



# THIRD-PARTY FUNDRAISING

## Toolkit



SCHOOL OF MEDICINE  
**CASE WESTERN RESERVE**  
UNIVERSITY

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# WELCOME

Dear Friends,

Thank you for your interest in hosting a third-party fundraiser for Case Western Reserve University School of Medicine. Friends like you make it possible for the School to advance education and research on our campus. These substantial contributions motivate our students, inspire our faculty and hearten our entire university community.

The School of Medicine receives many requests throughout the year from individuals, organizations and businesses volunteering to host third-party fundraisers with proceeds and donations benefiting our programs. Due to our limited resources, we must carefully consider our level of involvement with these requests. We appreciate that each fundraiser request be made at least three months before the fundraiser start date so that we can give you proper recognition, make sure your expectations are met and provide additional support. We base our level of involvement on your fundraising goal and request that each fundraiser raise a minimum of \$1,000.

Enclosed you will find our third-party policies and procedures, application, as well as some recommended best practices in making your fundraiser a success. We look forward to our hosts "thinking beyond the possible" in creating a fun, creative and unique fundraiser. Once you formulate your idea, complete the application and sign the agreement, the School of Medicine will review your request and contact you with our decision.

Case Western Reserve University is a charitable, non-profit organization. The School of Medicine's mission is three-fold: providing excellence in medical education through our unique curriculum, advancing discoveries from our laboratories to patients and improving the health of our community.

Again, we greatly appreciate your request for support of your third-party fundraiser. Your efforts help us remain at the forefront of medical education with a dedication to enhancing human health, and continue to be a leader and innovator in healthcare education and biomedical research.

Sincerely,

Jamie J. Clay  
Senior Director, Strategic Events



# OVERVIEW

## What is third-party fundraising?

Third-party fundraising is any type of fundraising event or campaign conducted by an individual, group, or organization where Case Western Reserve University School of Medicine is the beneficiary. Typically our hosts focus on the three types of fundraisers listed below; however, we welcome any fundraising initiative. These fundraisers can occur on or off campus and beyond Cleveland.

**CHALLENGE EVENTS**  
turn existing high-profile events, like marathons, into fundraisers.

**TICKETED EVENTS**  
are registration-based events, such as a wine tasting or 5k race.

**CAMPAIGNS**  
allow the donor to creatively fundraise on their own time without an event.

## Who can conduct a fundraiser on behalf of the School of Medicine?

Individuals, organizations, businesses, student groups and campus departments can independently fundraise for the School of Medicine. Anyone can apply to host a third-party fundraiser to support the areas of greatest need or a specific program or cause of your choice.

## How will this toolkit help me?

This toolkit was designed to make your third-party fundraising planning as easy as possible. From setting a fundraising goal, creating a timeline and budget, to organizing and publicizing your event, this toolkit will guide you in becoming a successful fundraiser for the School of Medicine.

## Where will my donation go?

There are many programs, departments and institutes at the School of Medicine that your donation can support. If you have a passion for a specific area, we will work with you to ensure your donation goes directly to that area. If you would like a list of funding priorities at the School of Medicine, please contact us.

## What is the application process?

If you are interested in hosting a third-party fundraiser on behalf of the School of Medicine, please read and review the toolkit before completing the application form and be as specific as possible when completing the form. A request must be received at least three months prior to the beginning of the proposed fundraiser. Once approved, you will receive a signed agreement and letter of authorization.

## Do I need to create a 501(c)3 organization to host a fundraiser?

No. Anyone can host a fundraiser for the School of Medicine with prior approval. With the letter of authorization our employer identification number (EIN) will be included along with your intent to raise funds on our behalf.

## Can I use Case Western Reserve University's insurance for my fundraiser?

Because the university does not have direct involvement with running your event, it cannot provide insurance for third-party events. The event organizer is responsible for obtaining any necessary insurance.

## Can I solicit anyone for a donation for my fundraiser?

If you are planning to solicit companies or organizations to get donations or sponsorship for your event, please provide us in advance with a list of who you plan to approach as we might already have a relationship with them.

## Will donors get a charitable gift receipt?

Case Western Reserve University will issue gift receipts for checks made out to CWRU School of Medicine and delivered to us. We can also issue gift receipts for cash donations delivered to us with sufficient documentation to verify the amount donated and the donor's contact information. Gift receipts for in-kind donations are subject to review and approval by Case Western Reserve University and require submission of our in-kind donation form. All checks, cash (with receipts) and in-kind donation forms should be delivered to the Strategic Events Office. Please have checks made out to CWRU School of Medicine with the fundraiser notated in the memo.

## Can the School of Medicine reimburse me for fundraiser expenses?

No, the School cannot refund you for your expenses. As described above, a gift receipt for in-kind contributions or your out-of-pocket expenses requires submission of our in-kind donation form (with receipts for any out-of-pocket expenses), and is subject to review and approval by CWRU.

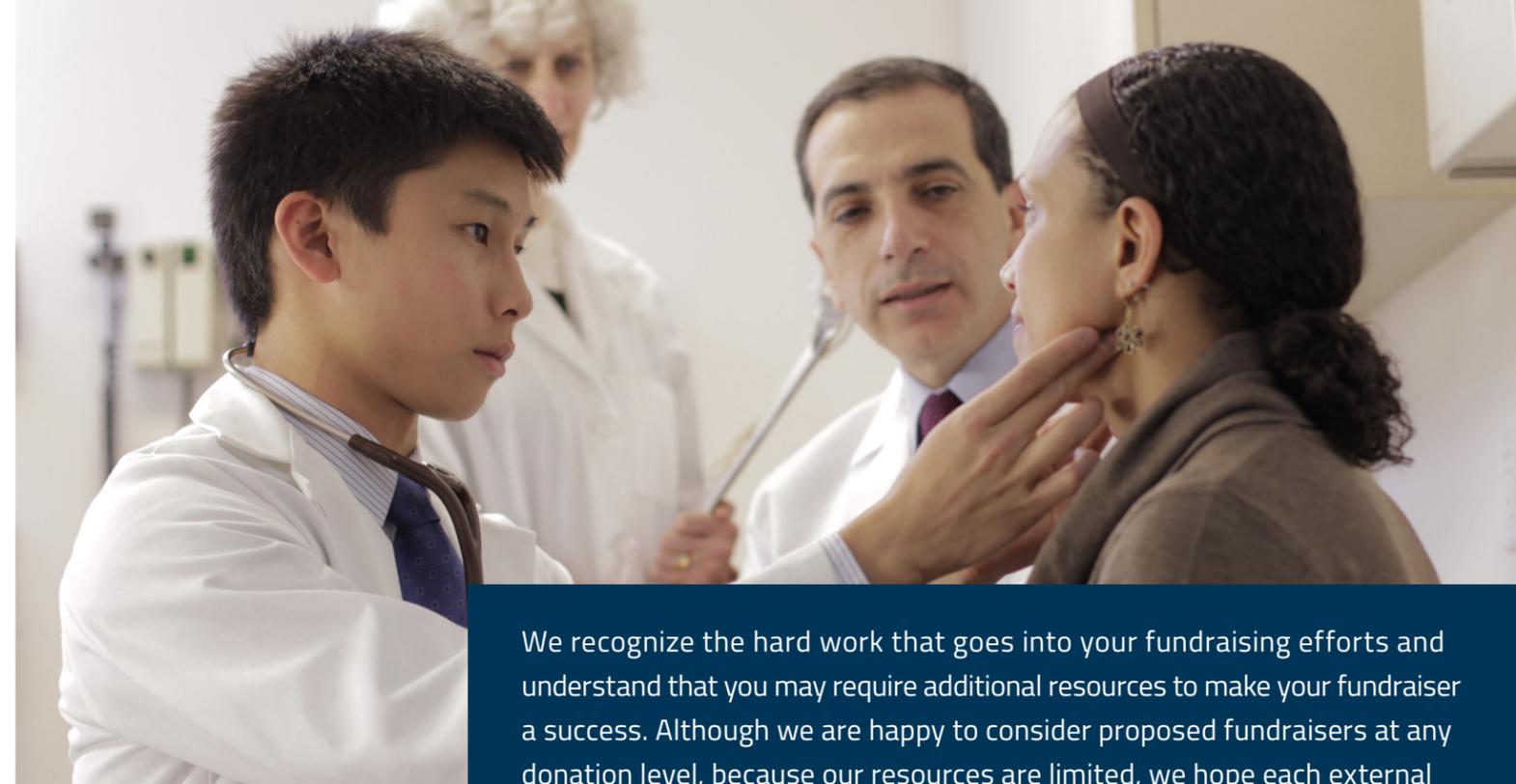
## Will the School of Medicine provide thank you letters to donors?

We will provide thank you letters to sponsors and, subject to the guidance above, charitable tax receipts to event sponsors, charitable donors and in-kind donors. We suggest event organizers send thank you letters to anyone else involved with your fundraiser.



# GUIDELINES

The following guidelines, resources and planning timeline are provided to ensure that you are aware of your responsibilities, potential needs or issues regarding your fundraiser and ways we are able to assist you with your efforts. We request that each fundraiser raise a minimum of \$1,000 and base our level of involvement on your fundraising goal.



We recognize the hard work that goes into your fundraising efforts and understand that you may require additional resources to make your fundraiser a success. Although we are happy to consider proposed fundraisers at any donation level, because our resources are limited, we hope each external fundraiser benefiting the School of Medicine will raise at least \$1,000.

## How can the School of Medicine help me with my fundraiser?

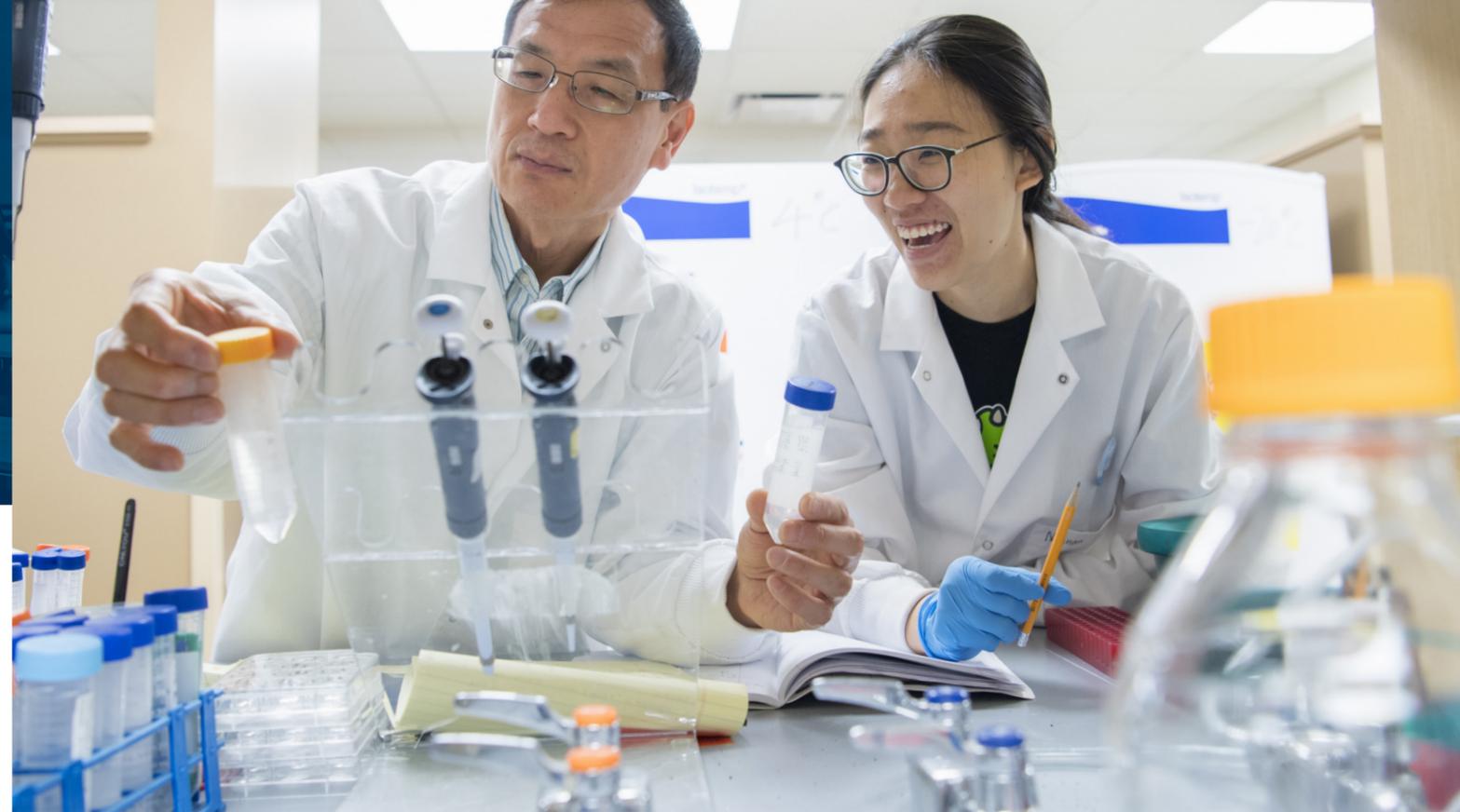
- Provide consultation on your concept and advice on planning
- Provide attendee, budget, and donation tracking worksheets
- Provide a letter of authorization
- Provide and approve use of our logo and brand standards
- Help you select an area of need at the School
- Provide you with branded giveaway items
- Create event registration site using Eventbrite
- Provide material support when it is available
- Provide publicity to the School of Medicine community
- Provide limited external publicity (press releases, online event calendars)
- Provide tax receipts to monetary and in-kind donors
- Provide thank you letters to event sponsors
- Provide limited leadership, staff and volunteers

## What are some services that the School of Medicine is not able to provide?

- Insurance or liability coverage
- Mailing list of donors and/or vendors
- School of Medicine letterhead
- Funding or reimbursement for personal expenses
- Purchase for or payment of any invoices needed to execute the event
- Creating marketing materials to publicize the fundraiser
- Printing of materials to promote and/or execute the fundraiser
- Guaranteed publicity beyond the School of Medicine community (newspaper, radio, television)
- Guaranteed attendance of School staff, faculty or students
- Assure ticket sales, monetary donations or in-kind donations

<b>\$1,000+</b>	<ul style="list-style-type: none"> <li>▪ Initial consultation on your concept and advice on planning</li> <li>▪ Letter of authorization</li> </ul>	<ul style="list-style-type: none"> <li>▪ Use of our logo and brand standards</li> <li>▪ Event registration site using Eventbrite</li> </ul>	<ul style="list-style-type: none"> <li>▪ Publicity to the School of Medicine community</li> <li>▪ Tax receipts to monetary and in-kind donors</li> </ul>
<b>\$2,500+</b>	<ul style="list-style-type: none"> <li>▪ All of the above</li> <li>▪ Branded giveaway items</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thank you letters to event sponsors</li> </ul>	<ul style="list-style-type: none"> <li>▪ Attendee tracking worksheet</li> </ul>
<b>\$5,000+</b>	<ul style="list-style-type: none"> <li>▪ All of the above</li> <li>▪ Budget and donation worksheet</li> </ul>	<ul style="list-style-type: none"> <li>▪ Limited staff and volunteers</li> <li>▪ Material support when it is available</li> </ul>	<ul style="list-style-type: none"> <li>▪ Up to one email to targeted School of Medicine donor list</li> </ul>
<b>\$10,000+</b>	<ul style="list-style-type: none"> <li>▪ All of the above</li> <li>▪ School of Medicine, institute, or department leadership to speak at event</li> </ul>	<ul style="list-style-type: none"> <li>▪ Monthly consultation on your fundraiser</li> <li>▪ Up to two emails to targeted School of Medicine donor list</li> </ul>	<ul style="list-style-type: none"> <li>▪ Limited external publicity (press releases, online event calendars)</li> </ul>
<b>\$20,000+</b>	<ul style="list-style-type: none"> <li>▪ All of the above</li> </ul>	<ul style="list-style-type: none"> <li>▪ Assistance working with secured external media</li> </ul>	<ul style="list-style-type: none"> <li>▪ Up to three emails to targeted School of Medicine donor list</li> </ul>

# PLANNING TIMELINE



## 3-4 MONTHS BEFORE YOUR FUNDRAISER

### 1 Form a Committee and Brainstorm

Meet with a group of enthusiastic people willing to be a part of the planning committee to brainstorm ideas. We recommend this step if you are hosting a ticketed event.

### 2 Determine Your Fundraiser

With your committee, determine the scope of the event that you can handle and determine working roles for each member. Organizers and fundraisers must reflect positively on the School of Medicine's mission. The School reserves the right to decline any proposal that is not in line with its mission. A fundraising event could be:

- 5K Run/Walk
- Auction (Live or Silent)
- Beer, Bourbon, Wine Tasting Dinner
- Concert or Theater Event
- Fashion Show
- Golf Outing
- Hiking Event
- Jeans Day
- Progressive Dinner
- Raffle
- Sports Tournament
- Yoga Event

### 3 Create a Budget

Using budget and donation tracking tools, try to determine all expenses (invitations, rental space, signage, food and catering, promotional materials, advertising, permits, etc.) and revenue (sponsorships, ticket sales, auctions, raffles, items sold, etc.) involved in hosting your event. Also determine if you can get any of the expenses donated to reduce your costs and increase your net revenue. How much in net proceeds do you want to donate to the School post event? How will you get there? The revenue snapshot will help us understand how you will reach your fundraising goal.

### 4 Determine Specifics

Select a date and time that is convenient for your audience. If you are fundraising over a period of time, choose a time of year that is best for your potential supporters. Consider any competition you might have by checking event calendars and religious holidays. Determine a location that fits the scope of your fundraiser and is central to your target audience.

### 5 Apply for Approval

A request must be received at least three months prior to the proposed event. Once approved, you will receive a signed agreement and letter of authorization within two weeks.

### 6 Review the Third-Party Fundraising Toolkit

Review this toolkit and pay special attention to the guidelines within.

### 7 Create a Planning Timeline

Using the suggested timeline for success, create goals and set target dates to meet those goals while assigning committee members to each.

### 8 Solicit for Sponsorships and Partnerships

Sponsorships are an easy way to cover your costs and provide marketing for the event while providing the sponsor with recognition, acknowledgment, and brand awareness. Partnerships are also valuable because they can provide large in-kind donations such as marketing, t-shirts, and food and beverage for your fundraiser. You will want to have enough time to secure your sponsorships or partnerships before the fundraiser so you can promote them and included them on marketing materials before the event.

## 2-3 MONTHS BEFORE YOUR FUNDRAISER

### 9 Determine Logistics

Start planning the details of what it will take to execute your fundraiser, including securing volunteers and community partners and obtain necessary permits or insurance if needed. Organizers are responsible for all vendor agreements, contracts, insurance and necessary permits.

### 10 Incorporate Other Ways to Raise Money

Consider adding another revenue generator to your fundraiser such as a live or silent auction, raffle or 50/50 drawing. Consider who you want to approach for donations. This is also a good alternative if someone says no to sponsoring an event; they might consider donating something to an auction, raffle or some other type of in-kind support.

### 11 Maintain a Budget

Maintain and track ongoing expenses and income for the fundraiser. Establish a bank account or online management tool if necessary. Review your budget throughout the planning process and make the adjustments needed in order to reach your fundraising goal.

### 12 Determine Your Audience

Identify your target audience based on demographics, interests and location. Develop an invitation list based on your target audience. Who in your networks will be onboard to support your efforts? Develop a targeted media list to assist you in reaching your audience.

### 13 Create Marketing Materials

Create and print marketing materials to promote your fundraiser such as posters, flyers or postcards. Create any online sites needed for promotion such as a fundraising or registration website.

### 14 Sell Tickets for Your Event

You don't have to wait until the invitations are sent out to start selling tickets or raising money. The earlier you get a start on this, the better. You can begin using personal emails, social media posts and peer-to-peer texts.

# PLANNING TIMELINE

## 4-6 WEEKS BEFORE YOUR FUNDRAISER

### 15 Market Your Fundraiser

Distribute media materials to your target audience such as media alerts, social media posts, etc. Add your event to online calendars and flyer locations of interest to your audience. Send out any personal email invitations to your close network.

### 16 Follow Up on Any Outstanding Logistics

Asses and order any needed event supplies, guest needs or volunteer needs to successfully execute the event day-of. Do you need any tables, chairs or linens? Do your guests or volunteers need any food, beverages or t-shirts? What else needs printed? Arrange for someone to take photos.



## 1-2 WEEKS BEFORE YOUR FUNDRAISER

### 17 Marketing Follow Up

Make follow-up calls and send emails to media who received your information and begin your final push on social media. Follow up with any personal invitations and continue online promotion.

### 18 Confirm Details

Asses and order any needed event supplies, guest needs or volunteer needs to successfully execute the event day-of. Do you need any tables, chairs or linens? Do your guests or volunteers need any food, beverages or t-shirts? What else needs printed? Arrange for someone to take photos.

## WEEK OF YOUR FUNDRAISER

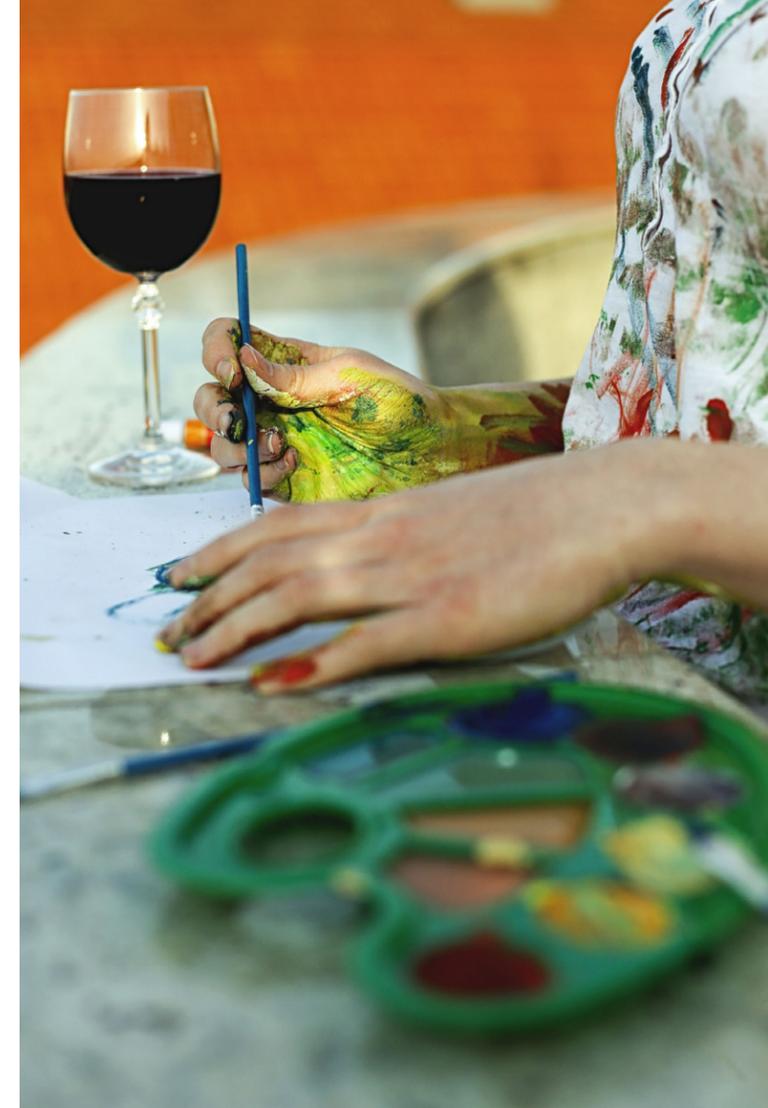
### 19 Follow Up with Media Outlets

Email a media alert with the basic information about your event (who, what, when, where, and why) to news and photos desks at your media outlets.

## DAY OF YOUR FUNDRAISER

### 20 Complete Final Tasks

Make sure to create a day-of checklist and timeline so you don't forget any details. Arrive early for set-up and create a day-of contact list so you know who is expected at what point during the day and how to contact them. Record any day-of donations from the event. Don't forget to take pictures and most of all, have fun!



## WEEK AFTER YOUR FUNDRAISER

### 21 Finalize Your Budget

Collect all outstanding donations to the fundraiser. Please ensure all checks are made out to CWRU School of Medicine with the fundraiser notated in the memo. Pay all outstanding invoices. Determine net proceeds.

### 22 Make Your Donation

The School of Medicine should receive all net proceeds within 30 days of the fundraiser including a list of your expenses, sponsors, donors, attendees and major partners. This should also include any personal expenses you incurred so we may provide you with an in-kind tax receipt, if appropriate. You can mail donations to our office, deliver in person or we can arrange to pick them up for you.

### 23 Thank Your Participants

Send thank you letters, notes, emails, and post to social media to everyone who participated in your fundraiser. Include any success stories or photos from the fundraiser to support your message.

### 24 Fundraiser Debrief

We recommend that you debrief with your committee if applicable and reflect on your fundraising successes and areas that you feel could use improvement. We also recommend having a debrief with the School of Medicine to discuss the potential of having the fundraiser again in the future.



# RESOURCES

## COMMUNICATION

Once your fundraiser is approved, we will provide you with the School of Medicine logo. The School is not a sponsor of third-party events but must be listed as a beneficiary on all materials with a logo present. We must approve all promotional materials before they are printed or distributed, including but not limited to advertising, letters, brochures, flyers and press releases. This includes the use of our logo on any registration or fundraising sites. Any promotion of the fundraiser must avoid statements or appearance of CWRU endorsing any product, firm, organization, individual or service. Please use the Case Western Reserve University brand standards when creating your materials: [case.edu/umc/our-brand/visual-guidelines](http://case.edu/umc/our-brand/visual-guidelines)

## CHARITABLE GIVING

Case Western Reserve University's Tax Identification Number is 34-1018992 and we request that you include the number on all marketing materials requesting donations. Case Western Reserve will issue donation receipts for any recorded cash donation that includes the name of the donor and their home address. If a corporation has made the donation, the receipt will be issued in the company name at their corporate address. Receipts are issued after the money is received internally at the university.

For donations made at fundraising events that are ticketed and/or as a result of an auction, a tax receipt will be issued for the charitable portion of the donation. For example, the cost of the ticket less the amount of the per person cost of the event or the purchase of the auction item less the fair-market value of that item. Raffle purchases will not be issued a receipt. Donations made directly to the event can be used to cover expenses, but are not tax deductible.

To receive a charitable receipt for in-kind donations an in-kind donation form must be submitted with receipts.

## FINANCE

Third-party fundraising revenue and expenses will not run through the School of Medicine. Only the final net proceeds are to be processed by the School. The School should receive a complete accounting of all funds collected and expenses related to the fundraiser. The School will not assume any financial liability for a third-party fundraiser.

# FUNDRAISING APPLICATION

## SECTION 1: HOST INFORMATION

Fundraiser Host:

Contact Person:

Address:

Email:

Phone #:

Website:

## SECTION 2: FUNDRAISER INFORMATION

Fundraiser Name:

Fundraiser Type:

Challenge  Ticketed  Campaign  Other (describe) \_\_\_\_\_

Fundraiser Description:

Date and Time:

Expected Participant #:

Location:

Marketing Methods:

News Releases  Radio/TV  Print Media  Billboards  
 Social Media  Other (describe) \_\_\_\_\_

Target Audience:

Open to the Public

Invitation Only

# FUNDRAISING APPLICATION

## SECTION 3: FINANCIAL INFORMATION

Fundraiser Name: \_\_\_\_\_

Net Fundraising Goal:

- \$1,000       \$2,500       \$5,000       \$10,000       \$20,000+

How will funds be raised?

- Sponsorships     Ticket Sales     Auction     Raffle     Donation
- Sales     Other (describe) \_\_\_\_\_

Will the proceeds of the fundraiser only benefit CWRU School of Medicine:

- Yes     No (list other beneficiaries and percentages) \_\_\_\_\_
- \_\_\_\_\_

## SECTION 4: SCHOOL OF MEDICINE PARTICIPATION

What areas of support would you like the School of Medicine to consider?

- Fundraiser Consultation     Determine Area of Need     Branded Giveaway Items     Registration Site using Eventbrite
- Material Support     Internal Publicity     External Publicity     Sponsor Thank You Letters
- Staff and Volunteers     Leadership to Speak at Event     Other

Describe other requests:

\_\_\_\_\_



# AGREEMENT

Please review and sign a copy of this agreement and return it with the fundraising application.

The completed form and signed agreement are due three months prior to the proposed fundraiser. Completion of the form and agreement don't guarantee approval. Upon approval, you will receive a counter-signed copy of the agreement and letter of authentication for your records.

By signing this document, I/we acknowledge receipt of Case Western Reserve University School of Medicine's policies and procedures for third-party fundraisers and agree to comply with all provisions in organizing and hosting a fundraiser. I/we also agree that Case Western Reserve University is not liable for anything in connection with the fundraiser (including external promotion and/or staging of the event) and reserves the right to cancel the fundraiser at any time and will not incur any liability for such a cancellation. I/we also agree with the collection of any and all information the Case Western Reserve University deems necessary to evaluate the fundraiser such as income, expenses and donor lists. I/we further attest that all of the information provided on this form is correct and accurately describes the proposed fundraiser.

I/we agree that Case Western Reserve University, its employees and volunteers, are not responsible for any injuries, damage or theft sustained during the event and cannot assume any liability for the event, its participants, volunteers or employees. We cannot provide liability insurance or coverage for third-party fundraisers.

**Proposed By:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

**Approved By:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title



**GET STARTED AT**

[case.edu/medicine/giving/strategic-events](https://case.edu/medicine/giving/strategic-events)