

Log A Load For Kids Fundraising Guide



From the Board of Directors

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

**When we can change kids' health,
we change the future – for all of us.**



logaload.org



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About Us

What Is Log A Load For Kids?

Log A Load For Kids began in 1988 when loggers and others in the forest products community donated the value of a load of logs to their local CMN hospital. Today, Log A Load is a leader in CMN Hospitals' fundraising, donating more than \$3 million annually through log donations, golf tournaments, and other event proceeds.



1988: An Idea Was Formed

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.



Getting Started

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, promotional materials, banners, pledge cards, operating rules and procedures and other related items were developed.



Raising Funds

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. In addition, special fundraising events are organized by Log A Load For Kids volunteers to supplement donations to the hospitals.



Going National

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.



About CMN Hospitals

Funds Stay Local

Every dollar raised benefits the Children's Miracle Network Hospital in your community. Visit CMNHospitals.org to learn more about your hospital.

10 Million Kids Treated

Each year, Children's Miracle Network Hospitals will treat 10 million kids through 32 million patient visits.

Donations Have Impact

Donations are all unrestricted and can support life-saving equipment, research, charitable care or programs like child life, classrooms, pet therapy and more.

How your dollar is raising funds at Children's Miracle Network Hospitals

Charitable Care	Equipment	Education
Advancement Services	Research & Treatment	Patient Services

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.

To find your local hospital, visit CMNHospitals.org



logaload.org



Why do we need your support?



Members of Children's Miracle Network Hospitals®:

Provide

32M 

patient visits for

10M

kids every year.

Treat

62 

children every minute.

Provide

\$6,500
every minute

in **charitable care** to patients, to help save kids' lives.



Since 1983 Children's Miracle Network Hospitals' **partners and programs have raised** more than

\$8 

billion

for **member hospitals** across the U.S. and Canada.

Member hospitals **use the funds** however they need them most.



Every day, member hospitals **treat***

35,000
patients

12,721
kids for **emergencies**

1,890
kids for **diabetes**

1,718
kids for **cancer**

814
babies in the **nicu/newborn ICU**

**Change
Kids' Health.
Change
the Future.**

Give Today!

Member hospitals **provide**

\$3.4
billion 

in **charitable care** for patients in need annually.

*Based on estimates provided in response to the 2021 Children's Miracle Network Hospitals Census Survey

Why Engage with CMN Hospitals?



\$1 Can Help Raise \$10

Every dollar donated in mission-critical funds helps deliver \$10 in donations to Children's Miracle Network Hospitals through our national fundraising programs. In 2019, we delivered nearly \$425 million dollars to local children's hospitals.



Funds Benefit the Greatest Needs Locally

To ensure hospitals are able to meet the most critical needs of kids in their community, funds are given to hospitals unrestricted. Donations can support life-saving equipment, research, charitable care or programs like child life, classrooms, pet therapy and more.



Assets that Create Measurable ROI

Children's Miracle Network Hospitals support programs and partners that reach millions of constituents across varying coveted demographics — everything from gamers, students, radio and television stations, to corporate partners in every industry and local hospitals. These activations help our partners achieve their business goals, while supporting local communities.



Important to Millennials

Millennials rank children's hospitals as the cause most important to them, and 60% understand that their local children's hospital needs donations to continue providing care.



Frequently Asked Questions

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.

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 American Loggers Council serves as the national sponsor of Log A Load For Kids.

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.

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 logaloadforkids@cmnhospitals.org or your local chapter of the American Loggers Council.

Frequently Asked Questions

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 designate a specific CMN Hospital to receive 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





Fundraising Programs and Event Ideas

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.

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 develop fundraising ideas to raise money throughout the year and during your meeting. Some successful ideas include:

- 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 donated by local bakeries or hotels. Many companies will donate for the free advertising. Some cakes have 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.

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

Bowl-a-thon – Work with a local bowling alley to hold a bowl-a-thon. 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.

Fundraising Programs and Event Ideas

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, and gas stations will also let you put a canister in their location. If you are in need of coin canisters, please contact your local CMN Hospital.

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.

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 donate on behalf of your company/state association at www.logaload.org.

Employee Giving – Encourage your employees to donate \$5 or more per paycheck 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 months to plan, along with a dedicated group of volunteers; however, the return on investment can be 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.

Fundraising Programs and Event Ideas

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!

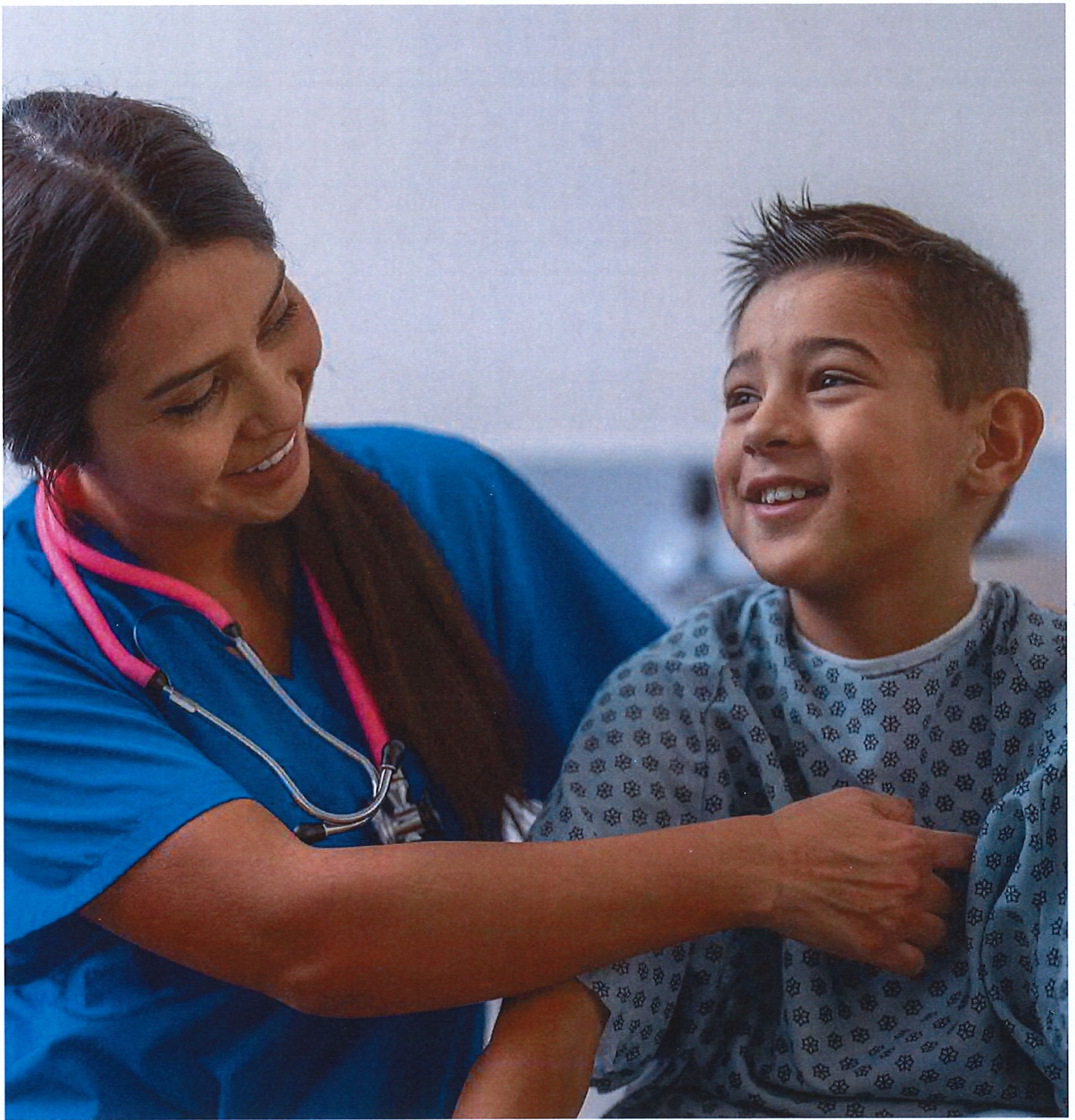
Trap/Skeet Shoot Events – Most logging states have a lot of hunters/shooting ranges. Hold a Skeet Shoot event at one of your local clubs. Plan a lunch/dinner and auction to go along with the event. Ask the shooting range if they will donate a gift card for the winning participant.

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 alone.

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.

Trash & Treasure Yard Sale – As they say, “one man’s trash is another man’s treasure.” A yard sale is a wonderful way for team members to generate funds by donating unwanted items. Make sure you advertise the event for several weeks in advance.



How to Plan a Fundraising Event

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.

Pre-Event Planning Stage

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

- | | |
|-------|--|
| What | <ul style="list-style-type: none">• What am I trying to achieve? Examples include:<ul style="list-style-type: none">◦ 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 | <ul style="list-style-type: none">• 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 | <ul style="list-style-type: none">• 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 | <ul style="list-style-type: none">• How am I going to execute this event?• How many volunteers do I need for this event?• How should I promote my event? |
| Where | <ul style="list-style-type: none">• Where is the best place to host the event?• Where should I advertise? |

How to Plan a Fundraising Event

Task 1: Select an Event to Host

- Review the Fundraising Ideas provided above. These events have been successful for other Log A Load chapters. Remember: what works for one donor, may not work for yours.
- Other ideas can be found in the list of 101 Fundraising Ideas at www.logaload.org.

Task 2: 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. If your company does not have funds to pay for the event, consider soliciting sponsorships from your vendors or other business partners.

Task 3: Establish an Event Timeline

Proper planning and promotion of an event is critical to success. Begin planning by completing a timeline of key due dates. A sample timeline is available on the next page.

Task 4: Notify Key contacts

Inform your local hospital and other Log A Load supporters of your upcoming event. Let them know how they may assist you with event preparation, staffing, and promotion.



How to Plan a Fundraising Event

Event Planning Timeline

Before 90 Days Out

- Reserve a venue for your event
- Create a budget for the event - include venue cost, food, entertainment, participant giveaways, supplies, and other necessary items
- Develop sponsorship packages to offset your event expenses; begin selling sponsorships within your professional network and local community.

90 Days Out

- Securing food and beverages for the event
- Reach out to schedule entertainment acts, guest speakers and vendors
- Coordinate with your hospital to invite Miracle Families or hospital staff to the event
- Creation of guest list: identify your audience and begin promoting your event to them
- Formal invitations to all "VIPs" such as local officials, business leaders, and large donors
- Begin working on the event schedule, including set-up, tear-down, and staffing assignments
- Identify and develop In-Event Fundraising Opportunities to increase fundraising revenue beyond the price of admission
- Send a 'save the date' to inform guests of the upcoming event

60 Days Out

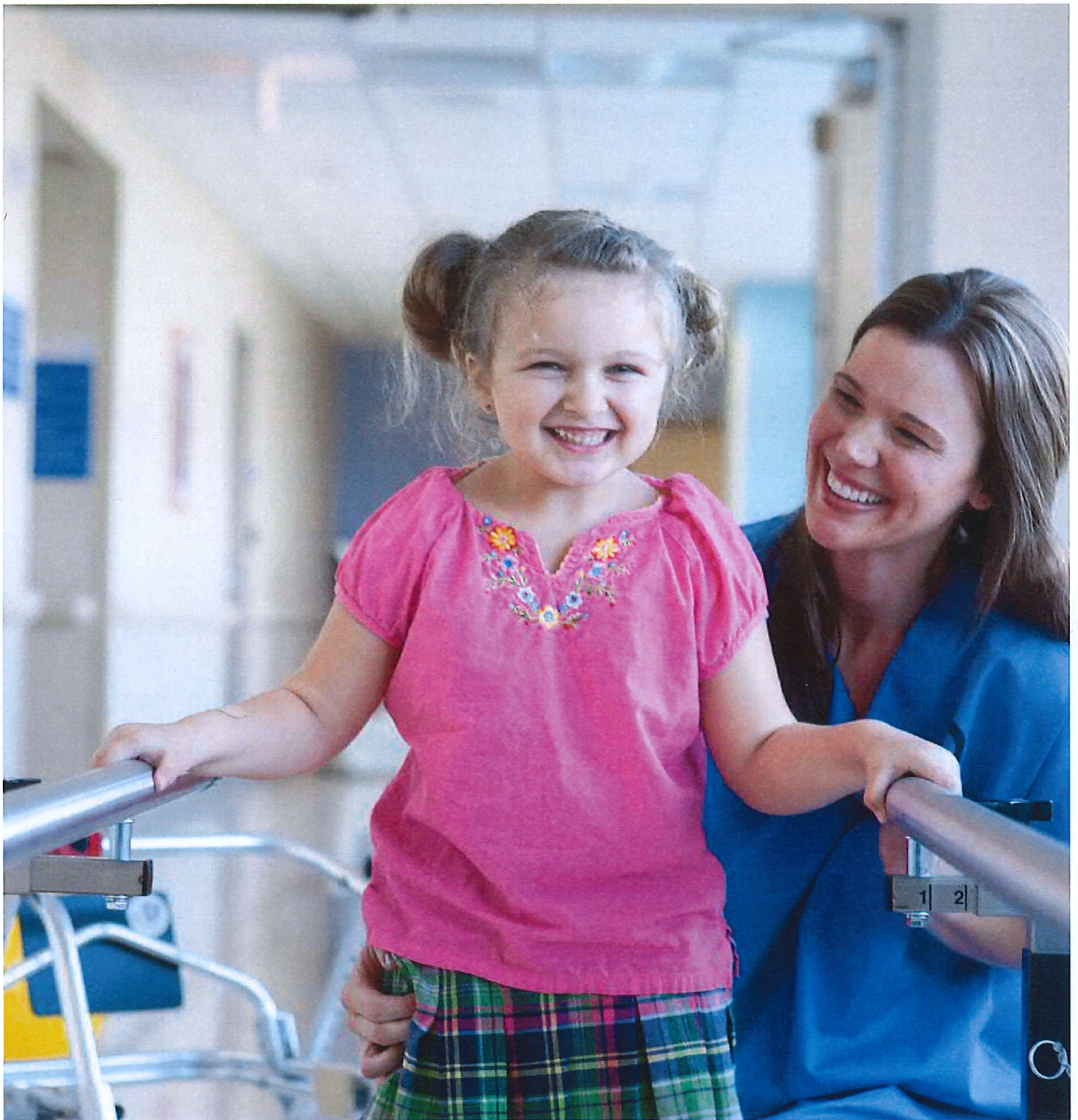
- Confirm your venue reservation; ensure that there are no extra costs to your event before details such as the budgets and guest lists are 100% locked in
- Order equipment such as tables, chairs, linens, and garbage cans if not provided by the venue
- Confirm entertainment, guest speakers, and any additional vendors that will be onsite
- Continue developing In-Event Fundraising Opportunities
- Recruit volunteers to staff the event (if needed)
- Publicize additional event details; begin ticket sales (if applicable)

30 Days Out

- Complete the volunteer schedule and staffing assignments
- Order event signage and other print materials needed for the event
- Continue event promotion and ticket sales. Increase promotion as the event date draws near

1 Week Out

- Confirm arrival, set-up, and tear-down times with venue and all on-site vendors
- Send a reminder to VIP guests including key details such as parking or check-in directions
- Remind volunteers of their scheduled duties and point-of-contact for event day



Golf Outing Planning Guide

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 should not take on this task.
- Reach out to your local CMN Hospital as they can be a great resource for the event.
- Prepare an inclement weather plan.

Identify the Golf Course and Set the Date

- When starting a brand new event, schedule 9 -12 months out before the event date.
- If you're repeating a current event next year, contract with the golf course 1-2 months after this year's tournament.
- A Monday fundraising event is typically held at private courses. Public and municipal courses will have more flexibility - although you will want to be cognizant of attendees' availability.
- Determine the golf format, starting tee time, or assigned tee times (Course Pro should assist).

Create a Budget

- The golf course will provide a contract; the fees (per person) you will be paying will include:
 - Green fees
 - Cart fees, Caddie/Forecaddie (plus gratuity)
 - Food and beverage
 - Clubhouse amenities - audio/visual, setup for breakfast, lunch and/or dinner, special setup for cocktail reception.
- Work with the golf course to determine the minimum amount of players (72) and maximum amount of players (112, 124, 144).
- Budget expenses accordingly to meet a 38% expense ratio - with approximately 60% of fundraising going to Children's Miracle Network Hospitals.

Golf Outing Planning Guide

Develop Sponsorship Packages

- Based off fair market value, identify the individual golfer fee, foursome and 2-3 sponsorship levels.
- For higher level sponsorship amounts, include one-two foursomes, corporate logo appearing on the course, in the clubhouse, and online registration.
- If budget allows, allocate funds for a player gift item, or identify an underwriting opportunity to cover the expense.
- Create a sponsorship package that can be sent by pdf file or posted online to potential sponsors

Establish Benchmarks and Deadlines

90 Days Before the Event:

- Sellout all Sponsorship levels
- 80% of your golfers and foursomes should be sold
- Finalize all corporate recognition on the course (hole signs, pin flags, clubhouse and halfway house signage)
- Establish if a featured guest and/or entertainment will be included (and fits within the budget)
- Identify if a local Children's Miracle Network Hospital will be engaged.

60 Days Before the Event

- Have Volunteers secured for event. Duties may include assistance at registration, player gift area, on-course contests, and selling revenue enhancers.
- Send event itinerary to everyone registered.
- All signage and player gift items should be purchased. Coordinate with course regarding shipping and storage.

30 Days Before the Event

- Work with the golf course to identify when event setup can begin
- Finalize individuals who will participate with Call to Carts or speak at an Awards Dinner or Lunch
- 7 days prior to the event, send all player information - handicaps, hole assignments - to the golf course Pro. Be prepared for any last minute changes, send new player information to Pro's as soon as possible.

Post Event

- Send a thank-you email summarizing the tournament and total funds raised; share event photos and video if applicable.
- Thank all of your sponsors and deliver any remaining collateral.
- Remit fundraising dollars to Children's Miracle Network Hospitals.