

# PUT YOUR MONEY WHERE THE MIRACLES ARE

FUNDRAISING AND  
BEST PRACTICES GUIDE



**MATEO, 6 YEARS OLD**  
HIRSCHSPRUNG'S DISEASE AND  
SHORT BOWEL SYNDROME PATIENT



**Children's  
Miracle Network  
Hospitals®**





Dear Log A Load,

Since partnering with Children's Miracle Network Hospitals® in 1988, Log A Load for Kids® have helped raise more than \$46 million. Your fundraising efforts have been vital in achieving that amount and continue to be critical in ensuring that children at your local CMN Hospital receive the quality care they need.

We ask for your commitment to help Log A Load reach new fundraising heights. To help, we have created a Fundraising and Best Practices Guide to assist you. In this guide you will find fundraising best practices and ideas, important contact information, and event planning templates.

We want to thank you for your dedication and continued support of Log A Load, CMN Hospitals and the thousands of children treated at your local hospital each year.

Thank you,

Sherri Hansen  
*Chair, Log A Load for Kids*

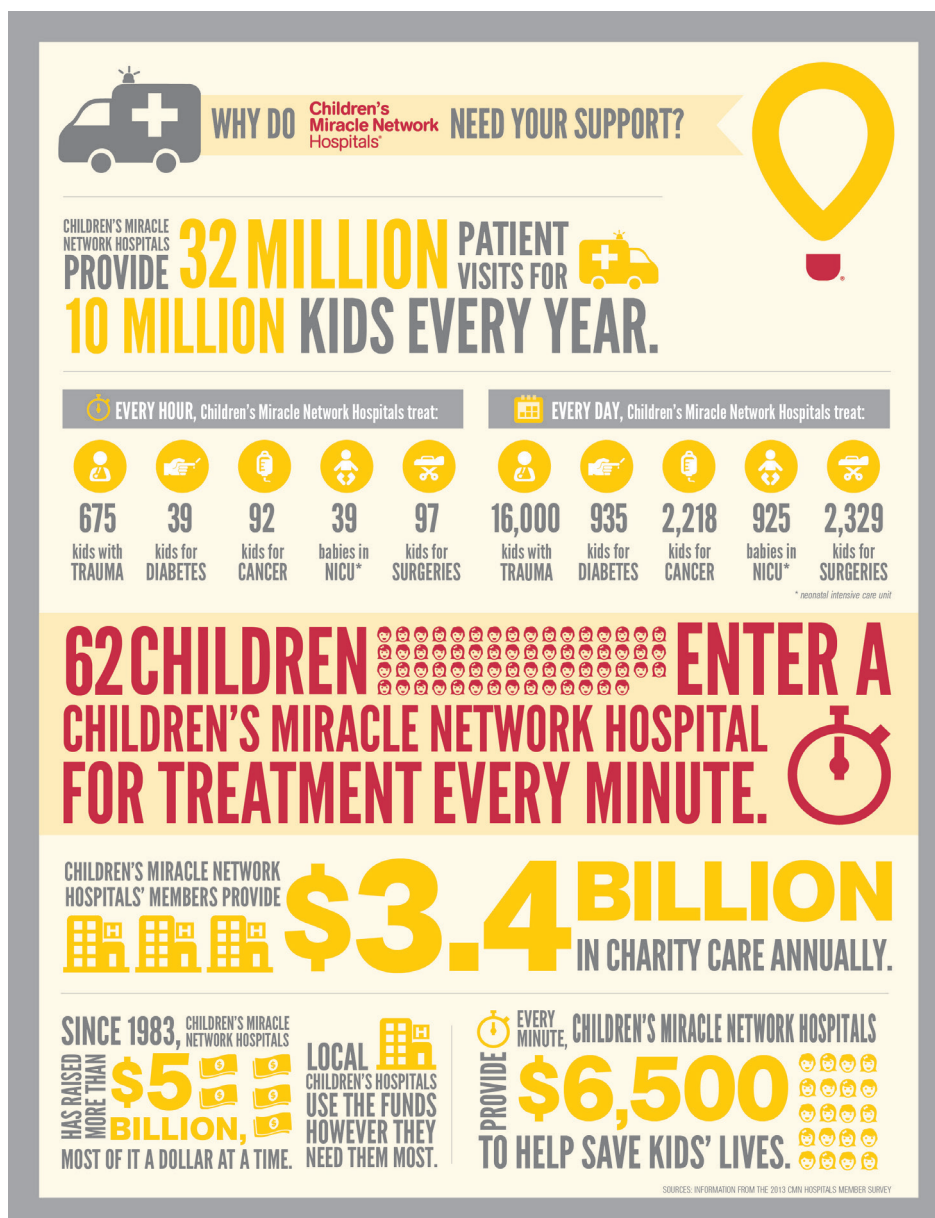
Deb Hawkinson  
*President, Forest  
Resources Association*

Kelley Mitchell  
*Director, Children's Miracle  
Network Hospitals*



## WHAT IS CHILDREN'S MIRACLE NETWORK HOSPITALS ?

Children's Miracle Network Hospitals® raises funds and awareness for 170 member hospitals that provide 32 million treatments each year to kids across the U.S. and Canada. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment and charitable care. Since 1983, Children's Miracle Network Hospitals has raised more than \$5 billion, most of it \$1 at a time through the charity's Miracle Balloon icon. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible. Find out why children's hospitals need community support, and learn about your member hospital, at [CMNHospitals.org](http://CMNHospitals.org) and [facebook.com/CMNHospitals](https://facebook.com/CMNHospitals).





## CHILDREN'S MIRACLE NETWORK HOSPITALS

Children's Miracle Network Hospitals serve kids in all major markets throughout North America. By raising funds for your Children's Miracle Network Hospital you are helping your family, friends and neighbors. You never know when someone you know might need the help of their Children's Miracle Network Hospital.



To Find Your Local CMN Hospital visit  
[CMNHospitals.org/Hospital/Search](https://CMNHospitals.org/Hospital/Search)





# HOSPITALS IN THE UNITED STATES

## ALABAMA

Children's of Alabama  
University of South Alabama Children's & Women's Hospital

## ALASKA

The Children's Hospital at Providence

## ARIZONA

Phoenix Children's Hospital  
Tucson Medical Center

## ARKANSAS

Arkansas Children's Hospital

## CALIFORNIA

Children's Hospital Los Angeles  
CHOC Children's  
Cottage Children's Medical Center  
Lauren Small Children's Medical Center at Bakersfield Memorial Hospital  
Rady Children's Hospital - San Diego  
Salinas Valley Memorial Hospital  
UC Davis Children's Hospital  
UCSF Benioff Children's Hospitals  
Valley Children's Hospital

## COLORADO

Children's Hospital Colorado

## CONNECTICUT

Connecticut Children's Medical Center

## DISTRICT OF COLUMBIA

Children's National Health System

## FLORIDA

All Children's Hospital  
Arnold Palmer Medical Center  
Nicklaus Children's Hospital  
The Children's Hospital at Sacred Heart  
UF Health Jacksonville  
UF Health Shands Children's Hospital  
Wolfson Children's Hospital

## GEORGIA

Children's Healthcare of Atlanta  
Children's Hospital at Memorial University Medical Center  
Children's Hospital, Navicent Health  
Children's Hospital of Georgia  
Midtown Medical Center  
Phoebe Putney Memorial Hospital

## HAWAII

Kapi'olani Medical Center for Women & Children

## IDAHO

St. Luke's Children's Hospital

## ILLINOIS

Ann & Robert H. Lurie Children's Hospital of Chicago  
Children's Hospital of Illinois  
HSHS St. John's Children's Hospital

## INDIANA

Riley Hospital for Children

## IOWA

UnityPoint Health - St. Luke's  
University of Iowa Children's Hospital

## KANSAS

KU Medical Center  
St. Francis Foundation  
Via Christi Hospitals in Wichita

## KENTUCKY

Kentucky Children's Hospital  
Kosair Children's Hospital

## LOUISIANA

Children's Hospital - New Orleans  
CHRISTUS Health Shreveport-Bossier  
CHRISTUS St. Frances Cabrini Hospital  
CHRISTUS St. Patrick Hospital  
Our Lady of the Lake Children's Hospital

## MAINE

EMHS Foundation  
The Barbara Bush Children's Hospital at Maine Medical Center

## MARYLAND

Johns Hopkins Children's Center

## MASSACHUSETTS

Baystate Children's Hospital  
Boston Children's Hospital

## MICHIGAN

Beaumont Children's Hospital  
Helen DeVos Children's Hospital  
Hurley Children's Hospital  
Sparrow Hospital

## MINNESOTA

Gillette Children's Specialty Healthcare

## MISSISSIPPI

Batson Children's Hospital at the University of Mississippi Medical Center

## MISSOURI

CoxHealth  
Freeman Health System  
MU Children's Hospital  
SSM Health Cardinal Glennon Children's Hospital  
St. Louis Children's Hospital

## MONTANA

Shodair Children's Hospital

## NEBRASKA

Children's Hospital & Medical Center

## NEVADA

Renown Children's Hospital  
St. Rose Dominican Hospitals

## NEW JERSEY

Children's Specialized Hospital



## **NEW MEXICO**

UNM Children's Hospital

## **NEW YORK**

Arnot Ogden Medical Center

Bernard & Millie Duker Children's Hospital  
at Albany Medical Center

Cohen Children's Medical Center of  
New York

Faxton St. Luke's Healthcare

Golisano Children's Hospital at the  
University of Rochester Medical Center

Maria Fareri Children's Hospital

Samaritan Medical Center

Upstate Golisano Children's Hospital

Women & Children's Hospital of Buffalo

## **NORTH CAROLINA**

Duke Children's

James and Connie Maynard Children's  
Hospital at Vidant Medical Center

Levine Children's Hospital

## **NORTH DAKOTA**

Sanford Children's Hospital – Fargo

## **OHIO**

Akron Children's Hospital

Cincinnati Children's Hospital Medical  
Center

Dayton Children's Hospital

Mercy Children's Hospital

Nationwide Children's Hospital

University Hospitals Rainbow Babies &  
Children's Hospital

## **OKLAHOMA**

Children's Hospital Foundation

The Children's Hospital at Saint Francis

## **OREGON**

Asante Ashland Community Hospital

Asante Rogue Regional Medical Center

Asante Three Rivers Medical Center

OHSU Doernbecher Children's Hospital

PeaceHealth Sacred Heart Medical Center

## **PENNSYLVANIA**

Children's Hospital of Pittsburgh of UPMC

Geisinger Janet Weis Children's Hospital

Penn State Hershey Children's Hospital

Saint Vincent Hospital

The Children's Hospital of Philadelphia

## **PUERTO RICO**

San Jorge Children's Foundation

## **RHODE ISLAND**

Hasbro Children's Hospital

## **SOUTH CAROLINA**

Greenville Health System

McLeod Children's Hospital

Medical University of South Carolina  
Shawn Jenkins Children's Hospital

Palmetto Health Children's Hospital

## **SOUTH DAKOTA**

Rapid City Regional Hospital

Sanford Children's Hospital – Sioux Falls

## **TENNESSEE**

Children's Hospital at Erlanger

East Tennessee Children's Hospital

Le Bonheur Children's Hospital

Monroe Carell Jr. Children's Hospital  
at Vanderbilt

Wellmont Health System

## **TEXAS**

Children's Health Children's Medical  
Center

Children's Hospital of San Antonio

CHRISTUS Hospital - St. Elizabeth

CHRISTUS Jasper Memorial Hospital

Cook Children's Medical Center

Dell Children's Medical Center of  
Central Texas

Driscoll Children's Hospital

El Paso Children's Hospital Foundation

Harrington Cancer and Health Foundation

Hendrick Children's Hospital

McLane Children's Scott & White

Medical Center Health System Foundation

Mother Frances Hospital

Shannon Medical Center

Texas Children's Hospital

UMC Children's Hospital

United Regional Health Care System

## **UTAH**

Primary Children's Hospital

## **VERMONT**

University of Vermont Children's Hospital

## **VIRGINIA**

Carilion Children's

Centra Lynchburg General and Virginia  
Baptist Hospitals

Children's Hospital of Richmond at VCU

Children's Hospital of The King's  
Daughters

University of Virginia Children's Hospital

## **WASHINGTON**

Sacred Heart Children's Hospital

Seattle Children's Hospital

Yakima Valley Memorial Hospital

## **WEST VIRGINIA**

West Virginia University Children's  
Hospital

## **WISCONSIN**

Children's Hospital of Wisconsin

Gundersen Health System

Ministry Saint Joseph's Children's Hospital



## CHILDREN'S MIRACLE NETWORK HOSPITALS

### What is Log A Load For Kids?

Log A Load For Kids® is a nationwide giving campaign through which loggers and others contribute to local Children's Miracle Network Hospitals to provide medical care to kids in need, regardless of their families' ability to pay.

### How did it start?

In 1988, a dedicated telethon volunteer with the Medical University of South Carolina (MUSC), William (Bill) Boyce of Boyce Distributors, SC Yemassee loggers Larry and Carol Connelly, and Telethon Coordinator for MUSC Hospital, Lorraine "Rainey" Evans, played key roles in establishing the Log A Load For Kids campaign through the Children's Miracle Network Hospitals Telethon.

The basic concept of Log A Load For Kids is for loggers and wood-supplying businesses to donate the value of a load of logs, or any amount, to a nearby Children's Miracle Network Hospital to be used in treating ill and injured children. In addition, special fundraising events are organized by Log A Load For Kids volunteers to supplement donations to the hospitals.

The South Carolina Forestry Association took this concept and developed the first successful Log A Load For Kids program to raise funds for Children's Miracle Network Hospitals. Since that time the Log A Load For Kids program has spread to 30+ states, and has raised more than \$44 million for 70+ member hospitals.

### Who was the first chairman for the Log A Load For Kids Program?

Bill Boyce of Boyce Distributors and Charles Wright of Stone Container were the first co-chairs for the South Carolina Log A Load For Kids Program. With the help of the South Carolina Forestry Association staff, Log A Load For Kids promotional materials, banners, pledge cards, operating rules and procedures and other related items were developed.





### **What is a state logging or forestry association?**

Logging contractors, forest products businesses, and others with an interest in promoting and conserving the forest resource have formed statewide associations in states with significant forested area. These associations promote common goals, usually related to conservation, education, government relations, improving the business environment and promoting forest products.

### **What is Children's Miracle Network Hospitals?**

Children's Miracle Network Hospitals raises funds and awareness for 170 member hospitals that provide 32 million treatments each year to kids across the U.S. and Canada. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment and charitable care. Since 1983, Children's Miracle Network Hospitals has raised more than \$5 billion, most of it \$1 at a time through the charity's Miracle Balloon icon. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible. Find out why children's hospitals need community support, identify your member hospital and learn how you can Put Your Money Where the Miracles Are, at [CMNHospitals.org](http://CMNHospitals.org) and [facebook.com/CMNHospitals](https://facebook.com/CMNHospitals).

### **How do children's hospitals benefit from Log A Load's support?**

Children's hospitals rely on community donations to provide the life-saving and live-improving care they are known for. Log A Load donations ensure that the Children's Miracle Network Hospitals serving their communities are able to treat every injury and illness imaginable, giving hope to millions of kids in need.

### **How does Log A Load raise funds?**

Log A Load For Kids was originally formed to provide loggers with an opportunity to contribute the value of a load of logs (or any amount) to a local Children's Miracle Network Hospital. As the program grew, local Log A Load For Kids campaign organizers held auctions of donated items, raffles, carnival events, golf tournaments, walk-a-thons, and pledge campaigns. Ideas are only limited by the ingenuity of local Log A Load committees.

### **How much does Log A Load raise every year?**

Log A Load for Kids has increased their fundraising to more than \$2 million annually. Since 1988 they have raised more than \$46 million.

### **Who runs Log A Load For Kids?**

State-level campaigns are sponsored and/or organized by a state's logging or forestry associations and staffed by volunteers; some of these state-level campaigns even have local affiliates. Members of state campaigns participate in the National Log A Load For Kids Advisory Group, which communicates frequently to share ideas and bring alignment to local visions. In the most basic sense, Log A Load For Kids is always the product of local initiative and commitment to communities. The Forest Resources Association serves as the National Log A Load For Kids sponsor organization.



### How is Log A Load For Kids coordinated at the state level?

State logging or forestry association staff and committees make contact with the local CMN Hospital, determine projects to be funded, and set fundraising goals for the year. They then publicize the program, organize fundraisers and arrange other giving opportunities.

### How can I join a Log A Load committee?

State and local Log A Load campaigns always need volunteers to help raise funds, organize events and build visibility for Log A Load. Introduce yourself to your state's Log A Load contact by phone or e-mail. If there is no state contact and you would like to become the state contact, or just fundraise for the local CMN Hospital, please contact the FRA or Sherri Hansen, the Log A Load Chair.

### Does 100% of my contribution really go to the hospital?

Yes. Your donation goes entirely to the CMN Hospital in your area. Log A Load support groups — local, state, and national — cover their overhead from other sources and rely heavily on volunteer services and in-kind contributions.

### Are contributions tax deductible?

All participating hospitals are non-profit 501(c)3 organizations, so cash donations through Log A Load, which are channeled directly to the hospital, are fully tax-deductible as donations to charitable organizations. As in the case of other charitable fundraisings, contributions raised through means such as auctions or carnivals may be partially deductible, for instance, if the winning bid for an auction item exceeds the item's assessed value.

### Can I stipulate an individual CMN Hospital for my donation?

Yes, one of Children's Miracle Network Hospitals' founding commitments is to keep funds within the community in which they are generated. All donations go directly to Children's Miracle Network Hospitals.

Children's Miracle Network Hospitals  
205 West 700 South, Salt Lake City, Utah 84101  
801.214.7400  
[www.cmnhospitals.org](http://www.cmnhospitals.org)





## FUNDRAISING PROGRAMS AND EVENT IDEAS

The fundraising programs and events listed below have been successful for many Log A Load donors. These ideas are for you to adapt, create and utilize for your company and fundraiser.

**Fundraising Quarterback** – Put one person in charge of the fundraising year to promote and create enthusiasm among logging and FRA community members. Make sure this person is fun and has a lot of enthusiasm. Have a contest in your association to see which company or member raises the most funds. You could ask one of your equipment suppliers to donate a product or gift card that could be offered to the top team or member.

**Archery Contest** – Work with a local archery company to hold an archery contest open to all ages. Archery is a fun event that many people haven't participated in. Have a local archery expert come in to do a demonstration. Have young kids pay \$5 to participate in the event and then increase the entry fee for the older participants. Ask the archery company if they will donate lessons for the winning prize.

**Artwork** – Obtain children's artwork from your local hospital. Frame artwork and sell to local offices or use for an auction/drawing.

**Association Meeting** – Work with your State Association to come up with fundraising ideas to raise money throughout the year and during your meeting.

Ideas:

- Have members donate \$25-50 to have their company name in the auction program.
- Offer roses or other items for guests to purchase for \$10 which will also enter them in a drawing for a spa certificate or gift basket. Check with a local company to donate the prize.
- After dinner, auction off desserts that have been donated by local bakeries or hotels. Many companies will donate for the free advertising. Some cakes have actually been sold for over \$4,000.
- Sell Log A Load rubber bracelets or pins at a table/booth.
- Invite association members to donate items for a silent auction. Make sure you give members advance notice to supply the items. Items can be donated services, products or purchased items such as gift baskets or hotel stays. Many hotels/restaurants will donate gift cards because of the advertising benefit.

**Dinner** – Work with a local restaurant or group to have a dinner where the extra funds go to their local CMN Hospital. Sell the tables for \$100-500. Often restaurants will donate the dinner or will only charge the cost of the food. Use Log A Load wooden toy trucks as centerpieces and let the person who buys each table keep the truck. Have local companies or persons donate items like gift baskets or services that can be auctioned off. Another popular auction item is sports memorabilia from a local sports team. Have a local band, magician or comedian perform.

**Bake Sales** – Have team members or local bakeries bake goods for a bake sale that can be held at community events/holidays or once a month at your office.

**Barbecues** – Ask a local vendor or company to donate hot dogs or meat for a weekend barbecue that can be held at community events/holidays or once a month at your office.

**Bowlathon** – Work with a local bowling alley to hold a bowl-athon. Many bowling alleys will help get participants by hanging fliers for the event. Participants will gather pledges for donations on their score or their team scores.

**Car Wash** – Host a car wash at a location and time that will offer significant public exposure (usually on a weekend). To enhance interest, invite mascots from local schools or sports teams. Invite a popular DJ to participate in the car wash.

**Calendar** – Put a calendar together where local companies can pay to advertise on one of the months. The money to donate comes from the money collected in advertisements. The calendars are free and sent out to the community.

**Chili Cook Off** – Everybody has a favorite chili recipe, now let's put it toward a good cause! You can do it as a chili tasting fundraiser or full lunch.

**Coin Canisters** – Set out coin canisters in your breakroom or reception area or by the vending machines for employees to donate their extra change. Sometimes local companies, restaurants, gas stations, etc. will also let you put a canister in their location. If you are in need of coin canisters please contact your local CMN Hospital or Kelley Mitchell, kmitchell@cmnhospitals.org, your CMN Hospitals account representative.

**Cookbook Sales** – Everyone has a favorite recipe. Compile and sell a cookbook of recipes from family, friends and associates. Combine this with a bake sale or other culinary event.

**Dance** – Sponsor a sock hop or a country square dance to benefit your local CMN Hospital. Refreshments, dress-up contests and door prizes can add to the fun and the fundraising. Get creative and host other types of dances.

**Deck of Cards** – Create a deck of cards with Log A Load logo on the outside. Sell cards for double the cost (can usually order for \$1 - sell the cards for \$2 or \$3 donation). Sell the cards at conventions, community and holiday events.

**Donations** – If you cannot hold a local event you can still make a donation from your company/state association by logging onto: [www.logaload.org](http://www.logaload.org)





**Employee Giving** – Encourage your employees to donate \$5 or more per pay check or a one-time donation to your local Children's Miracle Network Hospital. Contact your local Children's Miracle Network Hospital to receive materials (posters, website information, fliers, etc.) to help with an employee giving campaign.

**Golf Event** – Golf events are a great way to get your employees, vendors, families and friends involved in supporting your local CMN Hospital. Golf events take some time and planning along with a dedicated group of volunteers; however, the return can be very large. The sample golf outing planning guide is included in this packet.

**Ice Cream Social** – Partner up with a local religious group or local government group to hold an ice cream social or kiddie carnival to raise funds. Have local families or businesses contribute and/or make ice cream for event.

**Large Balloons to Local Companies** – Sell large 3' balloons (provided in kits) to local companies for \$50-100. Have donors write their name(s) on the balloon and hang in the company/store to show support and also for local advertising.

**Load of Logs/Donation** – Donate a certain amount for every load of logs you sell during the year.

**Logging Truck Toys** – Sell logging truck toys at your office, community, birthday or holiday events or during the holiday season.

**Cover The Logging Truck** – Build a display case to put the toy wooden logging truck in. Have a space at the top of the case for donations to be dropped in and a sign that says "Cover the truck." Display the truck at your state association convention, community fairs and at your company office.



**Miles For Miracles** – Set up a walk/run. Let everyone know you are lacing up your sneakers to make a difference for hospitalized children. Set your goal of how many miles you plan to walk for kids during the campaign period. Can be done with team members and/or community. Have participants ask for pledges of any amount that can be donated for each mile you walk. For example, if you walk 10 miles and have a pledge of 25 cents per mile, the donation is \$2.50. If you receive a pledge of 50 cents and you walk 10 miles, the donation is \$5.00. The more pledged and the more miles walked the healthier you become and the more money raised for local kids!



**Trap/Skeet Shoot Events** – Most logging states have a lot of hunters/shooting ranges. Hold a Skeet Shoot event at one of your local clubs. Plan a lunch/dinner and auction to go along with the event. Ask the shooting range if they will donate a gift card for the winning participant.

**Snack Bar** – Have a snack bar available where logging and other trucks make regular stops. Coffee, drinks, snacks are always welcome during work. In the Arkansas market they raised close to \$50,000 through their snack bar.

**Sports Tournament** – Set up a traditional-style tournament such as golf, bowling, or basketball, complete with an entry fee, teams, and prizes. Or, select a less traditional tournament such as broom hockey, darts, horseshoe, ultimate frisbee or fishing. Invite team members'/customers' children and their friends to participate in a sports tournament (tennis, bowling, etc.) for an entry fee.

**T-Shirt Sale** – Purchase T-shirts with Log A Load and state association logos. Sell to employees for a donation to CMN Hospitals. Kids T-shirts with a fun child picture on the front are especially popular.

**Tool Chest** – Contact your local Children's Miracle Network Hospital to find out what toys the hospital could use in their play rooms and child life room. Send a letter to the State Association or local companies asking for donations. Collect toys and deliver to the hospital.



**Trash & Treasure Yard Sale** – As they say, "one man's trash is another man's treasure." A yard sale is a great way for team members to generate funds by donating unwanted items. Make sure you advertise the event weeks before at your location and other popular companies. Hold the sale on the side of your location or at a local park.

**Vest Sale** – Similar to the T-shirt sale, sell safety vests with the Log A Load logo for a donation to the local CMN Hospital.

**Wellness Program** – Children's Miracle Network Hospitals has a great wellness program that runs in April and September. This program will help your team members/employees not only learn to stay fit but will also give them a chance to raise money for their local CMN Hospital. To learn more, visit [www.MiracleChallenge.org](http://www.MiracleChallenge.org) or e-mail Staci Cross, Director Programs and Events at CMN Hospital [scross@cmnhospitals.org](mailto:scross@cmnhospitals.org) to get started.



# HOW TO PLAN A FUNDRAISING EVENT

## Planning an Event

The most common questions in preparing for an event are: "What kind of event should I have?" "What is the goal of my event?" and "How should I promote my event?" The following pages will give you a better understanding of how to plan your next fundraising event. It will provide an overview of a general outline to planning an event and then will provide specifics on planning a golf outing.

## Pre-Event Planning Stage

Below is a checklist of questions that will assist you when determining what your next event is.

- What:**
- What am I trying to achieve? Examples listed.
    - Employee engagement and morale?
    - Engagement and awareness within the community?
  - What is my fundraising goal?
  - What is my budget?
  - What has worked in the past and what hasn't?
  - What is my timeline?
  - What are my ideas so far?

- Who:**
- Who should I invite?
  - Who is my target audience?
  - Who is going to be the lead event planner?
  - Who can help plan the event?
  - Who can help with giveaways, supplies, etc.?

- When:**
- When is the best time to have an event in my community?
  - When are other community events occurring?
  - When should I reach out to my local CMN Hospital for support?
  - When should I start contacting local businesses for support?
  - When should I start promoting the event?

- How:**
- How am I going to execute this event?
  - How many volunteers do I need for this event?
  - How should I promote my event?

- Where:**
- Where is the best place to host the event?
  - Where should I advertise?

## PLANNING THE EVENT

### Task 1: Review the Fundraising Event List

- Review the Fundraising Ideas provided above. These events have been successful for other Log A Load donors.
- Remember what works for one donor, may not work for yours.
- Other ideas can be found in the list of 101 Fundraising Ideas from CMN Hospitals located on the Log a Load website: [www.logaload.org](http://www.logaload.org).

### Task 2: Determine the Fundraising Event that works best for your employees, your company and/or community

- When choosing an event it's helpful to ask others their opinion. They may come up with other ideas that you haven't thought of.
- Determine if it makes sense to involve your local retailers – 5K Run/Walk, Golf Outing, etc.

### Task 3: Create an Event Budget

- Creating an event budget is the most effective way to track how much money you spend on an event and to establish a realistic fundraising goal.

### Task 4: Create a Timeline to Begin Planning Your Event

- Proper planning and promotion of an event is critical to lead time. Begin by completing a timeline of key due dates.

### Key contacts:

- Reach out to other Log A Load contacts (listed on the Log A Load website: [www.logaload.org](http://www.logaload.org)) for event ideas and tips on what has and hasn't worked for their events.
- Local Hospital: Your local hospital is a great resource for help with your event.
  - Reach out to them for the following:
    - > Miracle Family for the day of the event
    - > Volunteers for day of event
    - > Event Marketing help (social media sites, hospital newsletters, etc.)





## GOLF OUTING PLANNING GUIDE

Golf outings are a great way to raise funds and to get your employees, retailers, vendors, and community involved in supporting your local CMN Hospital. The following information will guide you through the planning process.

A few tips before you begin planning:

- Golf Outings require some time and planning to be successful – ensure that you have an event lead and a committee helping with the planning.
- The event may require support from retailers, vendors and your own employees.
  - Make a list of tasks and split up responsibilities
- If you don't think you can recruit a minimum of 100 golfers, you shouldn't take on this task.
- Reach out to your local CMN Hospital as they can be a great resource for the event.
- Prepare inclement weather plan.

Below is a sample event planning timeline that will help you with key tasks that must be completed leading up to a golf out.

### Sample Golf Outing Timeline

**Six Months Out:** Research and make final decision on a golf course.

- Block off tee times.
- Review and choose menus and beverages.
- Sign and return contract to the golf course.
- Prepare an invitation list – reach out to local vendors, retailers, employees, Chamber of Commerce/ Local Businesses, friends, etc.
- Determine your agenda and events for the day.
- Determine sponsorship opportunities to help reduce your costs – hole sponsors, lunch sponsors, golf cart sponsor.
  - Sample Sponsorship Levels:  
Please note the below sponsorship levels and amounts are an example and should be changed based on your costs and needs.

- **Presenting Sponsor - \$5,000**

Includes 4 golf spots, signage on all golf carts and logo on all event signage as presenting sponsor

- **Gold Sponsor - \$2,500**

Includes 2 golf spots, logo on all event signage, one hole sponsorship

- **Silver Sponsor - \$1,000**

Includes 1 golf spot, logo on all event signage, one hole sponsorship

- **Bronze Sponsor - \$500**

Includes logo on all event signage and one hole sponsorship

- **Hole Sponsorship - \$250**

- **Other sponsorships** can include breakfast, lunch, dinner, give-a-way, etc.

- Develop marketing material – an event brochure, one page flyer, etc.
- Tip: Ask golf course for sample brochures or go onto the Log A Load Foundation website for a generic golf brochure: [www.logaload.org](http://www.logaload.org).
- Have two separate marketing pieces – one for sponsors and another as an invitation.
- Determine how, where and to whom you're going to market the event to.

#### **Four Months Out:**

- Begin Marketing the event.
- Reserve credit card terminal from your company or bank if needed day of event.
- Determine hole challenges – Hole in one, closest to the pin, longest drive men and women, etc.
- Determine if you will have an auction or raffle prizes.
- Decide on giveaway items.

#### **Three Months Out:**

- Order sponsor banners, hole sponsor signs and other signage needed (templates provided on Log A Load website: [www.logaload.org](http://www.logaload.org)).
- Secure volunteers for day of event.

#### **One Month Out:**

- Review start time and arrangements with your golf course contact.
- Send out confirmation letters to event participants.

#### **Two Weeks in Advance:**

- Review checklist.
- Begin reviewing your final guest list.
- Provide final guarantee to golf course.

#### **One Week in Advance:**

- Make sure gifts and prizes have been received.
- Send golfer list to your golf course contact.
- Review pairings list.
- Alert golf course of last minute changes.
- Review final numbers.

#### **Possible Signage Needed:**

- Welcome banner
- Hole Sponsorship Signs
- Food and beverage sponsor signs

#### **Day of Event: See below for items to bring Day of Event.**

- Arrive early to the golf course.
- Ensure all volunteers have arrived early and have a short meeting going over their duties.
- Set-up registration table and give away table.
- Work with the golf course to ensure all sponsor signs are placed in the correct locations.

## **SUPPLIES NEEDED FOR DAY OF EVENT:**

### **Check-in/ Registration:**

- Table with chairs
- Alphabetized player list with hole number.
- Pens, markers, highlighters, etc.
- Betting Package Sales
- Checkout
- CC Terminal, petty cash, cash box, etc.
- Arrival Gifts

### **Hole Challenges:**

- One/Two volunteers on each.
- Chairs
- Water
- Petty Cash if needed
- Hole Instructions

### **Day of Event Checklist:**

- Alphabetized player list with hole start number.
- Volunteer list
- Hole Challenge instructions for volunteers on those holes.
- Raffle tickets
- Banquet Event Order from golf course
- Golfer gifts

### **Post Event:**

- Send out thank you to golfers with results and tax letter.
- Send out thank you to volunteers.
- Confirm event date for next year.
- Write recap article and send to Sherri Hansen, Log A Load Chair, at [hloggingllc@gmail.com](mailto:hloggingllc@gmail.com), include pictures from your event if you have them.







  Children's  
Miracle Network  
Hospitals





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