not need to be expensive. You could even make your own posters or do an Evite to your email lists rather than a printed invitation. If you are sending an invitation, you could have some made inexpensively online. Remember, all marketing materials need to be approved by Children's Hospital before you finalize and send them out.

### 7 weeks out

Keep marketing your event! If you aren't seeing an increase in possible attendees, consider different marketing methods. Remember that your friends and community circles are where most of your attendees will be coming from. They are your best bet to attend and bring friends and family.

### 6 weeks out

Follow up with all the companies from whom you solicited a donation. Continue to follow-up with your venue.

### 5 weeks out

Begin laying out a timeline of the day. Begin a packing list of all your supplies.

### 4 weeks out

Begin compiling RSVPs.

### 3 weeks out

Follow up with donation requests. If you are having difficulty procuring donation items, remember that this event is yours, and you can plan it in the most cost-effective way possible.

### 2 weeks out

Continue to compile your RSVP list. Also, start calling everyone who should be on it but isn't!

### 1 week out

Send out a reminder email or place a phone call about the event. Start packing!

### Day of

Enjoy your event and be proud of your efforts!

## How to Increase Your Event's Presence in the Community

Raising awareness of your event and its mission to raise funds for Children's Hospital Los Angeles is key to building a strong community of supporters.

### The Best Way to Raise Awareness?

Previous event hosts have identified that engaging local news outlets and utilizing social media are two of the most important ways to generate interest and increase attendance.

### Tips on How to Engage Local News Outlets

**Draft** a press release about your event. The Special Events team will be happy to send you a template that you can customize, if you have never written a press release before. We can also send you key messaging points about the hospital for you to use in your press release.

**Send** a member of the Special Events team a draft of your Press Release for review and approval prior to submitting it to news sources.

**Visit** the websites of your local media (TV, radio, newspapers, magazines and bloggers). Click on the "Contact Us" section to determine how and to whom you can send press information. Most websites list a main newsroom phone number and/or email address (i.e., [newsroom@joenewspaper.com](mailto:newsroom@joenewspaper.com)).

**Email** a copy of your finished press release to as many local news sources as possible and request coverage for your event. Even if the news source cannot run the press release, they might be able to list the event in the calendar for their publication or website, so make sure to request this as well!

**Share** the link to the story on your social media pages if you do get coverage!

And speaking of social media...



# How to Increase Your Event's Presence in the Community

## Best Social Media Practices for Event Hosts

Did you know for every one "Like" you receive on a Facebook update, 20 people will see it? Facebook and Twitter are both powerful forces to help spread the word about your upcoming event!

### Join Facebook and Twitter!

#### Facebook

- 1 - Create a page for your organization and your event.
- 2 - Invite your friends to "Like" your organization's page or attend the event.
- 3 - Update your organization's page or event page every day. The most popular Facebook updates are photo posts, but the posts that get passed on the most are "link" or "share" posts.
- 4 - Craft more engaging posts that your followers will link to or share and you'll get more followers!

#### Twitter

- 1 - Create a Twitter handle and start Tweeting! Tweet more than once a day – the best way to get people to start following your tweets is to create a lot of them.
- 2 - Share your Twitter handle and best tweets on Facebook and vice versa.
- 3 - Build your followers by following others in your field. By engaging, you can build your own followers off of others' lists of followers.
- 4 - Respond to everyone who retweets your message. Twitter is about growing a conversation.
- 5 - Keep your tweets short, to the point, accurate and interesting! It is the best way to get retweets.

A great resource to learn more about tips and trends on using Facebook and Twitter is [www.mashable.com](http://www.mashable.com).

## How We Can Help Within the Hospital's Online Community

#### CHLA.org

We are happy to post your event on the calendar listings page on [CHLA.org](http://CHLA.org).

#### Facebook

We welcome you to post your event on the Children's Hospital Los Angeles Facebook page. As long as you've kept us in the loop, our team will "Like" your event and keep it on our page for others to see (<http://Facebook.com/ChildrensLA>).

#### Twitter

Tweet us at [@ChildrensLA](http://@ChildrensLA) about your event and we will retweet it!

#### Flickr

Get your event photos on Flickr. You can work with the events team for an opportunity to share your event photos on the Children's Hospital Flickr page!

## Event FAQs

### If I attend the event, can I deduct the cost of my ticket?

You may only deduct anything above the fair market value of your ticket. For example, if you paid \$50 to attend an event, and in return you received \$25 in fair market value goods (food, beverages, gift bag, etc.) or services, then you may deduct the remaining balance. For more personalized information, contact a certified tax professional or visit [www.irs.gov](http://www.irs.gov) for more information.

### If I donate an item to your event, is it tax-deductible?

It is possible that items donated to the event are tax-deductible. For more personalized information, contact a certified tax professional or visit [www.irs.gov](http://www.irs.gov) for more information.

### What are the steps to hosting an event to benefit the hospital?

We are glad that you are interested in supporting Children's Hospital. Information on how to host an event is provided at [CHLA.org/host-fundraiser](http://CHLA.org/host-fundraiser).

### I want to host an event for the hospital. What is the greatest need?

The hospital's greatest need is support for our Helping Hands Fund, which funds the hospital's annual operations.

### What are the hospital policies regarding planning an event?

Please see the hospital's guidelines regarding community fundraising events which are posted online at [CHLA.org/host-fundraiser](http://CHLA.org/host-fundraiser).

### Can I advertise my event at the hospital?

Advertising of events, beyond being placed on our online calendar, by our community partners is

reviewed on a case-by-case basis. Please refer to our guidelines at [CHLA.org/host-fundraiser](http://CHLA.org/host-fundraiser) for more information.

### Can I come sell things in the lobby and give a percentage of the proceeds back to the hospital?

Children's Hospital does not allow sales of this type on the hospital's premises.

### Do you have any collateral materials I can hand out at my event?

As part of our effort to help protect the environment, the hospital does not provide materials for event distribution. Event hosts may direct their guests to CHLA.org for additional information.

### Can I use the hospital's logo?

The Children's Hospital Los Angeles logo may only be used by permission. If permission is granted, the logo may not be altered in any way. Please contact the Special Events Department at 323-361-5972 to discuss your needs.

### Can I host a toy drive or a book drive?

The hospital welcomes donations of new toys and books. Please review the information online at [CHLA.org/literally-healing](http://CHLA.org/literally-healing) regarding donating toys and books to plan your drive. For specific questions about donating toys, contact Volunteer Resources at 323-361-2371. For specific questions about donating books, contact Literally Healing at [literallyhealing@chla.usc.edu](mailto:literallyhealing@chla.usc.edu).

### Can I come in and play music or entertain the children in some way?

The hospital's Department of Volunteer Resources works with individuals who wish to use their musical or entertainment talents for the benefit of our patients.

Please review our information on becoming a volunteer for more information or contact Volunteer Resources at 323-361-2371.

**What are the events coming up that I can participate in?**

Please see our [events calendar](#) for a list of events.

**I would like to donate my services to your events. How can I do that?**

The Special Events Department is frequently in need of services such as printing and photography, to name a few. To determine whether we can benefit from your services, please contact [specialevents@chla.usc.edu](mailto:specialevents@chla.usc.edu).

**Can I host an event to benefit a specific hospital program?**

Absolutely! We would be happy to discuss designation of funds for a specific program.

**Can I have an event to raise money for a particular child?**

Each of our patients has significant needs. If you wish to donate money to a specific family or a specific child, you may do so privately (however, your gift will not be tax-deductible). We welcome efforts to benefit services, programs and care for all of our patients. For additional questions, contact the Special Events Department at 323-361-5972.

**Can I use the hospital's tax ID for my fundraising event?**

You may use the hospital's tax ID if sponsors and donors are making donations directly to Children's Hospital Los Angeles.

**Can I mail invitations to the hospital's donor list?**

We respect the privacy of our donors and therefore do not share our donor mailing lists.

**Can you help get celebrity supporters of the hospital to my event?**

The hospital is lucky to have the support of many generous celebrities. As you can imagine, celebrities often get requests for support of events and therefore we must limit our asks to them.

**What do you mean by the need to keep expenses to 50 percent of the revenue?**

Essentially it means that in order to maximize the fundraising efforts that you are so generously making on our behalf, it is best to follow the ideal rule of event fundraising that for every 50 cents spent to plan and execute the event, you are able to raise \$1. Meaning, if it costs you \$800 to plan and produce the event, with any marketing costs, supply costs, labor costs, etc., your total gross proceeds raised via funds donated should be at least \$1,600, so after expenses you'd still be able to donate \$800 to the hospital.

Even more ideally, every potential expense is donated, and you are able to give 100 percent of the gross proceeds to the hospital!

**How do I collect donations for my event?**

If your event expenses are covered, you can ask your guests to make checks payable to Children's Hospital Los Angeles. In addition, we can help you create an online donation page for guests to use their credit card. You may also collect cash to deliver to the hospital. Please note that Children's Hospital cannot help pay for your event expenses with donations made directly to the hospital.



4650 Sunset Blvd., #29  
Los Angeles, CA 90027  
323-361-5972

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