



UNC
HEALTH
Foundation

Do-It-Yourself Fundraising Toolkit

FOR UNC HEALTH FOUNDATION

UNC
HEALTH®



ABOUT UNC HEALTH FOUNDATION

Originally chartered in 1949 as the Medical Foundation of North Carolina, Inc., UNC Health Foundation fosters philanthropic support of clinical care, research and education for areas across UNC Health, including UNC Lineberger Comprehensive Cancer Center, UNC Children's, the UNC School of Medicine and many other divisions, centers and institutes.

At UNC Health Foundation, we work diligently for the medical professionals and health care providers who improve health for all. We power philanthropy to support the highest quality clinical care, life-changing research and innovative education at home and around the world.

DO-IT-YOURSELF FUNDRAISING

Fundraisers help UNC Health Foundation to:

- Support patient care and groundbreaking research.
- Educate communities and inspire action.
- Raise awareness of our mission.

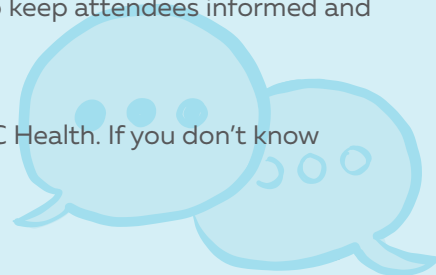
Every dollar raised helps UNC Health's mission to support empathy and expertise in patient care, research, education and advocacy. We appreciate your support.

Four Fundraising Success Tools

Below are just a few ways to help educate your attendees about UNC Health.

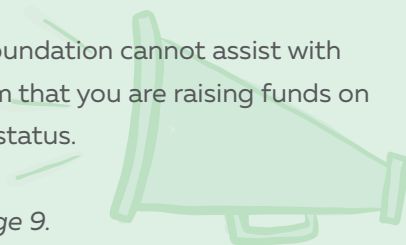
EDUCATE

- Set up a table onsite to hand out educational materials, collect donations and distribute information about UNC Health. We are happy to provide information.
- Make announcements throughout your event to keep attendees informed and engaged.
- Have a patient speak about UNC Health.
- Have a physician or researcher speak about UNC Health. If you don't know someone, we can connect you.



PROMOTE YOUR FUNDRAISER

- Use social media to promote your event. We are happy to use our social media channels to help you.
- Issue a press release to spread the word through local media outlets. We can review in advance if you need assistance.
- Solicit sponsors for your event. While UNC Health Foundation cannot assist with soliciting sponsors, we can provide a letter to confirm that you are raising funds on our behalf. This letter will include our non-profit tax status.



For additional help promoting your event, check out page 9.

SUPPORT FROM UNC HEALTH FOUNDATION

Our event staff can support your event in the following ways:

- Consult with you and your volunteers on fundraising, public relations and marketing.
- Promote your event on our website and through social media.
- Review your promotional materials and approve usage of our logos.
- Letters of acknowledgment and gift receipts to your event's donors.
- A check presentation following your event to celebrate your success!



RAISING FUNDS

Once your fundraiser is complete, simply send your donations to us via web, cash or mail.

Web: Before your event, work with us to set up an online fundraising page, allowing us to receive donations directly.

Cash: Cash donations can be converted to a check or you can make an online donation to your fundraising site with any cash collected. Please note that we cannot receive cash directly from your fundraiser.

Checks: Make checks payable to UNC Health Foundation. Please note your fundraiser in the memo line.

Mail all checks to: UNC Health Foundation
 PO Box 1050
 Chapel Hill, NC 27514



Popular UNC Health Foundation Fundraisers

Let's get started! Here are some ideas of our most popular fundraisers.

GAME DAY DEDICATION

Spread the word to a wide community audience by dedicating a local sporting event to UNC Health.

Decide on a sport:

Pick the sport and the date of the game you want to dedicate to UNC Health.

Fundraise at the event:

- Sell tickets with the proceeds going to UNC Health
- Sell raffle tickets with a prize or gift card donated from a local business.
- Host a bake sale.
- Conduct peer-to-peer fundraising by asking participants to collect donation from friends and family! Set up a competition where the individual who raises the most money can win a prize.* We can set up a peer-to-peer fundraising page for your event.
- From your fundraising page, send emails asking people to donate or join your fundraising team. Encourage everyone to send emails, post on social media and spread the word about why you are fundraising.
- Set up a table at your event and collect donations.

* Please consult relevant authorities regarding compliance before offering prizes.



Success Story

UNC Men's and Women's Soccer decided they wanted to make a difference for families who were experiencing financial difficulties while their child was receiving treatment for cancer. They conducted a month-long peer-to-peer fundraising effort during September. By reaching out to friends and family they were able to raise almost \$15,000 to help these families in the first year of their Carolina Soccer Kicks Childhood Cancer campaign!

SELL FOOD

Decide on a delicious food item or meal that will get your community involved.

- Pick a food item, date and location.
- Sell sponsorships to help defray the costs of the product.
- Set-up a website so that people can pre-order the product and make additional donations.
- On the designated date, participants come to the location and pick-up their meal or food item.
- If you have enough volunteers, you can also deliver the food item for a minimum order.



Success Story

Ken and Tamara Williams have a family business, @rcvcakes, baking sweet treats in Raleigh. In 2020, they were inspired to create and sell t-shirts with a portion of proceeds benefiting local healthcare workers. The funds went to UNC Health Foundation's COVID-19 Response Fund.



PARTICIPATION SPORTING EVENT

You can plan a community race, sports clinic or golf tournament. The possibilities are endless!

- Registration fees for your event include a portion donated to UNC Health.
- Get sponsors for your event so more registration revenue can be used as a donation rather than for expenses.
- Conduct peer-to-peer fundraising – ask participants to collect donations from friends and family! Set up a competition where the individual who raises the most money can win a prize.* We can set up a peer-to-peer fundraising page for your event.
- From your fundraising page, send emails asking people to donate or join your fundraising team. Encourage everyone to send emails, post on social media and spread the word about why you are fundraising.
- Host a party following your event with auction items.

*Please consult relevant authorities regarding compliance before offering prizes.



Success Story

The Polar Challenge Golf Tournament and Polar Party was a golf tournament and “wrap-up” party organized by a group of friends more than 20 years ago. Recently, the group decided to support UNC Lineberger to keep the money they raised in the local community rather than continuing to give to a national charity. In addition to fundraising games on the course, they hosted a post-tournament party and charged spouses and friends a small cover charge. The party included dinner and auction. In the past two years, the group raised more than \$45,000 for UNC Lineberger’s ovarian cancer program.



PLAN A PARTY

Plan the Event:

- Get a few friends together who would like to support UNC Health.
- Consider the best day to host your event to ensure that it does not conflict with an important holiday or other community event. Secure the date and location.
- Decide on a theme. Carry the theme throughout your invitations and décor.
- Send out paperless save-the-dates and invitations.
- Reach out to local businesses to donate food.
- Hire entertainment – perhaps a DJ or band if it is a larger gathering.
- Charge a cover or request guests make a donation to UNC Health. We can set up a fundraising page which guests can access from a laptop or mobile device.
- Sell raffle tickets or solicit auction items from your local business community.

Success Story

In 2019, EDM artist, Porter Robinson held his first annual Second Sky music festival and decided to incorporate a philanthropic component – he decided to ask people to make donations to a fund that his family had established through UNC Health called the Robinson Malawi Fund. He asked that people make donations in honor of his brother, Mark, who had a type of lymphoma called Burkitt’s lymphoma and was treated at UNC by Dr. Kate Westmoreland.

At the 2019 festival, Porter helped raise over \$150,000 for the Robinson Malawi Fund by ensuring \$1 of each ticket sale went towards the fund, as well as through a call to action at the event.



Additional Fundraising Ideas

When it comes to fundraising, you are only limited by your imagination. No matter how big or small your fundraiser is, you're making a difference and helping to save lives at UNC Health. For a little extra inspiration, here are some more ideas for your consideration.

COMMUNITY EVENTS

Neighborhood/workplace bake sale:

Host a bake sale for your office, neighborhood or school. Ask others to donate baked goods and advertise everywhere you can.

Themed meals:

Invite your community over for a themed breakfast or dinner, and ask for a donation in return. Partner with a church or community center to get the space donated, or ask local businesses to donate food and beverages. You can also hold a fundraiser at a local restaurant and donate a percent of the proceeds. Many chain restaurants have programs on their websites where you can apply to be a recipient of a percentage of sales for a day.

Poker/bingo tournament:

Find a location to host a tournament. Ask local businesses to donate food and prizes, and charge an entry fee to play.

Silent auction:

Reach out to local businesses for prize donations. Plan a fun evening where people bid for prizes and raise money.



FRIENDS, FAMILY & COLLEAGUES

Special occasion fundraiser:

Donate your birthday or anniversary to UNC Health. In lieu of gifts on your birthday or anniversary, ask your friends or family to make gifts to UNC Health in your honor.

Casual dress day:

Organize a dress-down day at the office. Work with your boss/HR department to host a day where employees can dress casually in exchange for a donation.

Tea, coffee or cocktails:

Host an open house event and ask participants to give a donation rather than bringing a hostess gift.

ATHLETIC EVENTS & ACTIVITIES

Charity yoga/barre/cycling class:

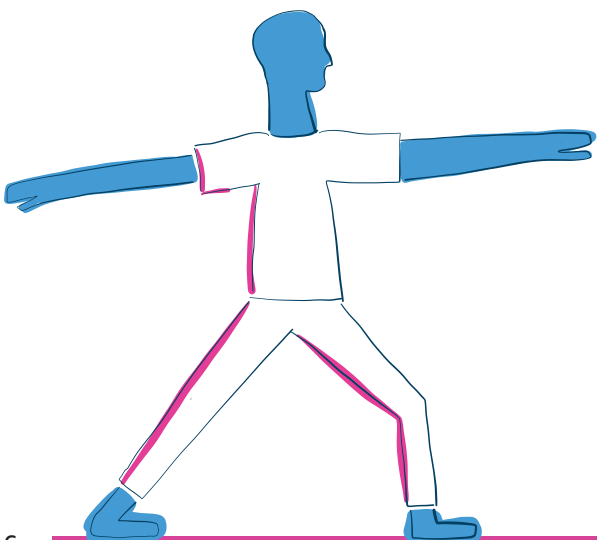
Ask a local fitness studio to donate registration fees for a class.

Recreational sport tournament:

Set an entry fee and ask family and friends to start a team to compete at fun and easy sports such as cornhole or bocce. Build a bracket to create competition and offer donated prizes to the winners.

Race for UNC Health:

Join an already established racing event and dedicate your race to UNC Health.





Fundraising for Kids

If you want to get young people in your community involved, or if you are a kid all-star and want to organize your very own fundraiser, this quick guide will help you reach your goals.

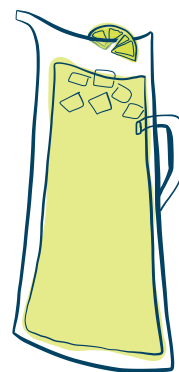


Create a change jar

Create your own change jar and drop in your spare change at the end of each day. Ask permission to collect spare change in your classroom. You can make more than one change jar and ask your parents or other adults to take them to work. Make a sign for your change jar that explains why you are collecting the money.

Host a lemonade stand or bake sale

Make lemonade or bake something sweet and set-up a stand to sell goodies in your neighborhood.



Use your birthday

Instead of gifts for your birthday, ask your friends and family to give you a donation for UNC Health.

Be a social media star

Create a video with you, your siblings or your friends asking for donations. You can create a song or a short skit to include in the video. Be sure to tell people why you are raising funds for UNC Health. Post the video on social media and ask people to donate.



Crowdfunding

Before getting started make sure you have an attainable goal, a realistic timeline to achieve the goal and an audience for your fundraising idea.

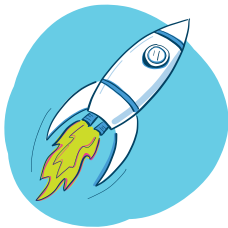
GETTING STARTED

- Set your goal
- Put together a list of friends and family who might be interested in publicizing your campaign
- Think about social media posts and emails that you and your supporters can share before and during your campaign
- Think about if anyone in your circle of friends and family might be interested in providing a matching gift (example: We have an anonymous donor who will match dollar to dollar up to \$5,000 for the first 24 hours of the campaign.)



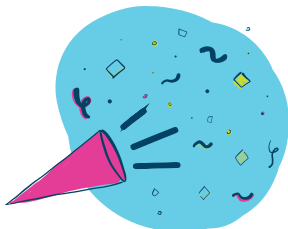
EXPLAIN

Before your campaign actually starts, talk to friends and family about why this is important to you, and get their support.



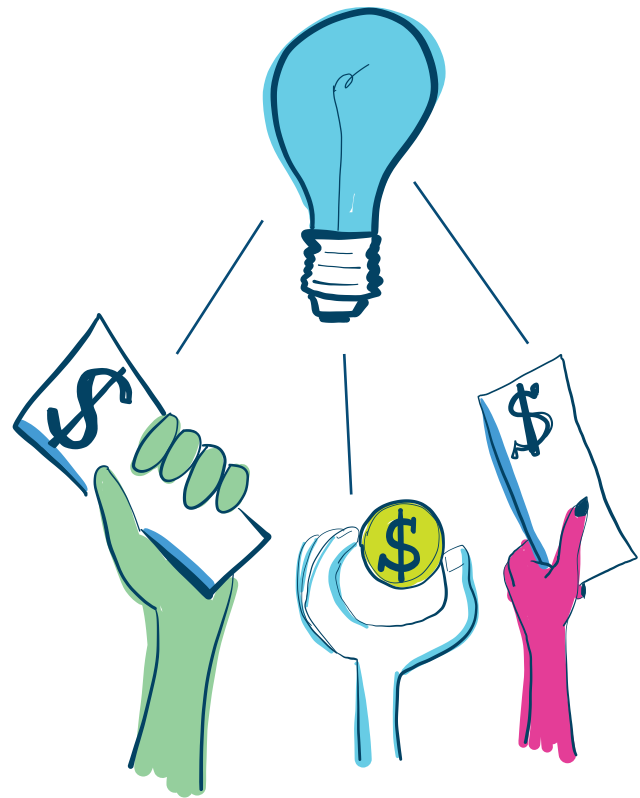
LAUNCH

To launch your campaign, email your potential supporters and launch a social media campaign. Continue to update your supporters throughout the campaign to encourage more people to give.



CELEBRATE!

At the end of your campaign, celebrate your success and thank your supporters!



Success Story

In February 2020, Beth Silverstein raised \$70,000 in support of the Cancer Genetics Clinical Fund. Beth began planning in September 2019 for a campaign scheduled to launch February 2020. From September to December, Beth set a goal, worked on crafting her story, and talked to friends, family and co-workers about her campaign. A week before the official campaign launch, Beth raised her original goal of \$25,000 to \$50,000 because she leveraged connections, secured a matching gift, and knew in the first few days she would exceed her original \$25,000 goal (which she did!). Strategic planning helped Beth crush her goals.



Three Easy Ways to Promote Your Event

Below are three easy ways to promote your fundraiser.

USE SOCIAL MEDIA

- Create a fundraising page and post the link on your social media channels. We are happy to help you set it up. Be sure to include details about why you support UNC Health.
- Consider a “takeover” of a popular social media account that people follow (i.e. your school Instagram or your local sport team’s social account) and use it as an opportunity to promote your event.
- Create a hashtag
- Make a geofilter, sticker or GIF for the day of your event.
- Post photos of your fundraiser on social media.
- Don’t forget to tag UNC Health so we can see all of the awesome things you are doing and share with our followers!

Facebook: @UNCHealth

Twitter: @UNC_Health_Care

Instagram: @UNCHealth

GET CREATIVE

- Use a free site like Canva to make materials like flyers, posters and even a shareable graphic to help get the word out.
- The materials should include UNC Health’s logo, the date and location of your fundraiser, and a contact for sign-ups or questions. Check with us for digital logo files and usage guidelines.
- Promote your event in-person (flyers, posters, campus tables, bulletin boards), through email, on social media (Facebook, Instagram, TikTok, Snapchat, Twitter) or through local magazines and newspapers.
- Ask local sponsors to get involved (i.e. your local pizzeria, your bank or other businesses).
- Incentivize people to attend with food or prizes.

RECRUIT EVENT AMBASSADORS

- Find people who are passionate about getting involved and ask them to be ambassadors for your event. Their job is to recruit others to the fundraiser on social media and by word of mouth.
- Get other influential people involved in the event (i.e. star athlete, local news anchor, your dean).
- Get event ambassadors any promotional material you create to share both online and in-person.



REACH OUT IF YOU NEED HELP OR HAVE QUESTIONS

We are here to help! Email Allison_Baranowski@med.unc.edu if you have questions or need help getting started. The most important thing to remember is that fundraising for UNC Health should be fun! You are making a difference in the lives of others and there is no better way to spend your time.

Social Media Tips & Tricks

Spreading the word!

Spreading the word about your event to your online community can be very helpful when you are raising awareness and gifts for your event. Consider using social media channels such as Facebook, Instagram or Twitter to get the word out. UNC Health will do its best to promote your community fundraising event on our social media channels, but we have also provided resources below so you can promote your community fundraising event on your own social accounts as well!

FACEBOOK

Good channel to use for:

- Sharing photos in an album as follow-up from your event
- Using posts that include links that go directly to your fundraising or registration website
- Writing longer-form posts that tell the story of your event

FACEBOOK EVENT

An event you can set up within Facebook where you can invite friends to attend, give the date, time, location, and share photos

TWITTER

Good channel to use for:

- Providing live updates about your event
- Sharing bite-sized pieces of information (unlike long-form posts on FB)
- Gaining awareness for your event through use of hashtags (#)
- Using posts that include links that go directly to your fundraising or registration website

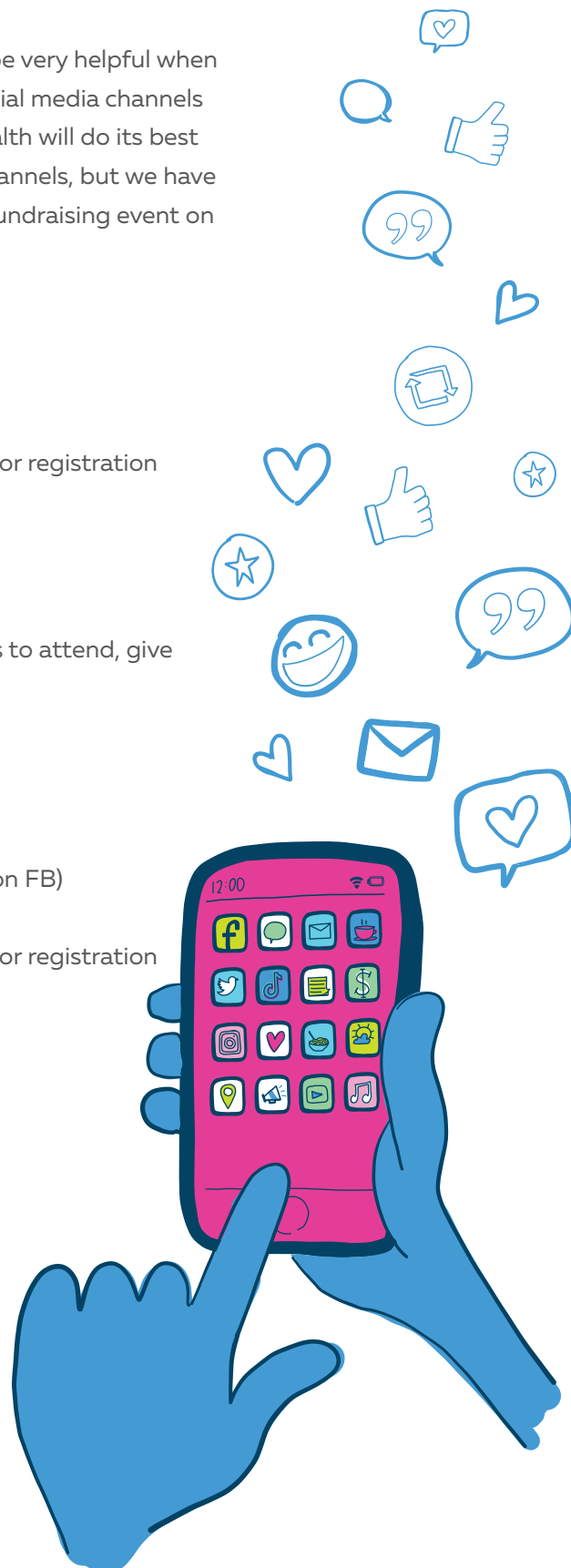
INSTAGRAM

Good channel to use for:

- Photo sharing!
- Gaining awareness for your event through use of hashtags (#)
- You can include a link directly to your fundraising website in your Instagram bio.

INSTAGRAM STORIES

Short strings of photo and video you can share one after another that don't appear on your regular Instagram feed. Great for sharing live coverage of your event!



SAMPLE POSTING SCHEDULE:

- **6 weeks before the event (if planned that far in advance):** “Save the Date” post on all your social media accounts.
- **1 week before the event:** “Reminder” post on all social media accounts and include more details about your event if they are in place.
- **Day before the event:** “Get excited” post on all social media accounts.
- **Day of the event:** Post while your event is happening with live updates!
- **Days after the event (but probably not more than a week after):** follow-up post where you share photos of the event and reveal results!

USE COMMON HASHTAGS ASSOCIATED WITH YOUR CAUSE OR WITH UNC:

- #GoPinkforBreastCancer
- #MensHealthMonth
- #LightBlueforAutism
- #hearthealth
- #HealthyHeels
- #beatcancer
- #GDTBATH (great day to be a Tar Heel)

Tar Heel Tip #1: *If you are creating a custom hashtag for your event, search it on Twitter, Instagram, and Facebook before you start publicizing it. You want to make sure it hasn’t been used in association with another event, or in association with something inappropriate.*

TAG UNC HEALTH AND OTHER ACCOUNTS IN YOUR POSTS:

- @UNCHealthFdn (UNC Health Foundation)
- @UNCLineberger (UNC Lineberger Comprehensive Cancer Center)
- @UNCCchildrens (UNC Children’s Hospital)
- @UNC_Health_Care

Tar Heel Tip #2: *Don’t hesitate to tag these accounts – or other people/organizations—in your posts, especially those who you want to attend your event. Tagging is a particularly good practice when you are posting to Instagram Stories because tagging allows the other user to quickly and easily add your post to their own Instagram Story.*

OTHER BEST PRACTICES:

- Create an event on Facebook and invite your friends to generate awareness.
- Experiment with Instagram Stories and/or Twitter to provide real-time photos and videos while your event is happening.
- Ask your family and friends to share information about your event on their social channels.
- After the event, share a photo album on Facebook as follow-up. You can even share this album in your Facebook event if you created one.
- Be responsive and engaging if people send you Facebook message, mention you on Twitter, or tag you in an Instagram post. It’s a nice way to acknowledge your audience for engaging with your content.
- When sharing photos of participants at an event, we encourage you to ask permission and make sure guests are aware that photos will be taken and posted online
- If your fundraiser is an auction, it’s great to post items that will be available so guests can be prepared before arriving to your event.

If you have questions about the toolkit, please contact Assistant Director of Digital Fundraising, Kerrenda Crandol at kerrenda_crandol@med.unc.edu or (919) 962-8458.

Making the Ask

The most important aspect of fundraising is knowing who to ask. When asking for a donation, remember to consider all of the different groups of people you know. People want to support your efforts – you just need to ask.



THINK ABOUT WHO YOU KNOW

Personal relationships can be more than just family and friends!

1. Family – consider more than just your immediate family and include people you might see over the holidays or relatives who live beyond your local community.
2. Friends – this includes your close friends as well as your acquaintances. Consider friends from different times in your life: childhood, high school, college and beyond! Also think about groups that you belong to: PTA, social clubs, gyms, etc.
3. Community groups – think about other organizations such as church, civic, religious, volunteer activities and virtual groups.
4. Businesses you frequent- consider asking your doctor, hairdresser, dry cleaner or local coffee shop. Any of these people may want to give if you ask.
5. Neighbors – use fundraising as a way to meet people in your neighborhood.
6. Co-workers and clients – start with your current colleagues, then reach out to former co-workers as well. Ask your business clients, partners, vendors and even fellow alumni!

HOW TO ASK FOR A DONATION

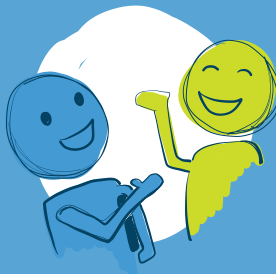
Figure out how you want to reach out to ask for donations. Here are a few ideas:



PHONE



E-MAIL



IN-PERSON



SOCIAL MEDIA*



MAIL A LETTER

*If you like to use social media to fundraise, consider creating a fundraiser through UNC Health Foundation's fundraising platform. We will provide you with a link that you can use, and donors can make their donation directly on the platform.

How to Raise \$1,000 in 10 Days

Asking for donations can be a daunting task when you first get started.

Here's our guide to help you reach and surpass your goal.

DAY 1 \$25

Kick start your fundraising and lead by example! Make a donation yourself. Your network will be more likely to give if they see that you have.

DAY 2 \$125

Post a link to your online fundraising site on all your social media channels and let people know that no donation is too small. If 10 of your connections donate \$10, that's \$100!

DAY 3 \$175

Ask your boss for a company contribution of \$50 (or better yet find out if your company will match what you raise!).

DAY 4 \$425

Ask five businesses or companies that your company works with to sponsor you for \$50 to raise \$250.

DAY 5 \$450

Ask your company if you can accept donations in exchange for a dress-down day at work. Charge five of your co-workers \$5 each and add \$25 to your fundraising!

DAY 6 \$575

Reach out to five family members and ask them to donate \$25 each, getting you \$125 closer to your goal!

DAY 7 \$775

Ask 10 close friends to each give a \$20 donation to raise an additional \$200

DAY 8 \$875

Ask four neighbors to each make a \$25 donation to raise an additional \$100

DAY 9 \$925

Ask 10 members from a club or house of worship if they will give \$5 each to raise an additional \$50

DAY 10 \$1,000

Ask three businesses you use a lot (dry cleaners, nail salon, coffee vendor, barber/hair stylist, etc.) to give \$25 for the final \$75!



Where the Money Goes

Let people know how their donations can make a difference. Any amount helps UNC Health's mission to support empathy and expertise in patient care, research, education and advocacy.



Contact Information

Need help or have further questions? Reach out to us!

FOR COMMUNITY EVENTS:

Allison Baranowski, Director of Special Events
allison_baranowski@med.unc.edu

FOR ONLINE-ONLY EVENTS:

Kerrenda Crandol, Assistant Director, Digital Fundraising
kerrenda_crandol@med.unc.edu