

KEEP MEMORY ALIVE

Supporting the Mission of Cleveland Clinic Lou Ruvo Center for Brain Health



ALZHEIMER'S | HUNTINGTON'S | PARKINSON'S
MULTIPLE SYSTEM ATROPHY | MULTIPLE SCLEROSIS

COMMUNITY FUNDRAISING

Toolkit





Make a difference today, and tomorrow.



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About Keep Memory Alive

100% of funds raised by Keep Memory Alive support the Cleveland Clinic Lou Ruvo Center for Brain Health's work in advancing brain science for the benefit of our community. You can help us foster a brain span that matches our lifespan. For more information, please visit keepmemoryalive.org.

About Cleveland Clinic Lou Ruvo Center for Brain Health

Cleveland Clinic Lou Ruvo Center for Brain Health provides state-of-the-art care of cognitive disorders and for the family members of those who suffer from them. The physicians and staff at the Cleveland Clinic Lou Ruvo Center for Brain Health work toward early diagnosis and the advancement of knowledge concerning mid cognitive disorders, which could one day delay or prevent their onset. Patients receive expert diagnosis and treatment at the Cleveland Clinic Lou Ruvo Center for Brain Health, which offers multidisciplinary, patient-focused approach to diagnosis and treatment, promoting collaboration across all care providers, offering patients a complete continuum of care, and infusing education and research into all that it does. For more information, please visit clevelandclinic.org/brainhealth.



At Keep Memory Alive, every gift makes a difference.

Cleveland Clinic Lou Ruvo Center for Brain Health is uniquely positioned to improve patient care and achieve breakthroughs that can lead to a cure. 100% of funds raised by Keep Memory Alive support these life-changing efforts.



How We Can Help

Thank you for your interest in hosting a fundraising event for Keep Memory Alive!

We're truly grateful for those who support Keep Memory Alive through Community Fundraising events. **Our Community Fundraising Champions are those in the community who host independent fundraisers in support of Keep Memory Alive.** All events, large or small, play a significant role in raising awareness and much-needed support for innovative medical research and treatment.

Whether you're a fundraising novice or a seasoned expert, thorough planning and logistics are vital to the success of your event. The information in this toolkit will help you organize and host an effective event to benefit Keep Memory Alive.

Here's how we can help make your fundraiser a success:

- Answer questions and share fundraising best practices
- Offer behind-the-scenes tour of the hospital for event fundraisers to discover the area of the hospital that's most meaningful to you
- Offer event-specific guidance including budget planning, timeline of events and example creative materials
- Provide an easy way for you to set up personal fundraising pages to share with supporters. Your personal fundraising page will allow you to see up-to-the-minute progress of your fundraiser
- Publicize your fundraiser on our Upcoming Events webpage six weeks prior to your event
- Provide a letter of support to assist with solicitation efforts
- Coordinate event representation or check presentation, if appropriate
- Offer tips on how to find volunteers for your event
- Provide Keep Memory Alive and Cleveland Clinic Lou Ruvo Center for Brain Health materials:
 - Keep Memory Alive community fundraising logos
 - Collateral for area supported by the fundraiser (if available)



About Community Events



Community Fundraising Champions are responsible for:

- All expenses related to the fundraiser. Please deduct event costs from the funds you raise prior to sending the donation to Keep Memory Alive
- Advertising and marketing the event
- Designing and producing communication materials, posters and banners. Keep Memory Alive reserves the right to review and approve all marketing materials in advance
 - When designing your creative materials, please reference Keep Memory Alive as the beneficiary of the fundraising event. If you choose to name your event, Keep Memory Alive should not be used in the title but rather listed as beneficiary
 - For example, a run could be named “Friends Against Alzheimer’s 5k Run benefiting Keep Memory Alive.” Please note that creative materials may not suggest that the event is being sponsored, co-sponsored or produced by Keep Memory Alive
- Creating mailing lists for invitations. Due to patient and donor privacy policies, Keep Memory Alive will not provide mailing lists for donors, patients, staff and/or employees for fundraising purposes and is unable to mail information on behalf of the event
- Recruiting and managing volunteers
- Obtaining all permits for the event
- Products or promotions for the event (i.e. printing of event T-shirts)

Submit Your Community Fundraising Application

All Community Fundraising Champions must complete the *Community Fundraising Application* 60 days in advance of the event and before using Keep Memory Alive’s name and logo. Your application will be reviewed within 10 business days to ensure the event follows our guidelines and is consistent with our mission and values. Once approved, we will send an approval letter that can be used to assist in solicitation efforts.

Each application will be considered individually. Generally, events that will not be authorized are events that:

- Do not support the mission and values of Keep Memory Alive or Cleveland Clinic Lou Ruvo Center for Brain Health
- Promote a political party/candidate or appears to endorse political issue(s)
- Potentially conflict with marketing or public relations campaign
- Require Keep Memory Alive or Cleveland Clinic Lou Ruvo Center for Brain Health to sell tickets, coupons or involve telemarketing or door-to-door solicitation





Let the Planning Begin!

People like you make a difference in the lives of the patients at Cleveland Clinic Lou Ruvo Center for Brain Health. Here's a timeline to help you get planning underway.

✓ 1 FORM A PLANNING COMMITTEE.

Bring together a group of people who are enthusiastic about Keep Memory Alive and have the **time to make the event a success**. Understand your team's strengths and delegate roles accordingly. Host meetings throughout the planning process to ensure planning stays on track.

✓ 2 CHOOSE THE "RIGHT" EVENT.

Get creative with your team! Use our Fundraising Ideas section to brainstorm. **Choose an event that your team is passionate about**, and make sure to select an event location that's convenient, visible and safe. When selecting an event date, try to avoid weekends when well-known events in your community are taking place.

✓ 3 LET OUR TEAM KNOW!

Fill out our Community Fundraising Application on giving.clevelandclinic.org/host-an-event to receive support from our team. After your application is approved, you'll receive an approval letter to help with your solicitation efforts, information about how to get your event listed on our website and best practices from our staff.

✓ 4 CREATE A BUDGET.

Develop a detailed budget of expenses and income. Try to keep expenses low so your team can maximize your donation to Keep Memory Alive. Identify items on your budget that could be donated by local businesses. Use your planning committee's network of friends when asking for donations from local businesses.

✓ 5 SET UP AN ONLINE FUNDRAISING PAGE.

Create a personalized online fundraising page to take your fundraising efforts to the next level and make it easier to share event details with your network of friends. (See the Create an Online Fundraising Page for more tips.)

✓ 6 SPREAD THE WORD!

It's time to let the community know about your event. To make the most of your marketing budget, consider who will be most likely to attend your event and **determine the best way to reach them**. (See the Tips to Promote your Event section for more information.)

✓ 7 COLLECT DONATIONS & HOST THE EVENT.

Depending on the type of fundraiser you're hosting, **there will be different ways to raise money** for Keep Memory Alive. For example, you might collect pledges, charge admission or sell goods/services. Don't forget to have fun and enjoy seeing your hard work pay off!

✓ 8 CONGRATULATIONS!

Acknowledge yourself and your planning committee for organizing a successful fundraising event. **Send thank-you letters and emails** to participants and sponsors to let them know the impact they've made by supporting your event. This effort may lead to donor support year after year. (See Thank you Letter template at the end of the toolkit.)

✓ 9 MAIL DONATIONS.

Please send all funds raised in one check made payable to Keep Memory Alive and mail to: Keep Memory Alive, 888 W Bonneville Avenue, Las Vegas, NV 89106. **Please indicate that the funds were raised from your event.**

✓ 10 SHARE YOUR SUCCESS!

Share your event success story with our Community Fundraising team. Our team would love to let you know how the funds your event raised made a difference at Cleveland Clinic Lou Ruvo Center for Brain Health. And don't forget to schedule the date for next year's event!



Fundraising Ideas

There are many ways to help make a difference at Cleveland Clinic Lou Ruvo Center for Brain Health.



These fundraisers, no matter how large or small, make a big difference in the lives of our patients. Here are some ways you can make an impact:



- › 50/50 Raffle
- › Art Exhibition
- › Bake Sale
- › Bike-a-thon
- › Black-Tie Event
- › Book Sale
- › Car Wash
- › Coin Drive
- › Concert

- › Cook-Off
- › Dance Marathon
- › Dine Out for a Cause
- › Donations in lieu of:
 - Anniversary Party
 - Birthday Party
 - Wedding
- › Dress-Down Day
- › Fashion Show

- › Football Game
- › Gala Ball
- › Garden Party
- › Golf Outing
- › Holiday Party
- › Ice Cream Social
- › Jewelry Sale
- › Lemonade Stand
- › Luncheon
- › Penny Wars
- › Restaurant or Retail Promotion
- › Rodeo Event
- › Running Event
- › School Fundraiser
- › Sports Tournament
- › Staff Olympics
- › Spin-a-Thon
- › Swim-a-Thon

- › Switch-Places-with-a-Principal Fundraiser
- › Texas Hold'em Tournament
- › Walk-a-Thon
- › Wine and Cheese Party
- › Yoga Event





Create an Online Fundraising Page

Our online fundraising page is a great complement to any Community Fundraising Event!



Online fundraising can greatly increase your total donation to Keep Memory Alive and makes it easier to share your event with your network of friends. Visit keepmemoryalive.org to create your free online fundraising page, and know that 100 percent of donations will be applied directly to your cause.

Our online fundraising page allows you to:

- › Create a personalized page about your fundraiser and set fundraising goals
- › Customize e-mail templates to make it easier to recruit participants, request donations and send thank-you notes
- › Upload and import contacts to easily send emails about your event
- › Accept credit card donations online from sponsors and participants
- › Track up-to-the-minute donations and monitor your fundraising success
- › Link your fundraising page to social networking sites like Facebook and Twitter
- › Find immediate access to many free online fundraising tips

Cleveland Clinic
The Power of Every One.
CENTENNIAL CAMPAIGN

Personal Fundraising Home Start a Fundraiser Join a Fundraiser Fundraising Tips Donate

Special Days

Running for A Reason!!

Support Teresa!
Join Teresa's Team!
Elumandme

Five years ago, May 2009, as my foot crossed the United States largest half marathon finish line (Tody Min) my head began to pierce with intense pain. Uncontrollable pain. I couldn't see. I couldn't move. Then everything went black. Hours later I would wake up in the hospital only to be told, "You Died. Do you realize you died?"

Five years ago I survived a sudden cardiac arrest (SCA).

To honor these past five years and my journey of living with Hypertrophic Cardiomyopathy (HCM), I have decided to fundraise \$10,000 to give back to the hospital that treats me every year, to bring awareness to a hereditary heart condition that is not well understood, and to help family, friends and complete strangers live a healthy, sustainable lifestyle.

I didn't know a lot about HCM when I left Cleveland Clinic 5 years ago, but I did know that if I could help someone not experience what I had just gone through then I had to march towards that challenge. You see, I had five days in the hospital to think before I would have my "heart surgery." Everyone was telling me that this surgery would save my life, but I knew that it would take the life that I treasured. I would never be the same. My mind would ask, "Why Me? I am healthy. I workout. I am thin. I eat well. Why me?" **This wasn't supposed to happen to me.** And then I would spiral down and think, "I'll never run again. I'll never be the same. I am feared. No one will ever love me. I have baggage. I have a jacked up heart." Why. Why. Why.

Why did I run that stupid race. Why?

As some of you know by now, I would see another finish line. Twenty-six, in fact. But it wasn't an easy journey. When I left Cleveland Clinic I was told my running days were over. And to prove that, I couldn't take one step without pain. Literally. Not one step. As a result of my surgery, I was in excruciating pain. I couldn't move

My Progress

\$11,370.00 achieved
\$10,000.00 goal



Online Fundraising Tips

Here are the top 5 things to do after creating your fundraising page.



1

PERSONALIZE YOUR PAGE BY ADDING YOUR OWN TEXT AND PICTURES.

Make sure to include why you're hosting the event and/or creating the fundraising page. Your contacts will be interested to see what your connection is to the cause.

2

BE THE FIRST DONATION TO YOUR FUNDRAISING PAGE.

By making your own donation, others will see how dedicated you are to fundraising for your cause and are more likely to donate.

3

SET A REALISTIC FUNDRAISING GOAL, AND TRY TO BEAT IT!

Our website will suggest a \$500 goal but feel free to change it to fit your personal goals. Try setting a weekly goal for yourself to keep your fundraising on track.

4

SET A FUNDRAISING DEADLINE.

Establish a timeframe for reaching your goal. Make sure to communicate the end date with your contacts.

5

REACH OUT TO YOUR CLOSEST CONTACTS FIRST TO BUILD MOMENTUM.

Your distant contacts are more likely to donate when others are supporting the cause. When reaching out to contacts, make sure to explain what their donation would support.

How to Promote Your Event

6 to 8 Weeks Before Your Event

- › Develop a media list to make it easier when distributing news releases and media alerts about your event. Create a spreadsheet of names, emails and phone numbers for local newspaper editors, television news assignment desks and online editors.

4 Weeks Before Your Event

- › Create your pre-event news release and send it to our office for helpful tips and feedback.
- › Email your pre-event news release to local media to increase awareness about your event. It's always best to call the media news desk after you've emailed or faxed the release to ensure they received it. After asking for media coverage, inquire if they have a community events calendar that your event can be added to or if they're willing to post information about your event on their social media assets (i.e. Facebook, Twitter, Instagram). Tip: If you know the first name of the contact, it's best to personalize your email.
- › Reach out to local online outlets in your community. Many, such as Patch.com, follow and feature community fundraising events.

2 Weeks Before Your Event

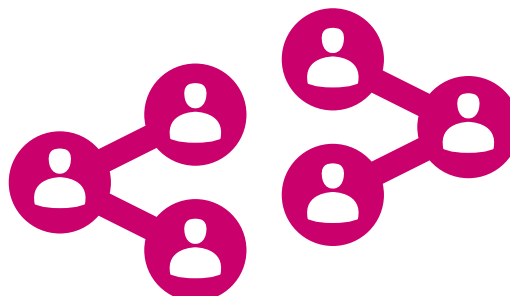
- › Update your pre-event news release with information such as estimated attendance and additional sponsors. Email the revised release to media.

Day Before Your Event

- › Email and/or fax media alert with the basic information about your event (who, what, where, when and why) to your media contact list. Follow up with a call to encourage event participation and media coverage.

As Soon As Fundraising Total Is Available

- › Distribute a post-event news release with your fundraising total to local media. Make sure to include photos of your event. Call your contacts to confirm that they received the release and let them know you're available to answer questions.





Social Media Tips

Social media is a powerful, free way to promote your event to friends and family!



Tips for Using Social Media to Promote Your Community Fundraising Event

- Tell your friends and followers why you created this event for Keep Memory Alive. Make sure to let them know the time, date and location of the event and specific details on how to sign up. It's always great to share your fundraising goal and the impact it will make on the patients at Cleveland Clinic Lou Ruvo Center for Brain Health.
- The key to any effective social media campaign is to engage your followers and make them excited to learn more about your event. To keep your friends engaged, post consistently before and after your event.
- Keep in mind that you don't always have to post with an "ask." Before the event, post updates such as a new sponsor coming on board or finalizing a food vendor. After the event is over, post photos and don't forget to tag and thank your supporters! When you tag a supporter of the event, it increases awareness since it appears in their friends' newsfeeds as well.
- Whenever you post on social media, don't forget to include a link to your online fundraising page. This will give your followers a way to support the cause if they can't attend the event.



Sample Post:

This National Running Day, June 5, I'm hosting the Friends Against Alzheimer's 5k Run benefiting Keep Memory Alive at Mill Creek Park to raise vital funds. 100 percent of proceeds from the event will be donated to the cause.

To sign up for the event, please visit runagainstcancer.org. If you're unable to attend the event, I hope you'll support my efforts by making a gift today at keepmemoryalive.org.

Your gift will truly make a difference in the lives of patients at Cleveland Clinic Lou Ruvo Center for Brain Health!





Frequently Asked Questions



How do I know if my event has been approved?

- › The Community Fundraising team will respond to your submission within 10 business days to either approve your event or request further information.

Can I use Keep Memory Alive's tax exemption number?

- › Keep Memory Alive is not hosting your event, so it's considered a third-party event. Because of this, we are not able to provide the tax ID number to the organizer, and the organizer cannot use our 501(c)(3) status to apply for funding. However, if a business makes a donation to the event and would like the tax-exempt number for tax purposes or to verify the tax status of Keep Memory Alive, we'll provide the information to the business upon request.

Can someone from the foundation or hospital help me plan our event?

- › Because of the large number of events and limited number of staff, staff members aren't able to plan your event. However, we're happy to provide guidance and best practices to get you started, and we'll answer questions throughout your planning process.

For tax purposes, what can I give people who made donations?

- › Individuals who make a donation through Keep Memory Alive's online personal fundraising pages will receive an automatically generated receipt. Offline gifts, such as checks, should be mailed to Keep Memory Alive at Keep Memory Alive, 888 W Bonneville Avenue, Las Vegas, NV 89106 for proper processing and a receipt will then be mailed to the donor.
- › When submitting offline gifts to Keep Memory Alive, please use the Community Fundraising Donation Submission form located on our website to ensure proper processing.

Can you guarantee the attendance of physicians or staff at our event?

- › Due to the large number of requests, we cannot guarantee that a Keep Memory Alive or Cleveland Clinic Lou Ruvo Center for Brain Health staff person (including medical staff) will be able to attend/participate. Please request staff representation when submitting your application.

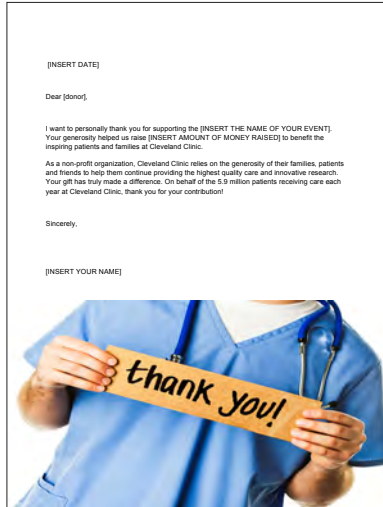
Who can I call if I have questions?

- › Contact Anna Robins, Special Events Director, at robinsa@ccf.org or 702.331.7050.

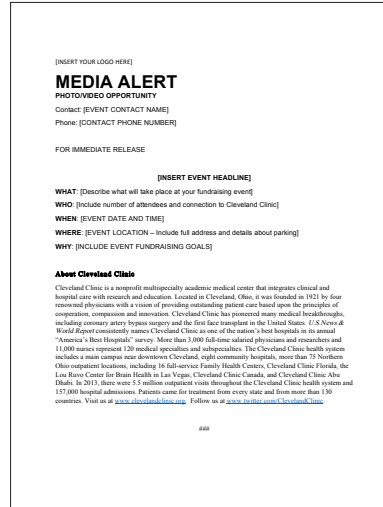


Templates

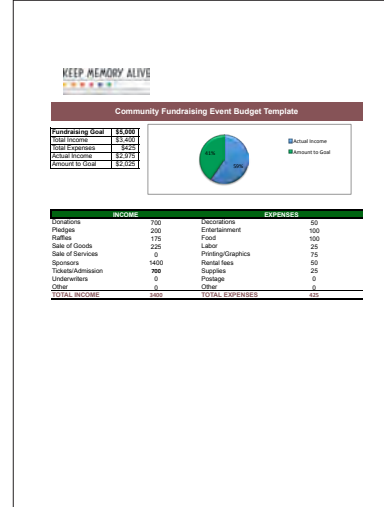
Visit keepmemoryalive.org to download our online templates.



Thank You Letter Template



Media Alert Template



Event Budget Template



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