

Concord Hospital Trust

Your Special Event Packet

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Concord Hospital Trust External Events Fundraising Guidelines

Please review the following guidelines and strategies while planning your External Event to benefit Concord Hospital. Concord Hospital Trust will determine, at its sole discretion, whether it deems the proposed Event to align with the Hospital's mission.

General

- Sponsoring group or organizations may only proceed with their proposed External Fundraiser when written approval is received from Concord Hospital Trust.
- Owner assumes the responsibility of assuring that the physical location of the External Fundraiser is in compliance with the Americans with Disabilities Act.

Fundraising Information

- Organizers of a fundraising event which provides a benefit to donors, in return for a gift of \$75 or more must furnish the donor with a written estimate of the value of the benefit provided and inform the donor of the tax deductible portion of their contribution. This requirement holds, even if the goods or services that make up the benefit are donated. For example, if a donor pays \$100 for a ticket to a benefit dinner and receives a meal valued at \$25, the event organizers must indicate in writing that \$75 is deductible. Event organizers can satisfy this requirement by printing this information on the invitation and/or event ticket.
- Fundraising shall be conducted without excessive pressure. Excessive pressure in fundraising includes but is not limited to solicitations in the guise of invoices; harassment; intimidation or coercion, such as threats of public disclosure or economic retaliation; failure to inform recipients of unordered items that they are under no obligation to pay for or return; and strong emotional appeals which distort the hospital's activities or beneficiaries.

Contractual Obligations

- Nothing in this proposal form shall be construed to authorize the proposed event organizer and/or group to act as an agent or representative of Concord Hospital without written permission.
- Owners accepts responsibility for securing all required contracts and permits for the External Fundraiser.

Financial

- Owner may not incur debt in the name of Concord Hospital, including opening charge accounts in the Concord Hospital name, charging to existing Hospital accounts without written permission, or having invoices drafted in the Concord Hospital name. Owner may not open any bank accounts in the name of Concord Hospital.

Substantiation of Gifts of \$250 or More

Beginning in the 1994 tax year, donors claiming an income tax deduction, for a charitable gift of \$250 or more (cash or in-kind), need to obtain written substantiation of the donation from the charitable organization. A canceled check will not suffice to substantiate gifts. To ensure that donors receive such an acknowledgement from Concord Hospital immediately after an event, the organizers must provide Concord Hospital with the names, addresses and gift amounts of all event participants and sponsors making a contribution of \$250 or more, along with the value of any benefits the participants may have received.

It is important to remember that donors can claim an income tax deduction, only if their check is made payable to a non-profit, tax-exempt organization. An individual has not made a charitable contribution if his or her check was simply made payable to a private individual (e.g., Mr. John Doe) or for-profit organization (e.g., Doe Company) acting as a special event organizer.

In-Kind Gifts

-For donations of in-kind goods, event organizers must supply Concord Hospital with an itemized description and suggested value of the donation as documentation of the contribution and for acknowledgement purposes. Also, if the value of the in-kind gift exceeds \$5,000, an appraisal of the item needs to be done at the expense of the donor.

Ad Books

-It is suggested that businesses sponsoring a special event by purchasing an advertisement in an event ad book limit the information in the advertisement to a simple message that includes the sponsor's name, logo, and brief description of the nature of the sponsor's business. Advertisements that contain detailed copy that refers to specific goods or services might be interpreted as paid advertising and as such would not be tax deductible.

Auctions

-For benefit auctions, a charitable gift deduction is allowed only when the purchase price exceeds the actual or fair market value of the item purchased, and is limited to the difference between the purchase price and the actual value of the item. Auction organizers must state this fact at the beginning of the auction and provide all purchases with written statements of value for the items they have purchased.

Raffles and Gaming Events

New Hampshire has strict regulations governing raffles and gaming events carried out for charitable purposes. In order to legally conduct any gambling activity or "game of chance" in New Hampshire, including raffles, bazaars, and "Las Vegas night" events, an organization must obtain a permit from the city or town clerk in which the event will take place. Applications must be filed at least thirty days prior to the event, and are accepted only from organizations legally recognized as not-for-profit and have been actively functioning in the state for at least two years.

Permits are valid for one year from the date of issue, and require that the holder maintain accurate records and file a tax return with the state lottery commission within ten days after the event, and pay a tax of 5% of the gaming event gross proceeds.

It is important to know that raffle tickets may not be purchased or sent by mail. Raffle ticket purchases are not considered donations, and therefore are not tax deductible. This fact must be printed clearly on the raffle ticket itself.

In addition, raffle winners must declare as taxable income the cash value of all prizes won. It is the responsibility of the raffle organizers and the charity to inform winners of the cash value of prizes, and the charity to report any winnings of \$600 (cash or equivalent) or more.

This overview is designed to outline the most pertinent regulations governing special event fundraising for Concord Hospital. These guidelines should not, however, be considered a complete legal reference.

All contracts and permits must be issued in the name of the Event Owner, and signed by an authorized representative of the Owner. Contracts or permits for an External Fundraiser must not commit Concord Hospital to any contractual obligation, and no representative of the Owner may sign for anything on behalf of Concord Hospital.

Steps to a **Successful** Fundraising Event

1. Register Your Event

When you have an event idea that you are excited about planning, it is important to fill out an “Event Proposal Form” and submit it to the Concord Hospital Trust for approval. This is a crucial first step in order to get donor and sponsor clearance. Decide what type of an event will be most appropriate and enjoyable for your community, friends, and family members. It is important to choose an event that will attract the most volunteers and participants. Be creative and have fun!

2. Form a Planning Committee

The probability of success of any special event is increased by the enthusiasm and dedication of the people who plan and organize it. Your planning committee should have enough members to share the work, and represent lots of different skills. When selling tickets for a fundraiser, there should be at least one volunteer for every ten tickets you have to sell!

3. Schedule the Event

Schedule your event for a time that is appropriate and convenient for those who’ll be attending.

4. Establish Goals/ Budget

Have realistic and measurable financial goals. Identify possible sources of income and all expenses. If you keep costs down, you’ll generate a bigger donation - something everyone will feel good about.

5. Identify Your Audience

Who’s most likely to attend? Keep this group in mind when planning an event schedule and date, publicity, costs, etc.

6. Promotion and Publicity

Businesses will be proud to display the logo and name of the institution you’re helping – Concord Hospital. So, you’ll want to be sure that you’re using the logo and name correctly. All promotional and publicity material must be approved by Concord Hospital Trust.

7. Develop a Timeline

Once you have decided on the type of event, the theme, date and location, and have identified a committee, developing a timeline is the next step. It is important to not only know what needs to be done, but when it needs to be done. A timeline will help you track who is responsible for each task and when it needs to be completed.

8. Collect the Funds

We ask that all funds be forwarded to Concord Hospital within 30 days of your event. Please allow three to four weeks from that date for acknowledgments and tax receipts to be issued.

9. Execute

It’s game time!

10. Thank You, Thank You, Thank You!

This is actually the most important part, thanking and acknowledging everyone who participated in or supported your activity, and let them know how much money was raised! Keep a record of all these names and addresses in case you plan to organize a similar event in the future

FAQs

How do I start planning a fundraiser?

The Trust can provide you with a few tools that can help you brainstorm and decide which route you would like to take while planning your fundraiser. We have created the following information sheets; Event Planning Checklist, Working with volunteers, and the Overview of the Legal Requirements for Donations and Special Event Fund Raising.

Can I use Concord Hospital's name and logo when promoting my fundraiser?

The Event Owner must receive prior approval from Concord Hospital before releasing or distributing any press releases, posters, flyers, or any other printed materials or verbal announcements that reference Concord Hospital or use the Concord Hospital logo. The Concord Hospital logo is a trademark and cannot be altered.

Will the Trust help promote my fundraising event?

When appropriate, Concord Hospital may promote External Fundraisers to our volunteers, staff, donors, and families with sufficient notice.

Can staff members from the Trust help me manage my event?

Please know that the available time of the Hospital's Trust staff is limited, the team will be able to provide you with guidance while planning and executing your fundraiser. We strongly suggest that you form a volunteer committee that will assist you throughout the event process. Staff is often unable to serve as volunteers during an event and is often unable to provide volunteer staffing for an entire event.

How can we receipt our participants?

Only Concord Hospital can issue receipts. Please look over the following information. If you need further clarification, please call the Trust Office. It is vital that all matters pertaining to receipting are handled efficiently, appropriately, and legally.

What is the Trust's Tax ID number?

260378710. We are a 501(c)(3).

Does Concord Hospital reimburse me for my expenses?

The owner of the event agrees to assume all expenses of the External Fundraiser. All bills for the External Fundraiser must be paid by the owner, or out of the funds raised prior to submission of any remainder income to Concord Hospital. Concord Hospital will not pay any bills or assume any debt associated with the External Fundraiser.

How long do I have to collect and gather my funds raised?

The owner will submit contributions and a basic summary of revenue and expenses to Concord Hospital within 30 days of the end of the External Fundraiser.

Where do I send the proceeds?

The Concord Hospital Trust address is 250 Pleasant Street, Concord, NH 03301.

What programs and services need funding?

Because Concord Hospital is a nonprofit hospital the needs are constantly changing. Please contact the Concord Hospital Trust office to brainstorm ideas that would help a cause that best fits you.

What are the guidelines around sponsorship and in-kind donations?

Even owners must submit a list of individuals and businesses that the Owner would like to contact for direct cash or in-kind contributions of \$100 or more. Owners may not solicit cash or in-kind gifts of \$100 or more without prior approval from Concord Hospital.

What types of events need permits?

If you are thinking about holding a Bingo, Raffle or a Casino event, please be aware that these events need a special permit and extra time to organize. Permits are also needed for events that require the use of a tent and/or have 50 or more attendees. Remember to request permits 3 days prior to the event directly through the Concord Fire Department. There is a permit fee and an inspection will be conducted by the Concord Fire Department to ensure that safety regulations are met. Please call for additional information and/or check with your town officials to determine what is required.

Does Concord Hospital provide event insurance?

If you are planning an event where there are potential risks to the safety of your organizers, volunteers or participants, such as sporting events or events involving the consumption of alcohol, or if the event is being held in a public place such as a shopping mall or sporting venue, additional insurance is required.

If a motor vehicle is going to be used, the individual operating the vehicle must have his or her own insurance. Please call our office for more details.

Information about receipting

The Hospital can issue tax receipts only to those individuals or organizations that make a donation without receiving any product or tangible item in return. Purchases of raffle tickets, admission tickets, greens fees and goods are NOT eligible for a tax receipt.

Working with Volunteers

Why People Volunteer

- *To make a difference
- *To learn new skills'
- *To meet new people
- *To be involved with important work
- *To grow in leadership abilities
- *To bring personal satisfaction

Volunteers' Interests and Needs

- *To be where the action is
- *To assist on short-term projects
- *To get results
- *To have their time and talent used wisely
- *To be given meaningful and interesting work
- *To be given feedback and support on their efforts
- *To be thanked

Effective Volunteers

- *Are committed to the organization
- *Are interested in the project
- *Have skills to offer
- *Have time to share

How to Work with Volunteers

Recruit with integrity

- Match the right volunteer to the right job
- Be honest about needs, expectations and time commitment

Train to do the job

- Overview/orientation
- Job description or position need
- Access to tools to assist

Offer support and encouragement

- Schedule feedback points
- Share problem-solving
- Be there to listen

Empower

- Share the decision making
- Ask for input
- Allow to make a difference
- Have fun!

Evaluate and recognize

- Formal feedback session – i.e. wrap up celebration
- Say thank you – again, again and again
- Re-engage and recommit

Fundraising Ideas

1. **\$10 Quarter Rolls** - Attach an empty \$10 quarter roll to every Employee's check on payday and ask them if they would turn it back in to Concord Hospital (CH) when they fill it up.
2. **Pie in the Eye** - Auction off pies (made of a thin paper plate and whipped cream) to be thrown at individuals in your store. Managers make good targets.
3. **Silly String Shoot Out** - Auction off cans of silly string to be sprayed at managers.
4. **Rootbeer Floats** - Sell rootbeer or Coke floats for \$2. Fairly low cost with a minimal number of volunteers needed.
5. **Stroll-A-Thon** - Participants push the strollers several miles to Concord Hospital. Pledges are collected for every mile they walk. After a certain number of miles, other participants meet the walkers to take over the walk.
6. **Potluck Meals** - Employees prepare a potluck dish for breakfast, lunch or supper. Each employee pays to eat. This could be done on a weekly basis.
7. **Easter Egg Draw** - Fill some Easter eggs with prizes. Leave the rest empty. Put them in a big bin for \$1 chance to draw.
8. **Softball Game** - Set up teams within your store/club or challenge another store/club team. Charge an entry fee to play. The winning team donates the winnings in their name to Concord Hospital.
9. **Arts & Crafts Show** - Lease parking lot spaces to craft vendors to sell arts and crafts.
10. **Quarter Mile** - Collect enough quarters to stretch them a quarter mile through a store or parking lot. You can try to do this for a mile as well!
11. **Jail Bail** - Involve the local police department. The prisoner must raise a predetermined amount of money before they can get out of jail.
12. **Rent A Manager** - Employees donate to which manager they would like to do a specific job for one hour. (Managers must be willing). Employees can do this as a group.
13. **Silly Hat** - Pass the silly hat around the store from one Employee to the next. They must raise a predetermined amount of money to pass the hat on to the next person of their choice.
14. **Silly Vest** - Same format as the Silly Hat, but decorate a vest instead.
15. **Good to the Last Drop** - If you have a coffee machine sell "good to the last drop" buttons for \$5.00 with proceeds benefiting Concord Hospital. Purchasers get free coffee for one month and could be entered in a drawing.
16. **Teddy Bear Auction** - Using a variety of teddy bears (different shapes, sizes and color) have the talented/crafty Employees in your store/club each decorate a bear. Display all of the bears in one location and take silent bids on the bears. Or let each department create its own bear and offer a prize to the department whose bear sells for the highest dollars.
17. **Buck-a-Pound** - Participants pay \$1 for every pound lost and \$2 for every pound gained in weekly weigh-ins.
18. **I Won't Come Down Until...** - An Employee sits on the roof (preferably your manager!) until a certain amount of funds are raised. This is also a great opportunity for local celebrities to get involved with Concord Hospital.
19. **Kiss a Pig** - Twelve to fifteen candidates are chosen from the community to be put on a ballot. The ballot is disbursed to the community so people can vote, at one dollar per vote, for a person they would most like to see kiss a pig live on the telethon. Candidates should campaign hard for the honor of kissing a pig.
20. **Kid-For-A-Night** - This affair requires play clothes, kids "dress up" clothes, sports wear, etc. Adults drink a magic potion that releases them of grown-up responsibilities and returns them to their

childhood. Guests are taken to a "playground" to shoot baskets, finger paint, play miniature golf, compete in tricycle races, play arcade games, learn to lasso from a real cowboy, go fishing and visit the principal's office. Theme kids dinner might be served consisting of fish sticks, macaroni and cheese, ice cream and brownies. A silent auction featuring fun items for children may be offered.

21. **Baking Contests** - Collect entry fees for the contest. Have people make donations for votes and award prizes to the top "baker."
22. **Manager in the Doghouse** - Put your manager, boss, etc. in a doghouse until his or her goal is met.
23. **Bachelor and/or Bachelorette Bid Dinner and Auction** - Features participants who agree to accompany the highest bidder on a date. Get local restaurants to donate dinner.
24. **Kids Depot** - A small shop designed like a train where children can shop privately for their family, friends and teachers. Prices are less than \$5 and all gift items are wrapped FREE. Do the local community and Employees donate crafts and gifts to the shop?
25. **Fairy Godmothers** - Dress women (or men) up to look like a fairy and have them go around collecting money to grant wishes of good health.
26. **Progressive Hors d'oeuvres Gala** - an evening of hors d'oeuvres at two prominent homes in the community and a third one for dessert. The homes should be within walking distance of each other.
27. **Celebrity Baggers** - Invite local celebrities in the community (mayor, businessmen, local TV and radio personalities, etc.) to bag items and receive tips for Concord Hospital. Tips are donated to Concord Hospital.
28. **Pass-a-Pig** - Deliver a pig to prominent community leaders. The person must pay \$25 or keep the pig. If they choose to pay they can also send the pig to someone else. Start out with a piglet because as you do this, the pig becomes very big. You'll need a wagon to deliver the pig.
29. **Cow Patty Bingo** - Mark squares on the local football field. Sell chances on where people think the cow might relieve itself. Make this an annual community event. Sell tickets to watch for \$1. Whoever's square gets the patty will win 1/2 of the lot.
30. **Bed Pan Race** - Teams pay an admission to enter. The teams relay race around an obstacle course with the bedpan of water. The team to finish with the most water still in the pan wins a prize or trophy.
31. **Male Beauty Contest** - The male management team dress up in pageant attire. A beauty contest is held, whereby the manager that receives the most votes (\$1 per vote) wins the pageant.
32. **Shaved Head or Mustache** - The manager challenges the Employees to raise a predetermined amount of money. If the Employees succeed, the manager must shave their head or mustache.
33. **Ugly Kn**
34. **ees Contest** - Photos are taken of the participants' knees. The participant to receive the most votes (\$1 per vote) "wins" the contest. Choose prominent community leaders.
35. **Guess Who's Coming To Dinner** - One location challenges another location. The location that raises the most funds will win a prepared dinner for all Employees from the losing location.
36. **Chicken Legs** - Photos are taken of the participants' legs. The participant to receive the most votes (\$1 per vote) "wins" the contest. Choose prominent community leaders.
37. **Trike Race** - Adults race tricycles. Get prominent community leaders to participate. Have them wear funny costumes and come up with funny names. Have people place their bids with half going to them and half to Concord Hospital.
38. **Baby Photo Contest** - Have managers and other Employees display their baby pictures around your location, and let customers vote for 25 cents each for the cutest.
39. **Counting On You** - Fundraisers featuring counting. Count jelly beans, paper clips, marbles, coins, M&Ms, etc. Participants pay to enter the counting contests and the winner gets a prize.

40. **Nintendo or Playstation Championship** - Kids compete in age groups. \$3 entry fee. Prizes for top three winners in each age group.
41. **Grab Bag** - Donated items/prizes are written on individual pieces of paper and are put in a bag, fish bowl, etc., along with an equal number of pieces marked "Thanks for Helping Us!" Sell chances for \$1 or more based on prize values.
42. **Treasure Hunt** - Sell daily clues to a mystery location where a treasure is hidden. The first person to guess the location wins the treasure.
43. **Rush to Crush Grape Stomp** - Two person teams compete against each other to crush the greatest amount of grapes. It all takes place in a half-barrel. Points are earned for the most original and creative stomping style. Gold, silver, and bronze medals are given to winners of each heat. Heats take place hourly. At the end of the heats, grand prizewinner are announced and awarded trophies.
44. **Leisure Day** - Have Employees pay \$1 to have a day to dress as they choose. Blue jeans, t-shirts, etc.
45. **Miracle Meals** - Create a combination of items from the snack bar at your location, that when purchased together will contribute \$1 to Concord Hospital.
46. **Pancake Breakfast** – Host a public breakfast, charging a set fee for the meal.
47. **Magic Show, Great for kids** – Charge \$3.00 per child for a special show.
48. **Picture with Santa, Easter Bunny, Buddy Bear, etc.** – Charge \$5.00 per shot. This is a great deal because most malls charge \$10 and up.
49. **Easter Egg Hunt** – Charge \$1.00 entry fee for each child.
50. **Carnivals** - Hold a carnival in a parking lot. Provide games, entertainment, etc with all proceeds benefiting Concord Hospital.
51. **Rock A Thon** – Each participant gets pledges, and dances the night away. Set a per person minimum (like \$50) to participant. Offer prizes for top funds raised, best beat, best moves, etc.
52. **Bowl A Thon** - Each participant gets pledges, and dances the night away. Set a per person minimum (like \$50) to participant. Have separate levels of prizes. Example: raise \$50 get a T-shirt, Raise \$100, get a sweatshirt, etc.
53. **Theme Parties** (Super Bowl, Music Awards, Academy Awards, Mardi Gras, etc.) – Charge a ticket fee.
54. **Auctions** – gather a number of donated items and hold a live or silent auction. The more items you have, the more money you will make.
55. **Scavenger Hunt** – Team gets pledges to participate. The team who finds all of the clues first wins the grand prize. Have first, second & third place prizes, and a token gift for each participant.
56. **Spirit Chains** – Each homeroom at your school sells paper links for 10 cents. The links are assembled together in giant chain. Use school colors. Homerooms compete for “Most Spirit.” Provide incentives for winning homeroom.
57. **Sell messages in school papers or company newsletters** – Everyone loves to add special tidbits for everyone to see. Parents may want to wish son/daughter a happy birthday. Students may want to put in a funny photo. Co – workers might use the space to advertise items for sale or thank someone for a job well done.
58. **Penny Drives** – Have some sort of huge container that students could watch fill with pennies. Counting exercises could be incorporated for younger grades.
59. **Chinese Auction** – Hold the event at a local school or hall. Gather between 50-100 items. Sell tickets for \$1.00 each or 6 for \$5.00. The purchaser can choose which items they want to “take a chance at” and place a ticket in that jar.
60. **Holiday Balloons** – Sell helium balloons for \$1 in the color to match the holiday (red & green for Christmas). Get some small prizes donated (sodas, movie tickets, etc.) Tie notes on the string of each balloon. Some of the balloons will be marked “You Won” and others with “Thanks for making the difference.”

61. **Bake Sale** – Collect baked goods and hold the event at your store, sporting event or office.
62. **Bottle Drive** – Place a box near the soda machines for returnables. Hold a neighborhood bottle drive or place a container at the local redemption center for donation.
63. **Gift Wrapping** – During holidays (Christmas, Easter, Mothers Day, Father’s Day, etc.) set up a gift-wrapping table. Charge a set fee or take donations.
64. **Kisses for Kids** – Sell small bags of Hershey Kisses (8-10 pieces in each) for \$1.00 with a note card attached (Cards available from Concord Hospital Philanthropy Office)
65. **Coin Canister** – Set up festive canisters at all of your registers for customers to place change into. You’ll be amazed how fast this adds up.
66. **Amusement Park Tickets** – Make arrangements with local amusement parks for a portion of the ticket sales for a day to go to Concord Hospital, or to purchase them at a discount.
67. **Wishing Well** – Nobody can resist dropping a quarter or two into a wishing well.

**Have Other Ideas?
Tell Us! Talk to Us!
Send them to:**

*Concord Hospital Trust, 250 Pleasant Street,
Concord, NH 03301 • phone (603) 227-7000 extension 3076 • fax (603) 228-7026*

Concord Hospital Trust

External Event Proposal Form

Please print and complete all applicable questions to the best of your ability.

General Information

Contact Name: _____ Date: _____

Company/Group Name: _____ Phone: _____

Mailing Address: _____ E-mail: _____

Event Information

Name of Event and brief description of how it will be run (attach additional sheet if needed):

Location of proposed Event (location, city and state): _____

Date and Time of Event: _____ Admission fee to Event: \$ _____

Anticipated Participants/Audience: _____

NOTE: Due to State of New Hampshire regulations, the following events require a permit:

- *Raffles*
- *Casino Nights*

Does your event require a permit? YES NO

Do you and/or your group agree that Concord Hospital Trust will receive all revenues within 30 days of the event?
 YES NO

Do you and/or your group understand and agree that Concord Hospital Trust staff must approve ALL publicity for your event prior to being released, printed, advertised, etc.? YES NO

I HAVE COMPLETED THE ABOVE INFORMATION TO THE BEST OF MY KNOWLEDGE, AND AGREE TO ABIDE BY ALL THE EVENT TERMS AND CONDITIONS ATTACHED TO THIS FORM.

Signature of applicant

Date

For office use only. Date Approved: _____	Approved By: _____
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THANK YOU FOR YOUR SUPPORT!

Return completed form to: *Concord Hospital Trust, 250 Pleasant Street, Concord, NH 03301*
 • Phone (603) 227-7000 extension 3076 • fax (603) 228-7026