

Log A Load For Kids Fundraising Guide

Updated January 2026



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Treated for
Hearing and Visual
Impairments

®

Fundraising Guide

Table of Contents

- 3** Letter from the Board
- 4** Fundraising Programs and Event Ideas
- 7** How to Plan a Fundraising Event
- 10** Golf Outing Planning Guide

All Together, For All Kids

Letter from the Board of Directors

To Log A Load Volunteers

Dear Log A Load Volunteers,

Since partnering with Children's Miracle Network® in 1988, Log A Load for Kids® has helped raise more than \$70 million for children's hospitals in communities nationwide. Your fundraising efforts have been vital in reaching this milestone and continue to be critical in ensuring that children at your local CMN hospital receive the quality care they need.

We ask for your continued 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 For Kids, Children's Miracle Network, and the millions of children treated at member hospitals each year.

Thank you,
Sherri Hansen
Chair, Log A Load for Kids



How to Reach Us:

Log A Load For Kids, supporting
Children's Miracle Network
CMN Office: (801) 214-7400
Email: logaloadforkids@cmn.org

About Log A Load For Kids



37

years of
partnership



\$70M+

funds raised
since 1988



65+

benefiting
hospitals in the
U.S. and Canada

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 Children's Miracle Network 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. 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

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
- What am I trying to achieve? Examples include:
 - 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?

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.



Coale
Treated for Brittle
Bone Disease

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 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.

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.

Thank You

All Together, For All Kids

Will

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Cord Injury



Log A Load For Kids, supporting
Children's Miracle Network
CMN Office: (801) 214-7400
Email: logaloadforkids@cmn.org

[@childrensmiraclenetwork](https://www.instagram.com/childrensmiraclenetwork)



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