



FUNDRAISER HANDBOOK



Team Hopkins Kids

AT THE BALTIMORE RUNNING FESTIVAL

OCTOBER 20, 2018

HELP REACHING YOUR FUNDRAISING GOALS

Welcome!

Dear Friend,

Thank you for registering for Team Hopkins Kids at this year's Baltimore Running Festival and electing to raise money to support Johns Hopkins Children's Center.

For over a century, the Children's Center has been a non-profit hospital, and has always relied on the philanthropic support from individuals like you. **The funds you help raise will allow us to provide the best medical treatment possible for the young and vulnerable patients and families in our care.**

Before getting started, we'd like to share with you a little bit about our hospital and what is important to Johns Hopkins Children's Center:

- Improve the health of children in Baltimore, the United States and across the globe
- Provide patient- and family-centered care in a diverse and inclusive environment
- Set the standard for excellence in prevention, treatment and care of common and rare diseases, and train the next generation of pediatricians and world leaders in pediatrics

This handbook is intended to help you maximize your fundraising potential, help you raise awareness and learn more about Johns Hopkins Children's Center so you can share how your funds raised will impact our hospital.

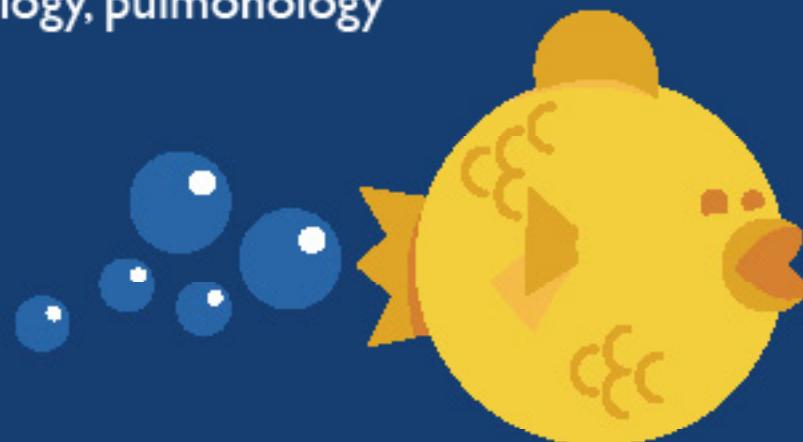
Should you have any questions along the way, please don't hesitate to contact us at hopkinschildrens@jhmi.edu or **410-361-6493**.

For the kids,

*Johns Hopkins Children's Center
Office of Development*

OUR MISSION

Founded in 1912 as the Children's Hospital at Johns Hopkins, Johns Hopkins Children's Center offers one of the most comprehensive pediatric medical programs in the country, with more than 110,000 patient visits and over 8,500 admissions each year. Johns Hopkins Children's Center is Maryland's largest children's hospital and the only state-designated trauma service and burn unit for pediatric patients. It has recognized centers of excellence in dozens of pediatric subspecialties, including allergy, cardiology, cystic fibrosis, gastroenterology, nephrology, neurology, neurosurgery, oncology, pulmonology and transplant.



FAST FACTS



110,000
PATIENT VISITS



8,500
ADMISSIONS



35,751
EMERGENCY
DEPARTMENT VISITS



8,200
SURGERIES

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WHERE THE MONEY GOES

Where will the money go?

Wherever you would like. There are many pediatric specialties, programs and services in our hospital that proceeds from your race team can support. If you have a specific passion for a specialty, like pediatric cardiology, or want to support a specific physician, we will work with you to ensure your donation goes directly to that area. If you'd like details about the funding areas. If you don't see the area of interest on the race website, contact the Children's Center Development Office. Such places include:



Research



**Patient and Family
Centered Care**



**Clinical
Support**

HOW YOUR DOLLARS WORK



- 1** 8 micro-preemie diapers
- 5** 1 arm sling
- 10** 1 instrument for musical therapy
- 25** 1 breast pump for nursing mom
- 50** 1 neonatal stethoscope
- 100** 1 red or pink wagon used instead of wheelchair for patient transport
- 500** 1 rocking chair to help NICU parents bond with their infant
- 1,000** 1 special car seat for a premature infant
- 5,000** support of our Bravery Capes and Tutus program in our emergency department for 1 year (helps with distraction when undergoing a scary procedure)
- 10,000** support our Backpacks for Foster Kids program for 1 year (necessities and comforts help with transition)

FOUR STEP FUNDRAISING METHOD

Now that you've decided to participate in Team Hopkins Kids, it's time to shout it from the rooftops!

TIME TO TAKE THE PLUNGE —

It's also time to think ahead about how you'll meet your fundraising commitment.

To alleviate any concerns you may have about reaching your commitment, we've developed some tools to help you meet and likely exceed your goals: **Practice, Ask, Remind** and **Thank**.



STEP I:

Practice



As you begin the process of fundraising, we recommend that you start determining your audience and your “Why” message.

When you make a fundraising commitment, you have to think BIG about your potential audience.

From the moment you sign up for Team Hopkins Kids, everyone becomes a potential donor. Take some time to sit down and brainstorm a list of people who might donate to your efforts this year.

We recommend starting with:

- Friends and family
- Current or former colleagues and classmates
- Neighbors
- Your professional, volunteer or religious network
- Your social media connections

Don't be afraid to ask people who live outside of your community to support you. Johns Hopkins Children's Center takes care of children all over the world, which means your reach has no limits!

After you brainstorm your list of potential donors, practice telling your story by asking yourself the following questions. The answers might help you inspire donors to support you:

- What does Johns Hopkins Children's Center mean to me?
- Why did I make the commitment to run for Team Hopkins Kids?
- What are my goals this year? Am I increasing my run distance, running for the first time or trying to beat my fundraising total from last year?
- How has Johns Hopkins Children's Center impacted my life and why do I believe it's important to raise money for research, clinical care and patient support?
- If a friend told me that her donation wouldn't really make a difference, what would I say to her?

STEP 2:

Ask



The most successful Johns Hopkins Children's Center fundraisers have one simple thing in common: they ask as many people for support as possible, in very personal ways. Don't procrastinate—from the moment you sign up for Team Hopkins Kids and complete Step One, it's time to start communicating to your potential donors!

Start by creating an email or mailing list of the people you identified in Step One, and then sit down and write your first communication. An excellent fundraising email or letter should address the following questions:

- What is Team Hopkins Kids and where does the money go?
- Why am I participating?
- What is my fundraising commitment and how much progress have I made?
- How can a donor support me?

Don't forget you can use the Fundraising Portal within your Fundraising page on the Race website to send emails to potential donors.





STEP 2: Ask

Sample Email

Dear Friend,

I'm taking an amazing journey to make a difference for kids and I'd like you to support me!

This year, I am participating in an amazing event to support Johns Hopkins Children's Center as a participant in Team Hopkins Kids at the Baltimore Running Festival.

I have chosen to raise funds for [insert area of support] because it means so much to me and my family. However, all contributions will help provide better care, comfort and supplies for the more than 100,000 patients seen at Johns Hopkins Children's Center each year. Please consider donating to my cause here: [[insert your fundraising page link]]

If you are feeling extra generous, register to run with me or consider sharing my page with your network.

Sincerely
Your Friend

p.s. Don't forget to ask your company if they have a matching gifts program. You can double or even triple your donation!

Once you have drafted a fundraising letter, it's time to send it out! We recommend sending at least four communications to your donors before the race, using this format:

- Announce that you've decided to run in Team Hopkins Kids, share your story and why this movement is so important/personal to you, and ask for support.
- Share an update on your training/progress to your goal. Be sure to thank everyone who has already donated to your efforts, and offer a gentle reminder to those who haven't yet done so.
- Following Race day, share details about what your experience was like along with some photos from your race. This is a great opportunity to thank everyone who has supported you and remind others who haven't yet donated.
- Share the success of Team Hopkins Kids on your social media

STEP 3:

Remind



Every fundraiser encounters a donor who pledges their support online or says “I’ll give you a check next time I see you!” but may forget to follow through. This is why it’s important to send reminders to the people who’ve pledged to support you.

Remember, you have until October 31 to meet your fundraising commitment – so we suggest sending a final reminder after race day with a picture of you crossing the finish line!

Sample Pledge Reminder

Dear Julie,

I wanted to send you a quick note today to share that I DID IT—I completed my first ever half-marathon in support of Johns Hopkins Children’s Center! It was difficult, but incredibly rewarding. The best part was spending the day afterwards with former patients and care providers of the Children’s Center.

I am also excited to share that I am 95% of the way to my fundraising goal of \$250 this year. If you are able to support me as I close out my fundraising efforts this year, I would be so grateful! Right now there are nearly 200 children receiving life saving treatment in Baltimore. You can help them by donating just \$5 to my fundraising page, the cost of a cup of coffee!

Remember, your donation goes directly to support clinical care, patient support, and ground breaking research. You can donate to my fundraising page until October 31 at <http://support.hopkinschildrens.org/run/Chelsea>

Thank you so much for all of your support this year! I couldn’t have done this without you!
Chelsea

STEP 4:

Thank



Congratulations – you're in the home stretch now and well on your way to exceeding your fundraising! Now it's time for the fun part: saying thank you!

It can be time-consuming, but it is so important to take time to thank all the people that supported you this year.

Some ideas are, you can create your own postcard, write a personal letter, or send personalized emails.



Fundraising Milestones

There are endless opportunities to tie fundraising to major events, seasons and holidays that you and your potential donors interact with. We've included a breakdown of some creative, seasonal fundraising ideas below.

Your Birthday

Consider asking for donations to your fundraising in lieu of birthday gifts this year - do you really need another pair of pajamas from your mom anyway?

February

Valentine's Surprise Ask your loved ones to skip the chocolate and flowers this year and make a donation to your profile to show how much they care. Because what could be a better gift than making an impact on cancer research?

March

Ask your friends and co-workers who toss in donations for a tournament pool if they would consider matching the same donation for your ride. If you're lucky, the winner might end up donating some of their winnings, too. Bragging rights and a donation to cancer research seems like a win/win to us.

April

Spring Gardening Ask your local schools, community centers, hospitals, etc. if they would donate an amount to your ride equal to what they would normally pay a landscaping company to plant new blooms for spring. A few hours of planting could result in a sizable contribution.

May

Garage Sale Before the summer heat kicks in, pick a weekend morning to sell those old clothes and forgotten treasures sitting around your home. Ask a local coffee shop to donate hot drinks and/or pastries to sell. Bonus points if you ask other neighbors to join, too.

July

It's not fun being patriotic if you're parched. Keep cool on 4th of July weekend by making some patriotic beverages at your neighborhood block party and asking for donations in return!

September

Tailgate Party Football season is in full force—host a tailgate to celebrate your favorite team. Ask your neighbors, friends or even a local restaurant to donate food and beverages for the party, then charge admission to watch, eat and enjoy the game! Adding in yard games like corn hole or can jam can create fun competitions and opportunities for additional donations for entry

August

Have friends that aren't able to participate in the Baltimore Running Festival? Have them join you in the month of August for a local run and raise funds!

October

Host a pumpkin-carving party and a 50/50 raffle with your closest pals. Set a \$20 minimum and provide the pumpkins, carving supplies and spooky background music. Most creative pumpkin takes home half the winnings—the other half goes to your fundraising!

Creative Fundraising Ideas

When deciding the type of fundraising event, think about what types of activities you enjoy. Do you like to cook? Craft? Exercise? Add a fundraising component to it! It's the perfect way to give back to the Children's Center while doing what you love.



EASY AS PIE

- Enlist your friends to host a bake sale, pancake breakfast or car wash.
- Deliver homemade goods in exchange for donations.
- Think about ways you can help people in your neighborhood or network—like mowing the lawn, shoveling snow, organizing closets, baking cookies, taking down holiday lights, addressing invitations—and exchange a service for donations.
- Don't wait for your donors to think of it—get online and research your friend's and family's employers on our matching gift tool and encourage them to get their contribution matched.

REQUIRES A BIT OF LEGWORK

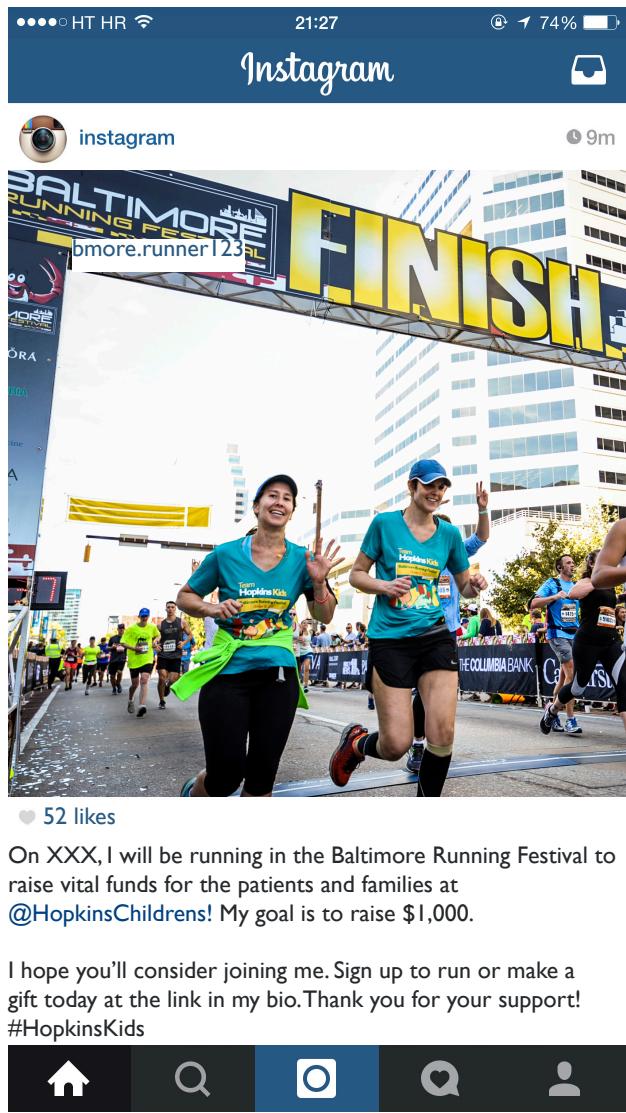
- If your employer allows solicitation at work, ask if you can have a “jeans day” where employees who donate to your fundraising can wear jeans.
- If you have a donor who is willing to give \$500 or more to your fundraising, leverage that as a “matching” gift. Pick a time frame and tell your friends that every dollar they give during a certain week will be “matched” by that anonymous donor, up to a certain dollar amount.
- Rent a movie projector and invite friends over to your backyard movie theatre. No tickets accepted, just cash donations.
- Find a favorite bar or restaurant willing to donate 20% of sales and invite your network for a night on the town.
- Ask a sports facility or fitness instructor to donate their space and/or time and host a tournament or class you can sell tickets for.
- Accept donations to tune-up your neighborhood bikes before the weather warms up. Bike maintenance skills required.

BIG EFFORT WITH A BIGGER PAYOFF!

- Throw an event like a Valentines Day for Johns Hopkins Party and get write valentine's day cards. We can even have them given to the patients at the hospital.
- Look for sponsors and print their name on the jersey you'll wear during the ride.
- Take on a freelance project and donate the proceeds you earn.
- Ask friends and local businesses to donate items and services that can be auctioned off for donations.

Social Media Tips and Tricks

Once you've started putting your social networking skills to use, don't forget about your social media skills! Consider using Facebook, Instagram, Twitter, LinkedIn, YouTube, a blog, or any other platform when prepping and participating in Team Hopkins Kids. These are great channels to recognize your donors, ask for donations, share your story, provide training updates and actually show your friends what Pelotonia is all about. Here are a few suggestions:



Facebook

Consider creating a unique Facebook page for your organization or event and be sure to invite your friends to "like" the page. Update this page at least once a day, and generate posts that your friends will want to share.

Twitter

Create a Twitter handle and start tweeting! Tweet more than once a day – the best way to build an audience is to create lots of great content. Build your followers by following others, and be sure to respond to everyone who retweets you or messages you. Keep your tweets short, and don't be afraid to use hashtags. Twitter is all about starting a conversation.

- Consider creating a hashtag for your event that guests can use to post photos about the event. This will help you track and find posts shared by your friends and family.
- Share your story! Most importantly, your friends, family and supporters want to know your why – the reason you are hosting a fundraising event.
- Follow us, and be sure to tag us in your posts.

@HopkinsKids

Johns Hopkins Children's Center

@HopkinsChildrens

Entering Offline Donations

A screenshot of a user profile page. At the top, there is a photo of a woman and her name, "Hi, Chelsea Kling". Below the photo are three links: "Edit Account Details", "View My Page", and "View Team Page". A vertical sidebar on the left contains several links: "My HQ", "My Fundraising Report", "My Team Fundraisers", "Promote via Email", "Promote via Social Media", "Social Auto-Post", "Contact Book", and "Add Offline Donation". The "Add Offline Donation" link is highlighted with a red oval and a red arrow points from it to the "Enter Donation" form in the main content area.

When you receive a check or cash donation, or someone pledges (meaning promises) to donate to your cause, you want to track this. We call these “offline donations” because they are not processed online. You can enter an offline donation by selecting “Enter Offline Donation” on the bottom left of your Headquarters, or within your ‘My Fundraising Report’ tab.

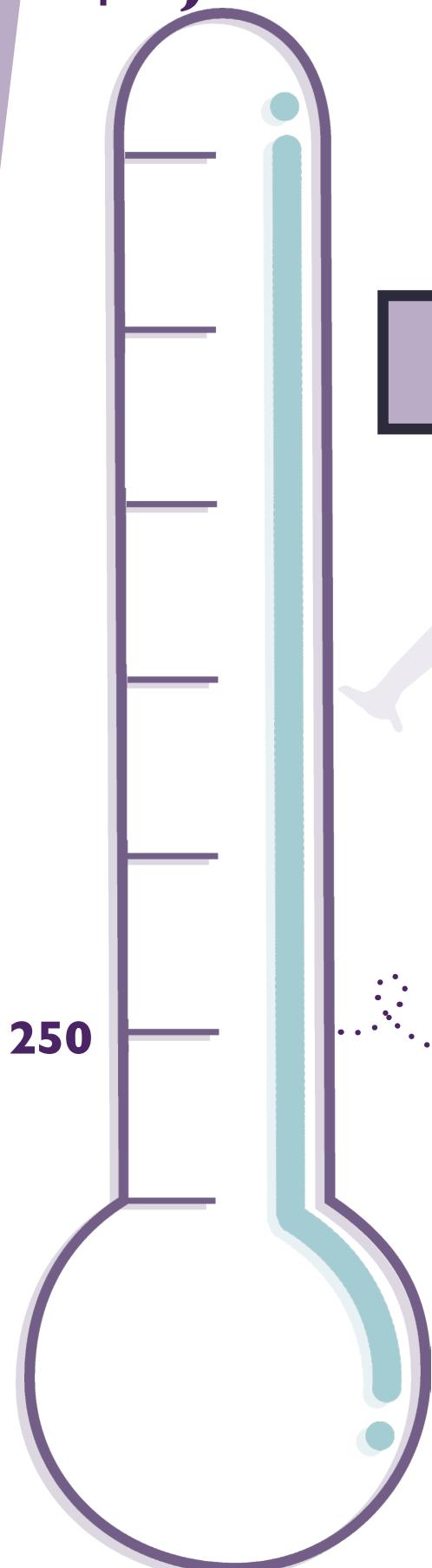
Offline donations will initially be considered “unverified” donations. They will only become verified when the program Administrator verifies them. This means these donations will not count towards your goal until they become verified. You can check on the status by looking under “Status” on your fundraising report.

If a donation is entered in error, you will have the ability to delete if it is in an unverified state.

A screenshot of the "Enter Donation" form. The form includes fields for First Name, Last Name, Address, Apt, Country (set to UNITED STATES), City, State, Zip, and Email. A "Donation Type" dropdown menu is open, showing options: "Cash", "-Select-", "Check", "Cash", and "Pledge". The "Check" option is highlighted with a blue selection bar. There is also a "Date Received" field with a calendar icon. At the bottom right of the form is a green "Submit Donation" button. To the right of the form, there are two "Download as CSV" buttons and a "Action" button. The background shows the Johns Hopkins Children's Center logo and a navigation bar with links for About the Event, Sponsors, Fundraiser Resources, Contact Us, and FAQs.

FINISH

\$1,000



Use this chart to keep track of
your fundraising progress!

..... You've reached your fundraising goal!



JOHNS HOPKINS
CHILDREN'S CENTER

Thank You!

For any assistance or questions, please feel free to contact the Johns Hopkins Children's Center Office of Development. We greatly appreciate everything you do - the hospital would not function without your generous contributions.



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