WELCOME AND THANK YOU

Whether you are grateful for the care you or your family has received from Michigan Medicine or you’re passionate about curing a disease that has affected a friend, now is the time to help create the future of health care by hosting a fundraising event.

Community fundraising makes a significant difference in the lives of our patients and families every day. Whether you are interested in having a bake sale, organizing a 5k walk or run, or hosting a golf outing, you can help restore hope in the lives of our patients by supporting groundbreaking research and clinical care, and training the next generation’s top physicians.

We appreciate your support and look forward to partnering with you!

Michigan Medicine Office of Development
Attn: Community Fundraising
1000 Oakbrook Drive, Suite 100
Ann Arbor, MI 48104
fundraise@umich.edu
GETTING STARTED

Step 1: Choose the area you would like to support
There are many areas within Michigan Medicine that could use your help to support the greatest needs of our patients and families. For a list of all the programs you can support, please visit our Leaders & Best website. Please contact the Community Fundraising team at fundraise@umich.edu, and they will assist you through the entire fundraising process.

Step 2: Recruit a team
Recruit family and friends to help with the planning, organization, and promotion of your event. Reach out to local businesses for goods, services, and monetary donations. The more people and organizations you can recruit to help, the more successful your event will be!

Step 3: Choose the best type of community fundraising event for your team
Choose an event that aligns well with your interests and goals. Your event should fit the scope, talents, and time availability of you and your planning committee. Examples include:

- 5k Race or Walk
- Jewelry or Art Sale
- Bake Sale
- Birthday or Anniversary Party
- Car Wash
- Game Night
- Garage Sale
- Golf Outing
- Promotional Item Sale
- Sports Tournament

Step 4: Determine your budget
Determine your budget before securing your date and location. By establishing your financial goals early on, you will be able to set realistic revenue and expense projections. We recommend keeping fundraising expenses below 25% of the total revenue to help you raise the most money possible, but we recognize that some events are costlier to host and might still be a good fit for your fundraising goals. Please note that Michigan Medicine is unable to reimburse for expenses, and recommends that you recoup expenses from the funds raised if you are unable to underwrite the costs yourself.
Step 5: Choose a date and location
Choose a time of year and venue that best fit your event and budget. Remember to factor in weather conditions, major holidays, and location availability.

Step 6: Complete an event submission form
Visit https://umich.formstack.com/forms/share_event to submit your event. This will give the Michigan Medicine staff all of the information we need to best support your activities and help you be successful, as well as give you the option to add your event to the master calendar published on our website.

Step 7: Create a timeline outlining specific tasks and projects
Create a timeline with specific tasks and projects that need to be completed before the date of your event. This will ensure every detail is taken care of before your event. Examples of tasks to consider:

- Book a venue, catering, audio/visual, entertainment, photographer, etc.
- Identify your audience and create a guest list of all those you want to invite
- Design and print event materials like invitations, sponsorship packets and posters
- Develop a promotion plan using media releases, events calendars, and social media
Step 8: Spread the word

The promotion of your event can be extremely helpful for driving attendance and raising funds for your cause. Consider using Facebook, Twitter and Instagram — these are easy and inexpensive ways to effectively spread the word about your event! Unfortunately, Michigan Medicine is unable to use our social media accounts to promote community fundraising events.

- Use a common hashtag in your posts
  - #GoPinkforBreastCancer
  - #BlockOutCancer
  - #UMSaveAHeart
  - #LittleVictors
  - #MichiganMedicine
  - #MottChildren
- Tag U-M department accounts in your posts
  - @UMichMedicine (Michigan Medicine)
  - @MottChildren (U-M C.S. Mott Children’s Hospital)
  - @RogelCancerCenter (U-M Rogel Cancer Center)
  - @UniversityofMichiganCardiovascularCenter (U-M Frankel Cardiovascular Center)
  - @UniversityofMichiganMedicalSchool (U-M Medical School)
  - @KelloggEyeCenter (U-M W.K. Kellogg Eye Center)
  - @UniversityofMichiganDepressionCenter (U-M Depression Center)
- Other Best Practices
  - Ask family members, and friends to share information about your event.
  - Be sure to post on Facebook in the evening to maximize views (around 8 p.m.). During the day, Facebook traffic is highest between 1 p.m. and 3 p.m.
  - If you run out of character space when including Twitter handles, try tagging related organizations’ pages in a photo in your tweets. (After you upload an image, click “Who’s in this photo?”).
  - When tweeting, post between 11 a.m. and 1 p.m. to ensure the best reach.
  - Be sure to include the appropriate link when asking for donations
  - Tweet and/or post to Facebook and Instagram while at your event to document your experience and encourage friends and followers to attend future events. Posting live creates the best engagement.
Step 9: Process your event revenue
All checks should be payable to “Regents of the University of Michigan.” If expenses need to be recouped by the event organizer, please send one lump sum check for the remaining proceeds. All checks should be sent via certified mail or hand-delivered within 45 days of the event*. Please include the event name and beneficiary fund in the memo line and send checks to the address at the bottom of this page.

For online and credit card revenue, your Michigan Medicine staff partner can discuss the various options with you.

Step 10: Express your gratitude
After the completion of your event, expressing gratitude to your supporters is key to creating a lasting partnership for future support. Be sure to thank your volunteers, participants, and donors for being victors for medicine.

Step 11: Have fun!
Our experienced staff is committed to helping make the process of planning an event fun and rewarding. We will provide you with guidance and support every step of the way.

*Please see Frequently Asked Questions for information on tax receipting
Frequently Asked Questions

What is a Michigan Medicine community fundraising event?
A community fundraising event is an independent event hosted by an individual or organization in the community with proceeds benefiting an area of Michigan Medicine.

How much of my donation goes to support the mission?
100% of your donation goes to the fund(s) that you designate.

Can I designate part of the proceeds from my event to another organization?
Yes. If there is more than one beneficiary, please clearly state the percentage of the proceeds that will benefit Michigan Medicine on all advertising, promotional and print materials.

What kind of support can I expect from Michigan Medicine staff?
We are here to help you be successful! Our community fundraising team can:

- Provide helpful guidance based on experience from 100+ annual fundraising events
- Share Michigan Medicine logos to include in your promotional materials
  - You may not use any Michigan Medicine logo without approval. Please contact us to secure the proper logo and usage guidelines.
- Provide a letter of support that highlights your intent to donate to Michigan Medicine
- Offer online giving options*
- Publicize the event on our online community fundraising calendar
- Provide Michigan Medicine-branded event decorations (banners, tablecloths, etc.) and giveaway items (keychains, hand lotions, etc.)*
- Share further information about your cause to help you educate your supporters

*Some limitations apply

There are a few areas that require exclusive management by event hosts. Michigan Medicine staff are not able to provide event management services or insurance, help boost event attendance, or provide silent auction/raffle items. For more information on U-M Athletic Department donation requests, visit: https://mgoblue.com/sports/2017/6/16/community-donations-html.aspx
Does the Michigan Medicine tax-exempt status apply to my event?
Unfortunately, your event is not being hosted by Michigan Medicine, so you will not be able to use our IRS 501 (c)(3) tax-exempt status, charitable classification, or tax ID number. However, if a business makes a donation directly to Michigan Medicine for the event and would like the tax-exempt number for tax purposes or to verify the tax status of Michigan Medicine, we’ll provide the information to the business upon request.

When will Michigan Medicine receipt individual donors?
The University of Michigan will receipt donations made payable directly to the Regents of the University of Michigan. The amount receipted is based on the following.

1. If a donation is made directly to the Regents of the University of Michigan, either by cash*, check, or credit card, and no goods or services are received, then the University of Michigan will receipt the full amount.

2. If a donation is made directly to the Regents of the University of Michigan, either by cash*, check, or credit card, and goods or services are received, such as registration, auction items, T-shirts, or meals, then the University of Michigan must be made aware of the fair market value**. The Regents of the University of Michigan will receipt individuals for the donation made beyond the fair market value. If the fair market value is greater than the donation, no receipt will be provided.

3. If the event organizer recoups expenses from the event proceeds and sends one lump sum check, the University of Michigan is unable to provide individual tax receipts.

*If a cash donation is made, donor name and full mailing address must be provided in order to properly receipt.

**Fair market value, as defined by the IRS, is “the price that property would sell for on the open market. It is the price that would be agreed on between a willing buyer and willing seller, with neither being required to act, and both having reasonable knowledge of the relevant facts.” For example, a nonprofit purchasing a gallon of milk can check pricing with a local grocery store to determine what the market is willing to pay for a gallon of milk.