

Toolkit for Hosting a Community Event



Mt. Washington
Pediatric Hospital

Where Children Go to Heal and Grow

1708 West Rogers Avenue
Baltimore, MD 21209
mwph.org

Thank You



for your interest in raising funds for Mt. Washington Pediatric Hospital (MWPH). We greatly appreciate your philanthropic support of MWPH's mission to maximize the health and independence of our patients through comprehensive and integrated health care services. MWPH is able to offer top-quality care in a homelike environment due in part to financial donations from people like you.

Your support will help MWPH continue to provide excellent care and treatment for children, as well as offer amenities to support the entire family. MWPH is a non-profit organization that solicits private, tax-deductible contributions for programs and services provided at MWPH.

Your community event could help support the most urgent needs of the hospital including medical equipment, toys and books, technology and the enhancement of the health and well being of our patients and their families.

In this toolkit you will find information about hosting and planning your event. We hope that you find this toolkit helpful.

Please contact the Development office if you have any questions.

Sincerely,

A handwritten signature in teal ink that reads "Jill Feinberg". The signature is fluid and cursive.

Jill Feinberg

Vice President Development and External Affairs

Questions? Call 410-578-5315.

Guide to Hosting an Event to Benefit MWPH

Below are tips to assist you and your committee in planning your event. These tips should be used in addition to the guidelines outlined in this toolkit. Once your event is approved, additional materials will be sent.

First steps

- Evaluate your time and the strengths of your planning committee to determine an appropriate event
- Brainstorm and begin formulating goals

Define event concepts

- Determine the type of event you will be executing
- Determine the planning committee
- Identify event specifics, such as date, time, and location
- Define event audience

Gain approval

- Review this entire toolkit, paying special attention to the financial and promotional guidelines
- Submit the third party event proposal form at least 7-10 days in advance of your event date

Details

- Create a fundraising plan with a goal and budget
- Establish a timeline to know when important tasks should be completed
- Secure volunteers and participants for your event

Execution

- Promote and publicize your event and/or mail invitations
- Review fundraising plan, budget, timeline, and volunteer/vendor tasks
- Enjoy the event; make sure to congratulate and thank everyone involved

Follow up

- Submit funds to MWPH within 30 days of the event
- Provide list of supporters and donors (spreadsheet preferred) to MWPH
- Acknowledge and thank your donors, participants, volunteers, and all who contributed



Thank You for Your Support!

How We Can Help

In order to ensure that your event will be successful, MWPH can provide assistance to guide you in your fundraising efforts. Upon approval of your proposal, MWPH will generally be able to provide:

- Assistance in directing contributions toward areas of special interest or areas of need within MWPH
- A letter of authorization to validate the authenticity of the event and its organizers
- Permission and access to MWPH logo and guidelines
- Promotion for your event on the MWPH.org event page (time and space permitting)

Because of limited staff and resources, and to not associate liability to MWPH, we are unable to support all your fundraising efforts. We appreciate your gift of time and talent to help expand our fundraising efforts.

We cannot offer support as follows:

- Handle securing a proper venue or other services
- Share MWPH's mailing lists including donors, board members, employees, physicians, volunteers, vendors or patients
- Guarantee to promote and/or generate publicity on your behalf, nor provide photos to be used on promotional materials
- Provide funding or secure sponsorships
- Guarantee attendance of staff, physicians, or patients at your event, including subsequent check presentations or photo opportunities with staff or patients

Disclaimer: MWPH reserves the right to adjust the contents of this packet to meet the individual event circumstances. Those situations are evaluated internally and done so on a case-by-case basis. It is expected that unless otherwise approved, all third-party events will adhere to the guidelines outlined in this packet.



Questions? Call 410-578-5315.

Logo Options

The logos on this page are those available for use by approved third party events. The logos are to be used as is and cannot be altered in any way. All materials using the MWPH logo must be reviewed

and approved prior to use. Once your event is approved, you may request the logo and the graphic standards guidelines. These logos provided below cannot be copied or otherwise used.



Mt. Washington
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Where Children Go to Heal and Grow

An affiliate of University of Maryland Medical System and Johns Hopkins Medicine



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Publicizing Your Event



This section will give you tips and tools to help maximize the publicity of your event using communications channels.

All media and print materials must be reviewed and approved by MWPH prior to distribution.

Create a timeline to maximize publicity

A timeline is important in planning a publicity strategy for your event. Keep this timeline in mind as you put together your publicity plan:

- ▶ **3–4 months before your event:**
 - Identify your target audience based on demographics, interests and locations and develop a targeted media list (newspapers, radio stations, social media, etc.)
- ▶ **4–6 weeks before your event:**
 - Distribute media materials (i.e. media alert, Facebook posts)
- ▶ **2 weeks before your event:**
 - Make follow up calls and send emails to media who received the information
- ▶ **1–2 days before your event:**
 - Email and/or fax a media alert with the basic information about your event (who, what, when, where and why) to the TV news assignment desks and photo desks at the daily newspapers

Boilerplate Language

Please use this to help educate participants about MWPH:

Who We Are

Mt. Washington Pediatric Hospital provides family-focused, integrated care to children with serious, chronic or complex medical needs. Since 1922, the hospital has helped children heal from illness and injury, and now treats nearly 9,000 patients each year.

The 102-bed hospital is a jointly owned affiliate of the University of Maryland Medical System and Johns Hopkins Medicine and has locations in Baltimore City, Prince George's County and in the community. For more information, please visit mwph.org.



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Notes on Photography

Photos are a great way to capture your event, whether to share with family, friends or the media. Below are some tips on how to capture those special moments at your fundraiser:

- DO try to take candid shots that capture various aspects of your fundraiser
- DO write out a targeted shot list in advance to make sure you get photos of everything and everyone you want
- DO try to include kids in the photos if applicable (With consent from their parents)
- DO capture images of your corporate sponsors, if applicable
- DO send your photos to MWPH. We are always looking for committed supporters to highlight in our publications and on our website
- DON'T try to include too many people in one photo. Generally, three or four people in a photo makes the best publicity shot
- DON'T forget to take close up shots



Thank You for Your Support!

Media Alert Template

[Your logo here]

MEDIA ADVISORY

Contact: Event Lead
Contact: Phone number

NAME OF EVENT:

WHEN: (Event date and time)

WHERE: (Event location including where to park for media)

WHO: (Number of people expected to attend. List any VIPs or speakers)

WHAT: (Description of this event including fundraising goals and support of MWPH)

RSVP: (Event organizer)

ABOUT YOUR ORGANIZATION

Insert content

About Mt. Washington Pediatric Hospital: Where Children Go to Heal and Grow

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