

Fundraise Your Way

For Health, Hope and Healing

Thank you for your interest in supporting Spectrum Health Foundation, including Helen DeVos Children's Hospital Foundation. Your generosity is launching, expanding and sustaining life-changing and lifesaving services otherwise unavailable to patients and their families. You make health, hope and healing possible!

We are so excited you chose patients and their families to fundraise for and we can't wait to see your results.

Thank you again for taking the lead and encouraging everyone you know to come together to provide health, hope and healing to your family, friends, neighbors and community members.



Start Something Life-Changing Today

Pick a Cause.

Choose from over 320 programs throughout Spectrum Health, including Helen DeVos Children's Hospital that make it possible to improve health, inspire hope and save lives.



Pick Event, Date and Time.

Sporting event, talent show, musical, car wash, rummage sale, run/walk, the list is endless. Be sure to give yourself enough time to plan, prepare and ask for donations.



Design Event.

Choose how you will fundraise: sell merchandise, entry fee, online fundraiser, etc. Be sure to set a goal. This way you can update your audience and use this goal as an extra push.



Start Fundraising.

Start working together to reach your goal! Get the community involved and create a buzz around your fundraiser. Be sure to share the direct impact this event will have on patients and families.



Event and Check Presentation.

Host your event and see the results! Don't forget to document your event with photos, videos, patient stories, etc. Optional: Plan a check presentation after the event for a foundation representative to come. ***Please note, we cannot guarantee a representative will be available.***



Event Ideas

Athletic Events - Dedicate a game as a special fundraising night (volleyball, basketball, football, soccer, baseball, softball, lacrosse, etc.). Involve local groups or businesses to sponsor the event. Charge an entry fee per guest.

All You Can Eat Lunch/Cook-off – Solicit food vendors to donate items and hold a cook out. You'll raise money from hungry community members who donate money to satisfy their appetite.

Carnival – Host a carnival including local organizations or businesses. Charge an entrance fee at the door or per game ticket fee.

Car Wash - A car wash fundraiser is simple to organize. Fun to do. And a great way to raise funds.

Community Breakfast or Dinner - Invite your community for a themed meal. Partner with a church or community center and get the space donated. Go the extra mile and ask businesses in your neighborhood to donate food/beverages. You could also hold a fundraiser at a local restaurant and donate a percent of proceeds (if the restaurant permits).

Dance Marathon - The perfect STUDENT COUNCIL activity: High school dances are very popular events! For one of the school annual dances, hold a Dance Marathon where the proceeds, or a portion, go to the Helen DeVos Children's Hospital. This can be a student run activity, which will teach your students the value of giving back! Challenge the students to stay until the end and DANCE for the kids!

Giving Day - Launch an online school-wide giving day. Utilize social media and our peer-to-peer online fundraising platform. Engage parents, alumni, staff and students. Appoint ambassadors for promotion.

Golf Outing – Work with your local golf course to organize a fun event for golfing enthusiasts. Solicit local businesses to sponsor a hole and have contests like Closest to the Pin and Hole in One.

Miracle Jeans Day – Have students/staff pay a specific amount to wear jeans on a designated day. If jeans are not an option, have students/staff pay for a sticker and wear to show their support of Spectrum Health and/or Helen DeVos Children's Hospital.

Organize a Run/Walk or Biking Event – Involve local groups or businesses to sponsor the event. Implement a peer-to-peer online fundraiser for participants and/or charge an entry fee per guest.

Penny Wars - Set a goal for your school or classroom to meet over the course of 2 weeks or a month. Have students bring in loose change and empty it into the change canister. Before no time the canister will be filled and students will be able to see their progress. Create incentives for winners.

Penny Wars - Teacher Ambush - Choose two POPULAR staff members from your school who are willing to encourage friendly competition yet able to accept the consequences of winning. Display collection canisters for each administrator (Put their name on the canister, or even a funny picture!) Students may "vote" for the administrator of their choice by depositing spare change in the respective canister. At the end of the predetermined time period, the administrator who raised the most money accepts the consequences during a school assembly. Consequences could include a pie in the face, day in detention, Kiss-A-Pig, shaved mustache/head, or even a dunk tank! Have your students come up with the consequence and vote on it!

Event Ideas cont ...

Spirit Chain Fundraising - Have a competition within the different classes in the school (senior, junior, sophomore, freshmen, etc.) to see who has the most school spirit. Each class has two colors that their paper chain consists of. Sell each strip of paper for 25 or 50 cents. Keep the chains hidden and then at an assembly have class representatives bring out the huge paper chains that have accumulated over time.

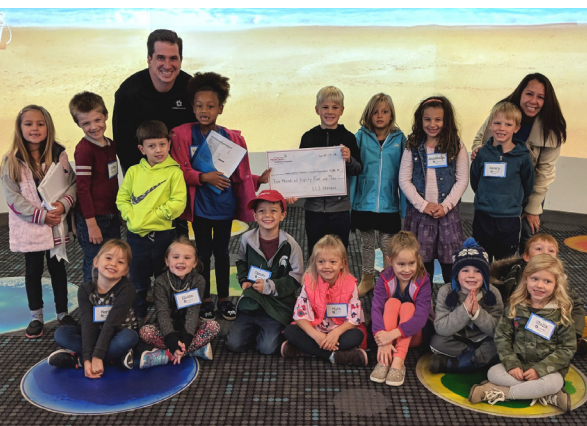
Talent or Fashion Show – Host a fashion show or talent show where participants perform their talent such as acting, singing, dancing, acrobatics, drumming, martial arts, or playing an instrument. Charge entry to the event and give out small donated trophies for prizes. You could also incorporate a peer-to-peer online fundraising campaign for participants.

“Thon” Fundraising – Put together a “Thon” where participants collect pledges from family and friends - either a flat fee or so much per “x” that they complete during the event. Companies may also sponsor the event - especially if it relates to their business. Additional funds can be raised through selling refreshments, advertising or souvenirs. Examples of successful “Thons” include bowl-a-thons, walk-a-thons, swim-a-thon, and much more!

Ways to Fundraise at Events

These are just a few ideas to get you started. Feel free to get creative with other ideas for your event!

- Bake sale during event
- Donate concession sales
- Donation jars
- Donate entry admissions
- Event sponsors
- Online peer-to-peer fundraiser
- Sell T-shirts and merchandise
 - o Get items donated or sponsored!
 - o Sell items prior to event
- Silent auctions
 - o Get items donated!



Making the Ask to Donors and Sponsors

The most important aspect of fundraising is to know who to ask. When asking for donations, remember to consider all the different groups of people you know. People want to support your efforts—you just need to ask. In addition, providing sponsorship opportunities is a great way to involve local businesses in your event!

Who to Ask

- Prospective Sponsors - Start with the local businesses that are already involved with your school and community.
- Family – Consider more than just your immediate family.
- Friends – Consider your friends (parents' friends and even your grandparents' friends) from all different times of life: elementary school, high school, college, etc.
- Community Groups – Think about all the clubs in which you, your parents and grandparents participate: religious, political, civic, volunteer activities, alumni, PTA, book club, etc.—both in-person and virtual groups.
- Businesses – Consider asking your doctor, your gym, your hair dresser, dry cleaner, local deli, even the person you buy coffee from every morning may want to give if you just ask!
- Neighbors
- Professional relationships - yours, your parents and your grandparents. These relationships can be more than just co-workers. Business clients, partners, vendors, and even alumni from your alma mater! LinkedIn is a good resource for professional relationship outreach.

Ways to Ask for Donations

- Phone
- Email
- In-person
- Mail a letter
- Social media

Ways to Ask for Sponsorship

- Phone
- Email
- In-person
- Mail a letter

When conducting sponsorship asks, we recommend to host a day or a couple days where each player or member of the group calls local businesses for sponsorship or visits the businesses with a sponsorship letter.

- Be sure to explain how they will be making an impact and why this event is so important.
- Include your personal impact story if possible.
- Have an easy script to use for the phone calls.
- Create a personal letter that they can submit to businesses.
- If a business would like a tax receipt, their check has to be made out to Spectrum Health Foundation.