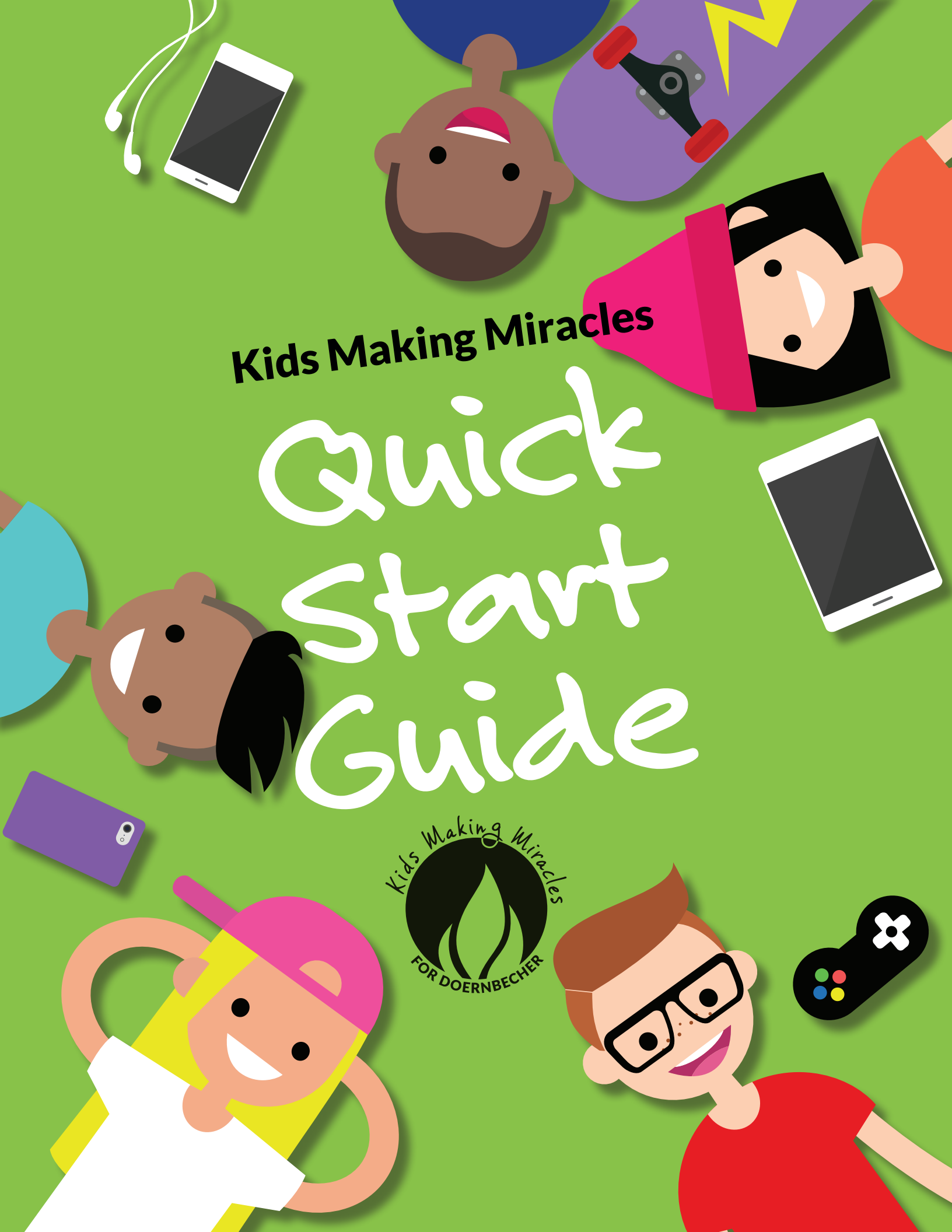


**Kids Making Miracles**

# Quick Start Guide



# WELCOME!

## WE ARE THRILLED TO WELCOME YOUR SCHOOL TO THE KIDS MAKING MIRACLES (KMM) FAMILY!

Every dollar raised by KMM schools allows OHSU Doernbecher Children's Hospital to address immediate needs and take advantage of unanticipated opportunities. KMM is helping Doernbecher cure kids with cancer, mend broken hearts and bones, stop seizures, save the tiniest babies, and train the next generation of pediatric specialists.

This Quick Start Guide is designed to provide helpful resources and assist you in planning your school's own fundraising activities.

**Have questions along the way? We are here to help! Please let us know how we can support your fundraising efforts or provide resources and encouragement.**

503-228-1730

supportdch@ohsu.edu

[ohsufoundation.org](https://www.ohsufoundation.org)

#kmm4kids



# GETTING STARTED!



## STEPS FOR ORGANIZING YOUR COMMITTEE AND SELECTING A FUNDRAISING ACTIVITY!

- Identify a school advisor to support your fundraising campaign.
- Gather a group of students who are interested in helping. Be inclusive!
- Establish goals for what your school wants to accomplish.
- [Register your school.](#)
- Brainstorm ideas for fundraising and how your school is going to exceed your goals! Please review the Fundraising Policies and Procedures on page eight of this Quick Start Guide.
- Contact the OHSU Foundation! We will brainstorm with your school and show you what resources are available.
- Due to COVID-19, we are unable to provide tours of Doernbecher at this time. Connect with the KMM Program Manager who can help brainstorm ways to generate enthusiasm and support for Kids Making Miracles within your school.

# KIDS MAKING MIRACLE VIRTUAL FUNDRAISING IDEAS



MORE RESOURCES ARE AVAILABLE AT  
[KMM.DOERNBECHERFOUNDATION.ORG](http://KMM.DOERNBECHERFOUNDATION.ORG)

## Host a Virtual Spirit Week at Your School

Spirit Weeks provide the opportunity for your school to dedicate an entire week to raising critical funds for OHSU Doernbecher. Brainstorm your favorite Spirit Week activities for the week and turn them into a viral sensation by moving them online!

## Host a Virtual Game Show of Family Feud

Classes can compete in this online game show and go head to head to see who can raise the most money for OHSU Doernbecher. Determine your game show host, select your teams and secure commercial sponsors to make your game show a fundraising success.

## Virtual Game Nights

Host a virtual game night for family or friends to participate in. Teams can be formed and participant fees can be collected. Fun game ideas are: video games, board games, trivia and card games.

## Virtual Coin Drive

Gather up that spare change in pockets and under cushions to donate to your own virtual coin drive. Set up a page for you, your class or your school and invite others to donate their change virtually to see your goal skyrocket.

## Email Letter Writing

An email letter writing campaign to your personal contacts is a great way to jump-start your fundraising and share why you're raising money for OHSU Doernbecher!

## Personal Fundraising Web Pages

Create a personal on-line giving page to raise funds through peer-to-peer fundraising and through social media. [Create a First Giving profile](#). Select "Start Fundraising" and follow the steps to set up your page.



# PLANNING A SUCCESSFUL FUNDRAISING CAMPAIGN



## Tips For Success

- Identify the audience you want to target for your campaign. Include as many people as possible.
- Plan a budget with any possible expenses and projected income.
- Solicit sponsorships to help cover the cost of your expenses.
- Establish the tasks that need to be done, assign the tasks to members of the committee and set deadlines to accomplish tasks.
- Present your completed plan and timeline to your school's administration for approval.
- Encourage a friendly competition among different grades or between neighboring schools to spur motivation, creativity and more donations.
- Thank your donors! Always show your appreciation to all of your donors, sponsors and volunteers by sending a thank you note at the conclusion of your fundraising efforts.

## Promotion

It's important to promote your fundraiser to educate students, teachers, parents and the general community!

- Ask your school newspaper to support your fundraiser with a feature story or series of articles.
- Find out who manages your school's social media accounts and ask to post about your KMM fundraiser. Don't forget #kmm4kids.
- Create a flier for local businesses to request support and involvement.
- Make posters for school hallways, the gym or cafeteria promoting individual events.
- In a visual place in your school, hang a large poster that can be updated regularly to track the dollars raised to date.
- Many schools and school districts have publications for parents and teachers. Work with your advisor or administrator to contribute articles about KMM and suggest ways they can support your efforts.

## ***The Key to Your Campaign Success is Your Assembly!***

- Plan an assembly to kick-off your fundraising events. This is your opportunity to share your enthusiasm, educate and excite your school to inspire the student body and faculty to participate! Visit the OHSU Foundation website for [an example of an assembly outline](#).

# THE OHSU FOUNDATION IS HERE TO HELP!

**ALL SCHOOLS WHO PARTICIPATE IN KMM ARE ENCOURAGED TO WORK WITH THE OHSU FOUNDATION TO ENSURE A SUCCESSFUL FUNDRAISING CAMPAIGN!**

**Support from the OHSU Foundation may include:**

- Kids Making Miracles Eternal Flame logo for use to promote fundraising activities
- Doernbecher buttons, wristbands and balloons
- Access to Kids Making Miracles and Doernbecher patient story videos
- To help with sponsorship solicitation, the OHSU Foundation can provide you with logoed presentation folders, Doernbecher publications and informational brochures.
- Schedule a KMM volunteer speaker to attend your assembly or fundraising events (pending availability)
- Opportunity for a check presentation at Doernbecher
- Visit the OHSU Foundation website for [templates and examples of fundraisers](#) your school can use!

***KMM Student Council***

The Kids Making Miracles Student Council is a group of student representatives who work closely with the OHSU Foundation to help support the fundraising efforts of KMM schools!

The KMM Student Council representatives can meet with your planning committee to help brainstorm, share how other schools fundraise, and speak at assemblies or fundraisers.



HELP!

The illustration shows a young boy with brown hair and black-rimmed glasses, wearing a black t-shirt. He has a surprised or distressed expression with his mouth open. A white speech bubble with the word 'HELP!' in bold black letters is next to him. To his right, a large purple octopus tentacle with suction cups is reaching towards him. The background is a light blue gradient with several white circles of varying sizes, suggesting bubbles or a bright, airy environment.

# SUBMITTING DONATIONS TO OHSU DOERNBECHER

## **Ready to send in your donation?**

Fill out the donation form in this Quick Start Guide and follow the instructions for sending donations.

**Please send all contributions to the OHSU Foundation by June 30, 2022.**

Checks should be made out to: *OHSU Foundation*.

Please clearly mark the check with your school's name, especially if the check comes from your district.

Please mail your check to:

OHSU Foundation

Attn: Kids Making Miracles

PO Box 29017

Portland, OR 97296

## ***Frequently Asked Questions***

**Q: My parent's employer has a matching program with OHSU Doernbecher; how can our school get credit for soliciting the money and still secure the match?**

**A:** Your parent will need to write his/her check to the OHSU Foundation and send it directly to the Foundation with a note stating your school's name. We will credit your school, your parent and your parent's company.

**Q: Someone turned in a check written out to OHSU Doernbecher instead of our school; can we endorse the check over to our school?**

**A:** No, please send in any checks written out to OHSU Doernbecher along with your school's check. We will credit your school and the individual for the amount written on the check.

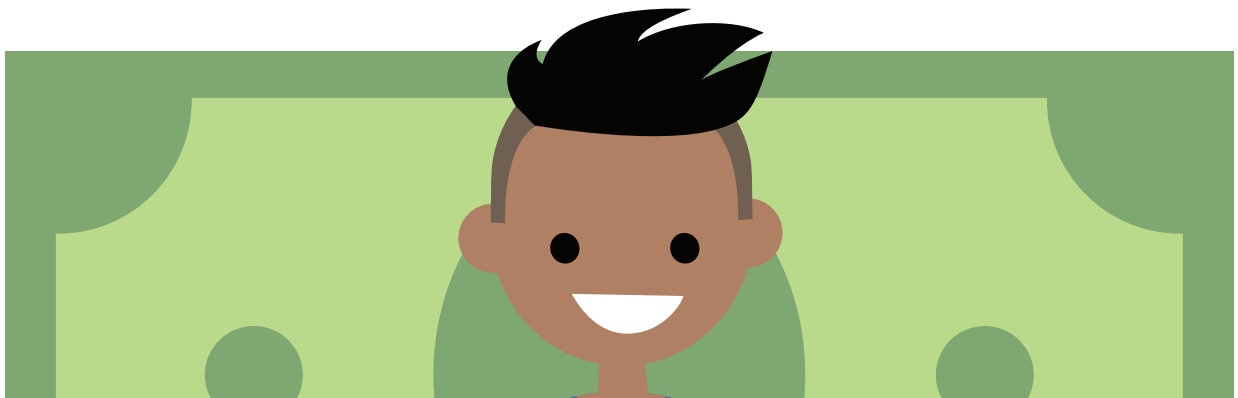
**Q: Will COSTCO match our school fundraising dollars?**

**A:** No. The agreement OHSU Doernbecher has with Costco is that only an INDIVIDUAL'S donation will be matched. We are unable to credit schools for donations made to Costco.

**Q: How will our donation be used?**

**A:** Dollars raised through Kids Making Miracles will be unrestricted, which means they will fund multiple hospital priorities such as research, recruitment of the best and brightest medical professionals, clinical care and uncompensated care.

If you wish to designate your fundraising dollars to a specific area, department or research, please enclose a letter telling us how you want your donation to be used.



# OHSU DOERNBECHER FUNDRAISING POLICIES & PROCEDURES

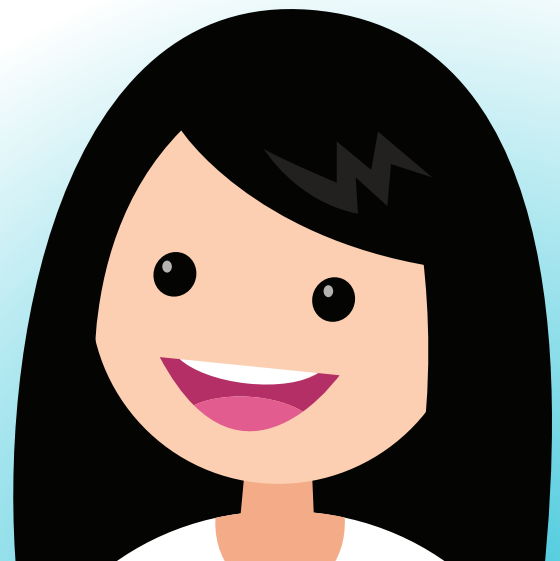


## **Policies and Guidelines**

1. All fundraising activities and/or requests to use OHSU Doernbecher Children's Hospital's name or logo must be approved in advance by OHSU Foundation. Publicity may not suggest that the event/initiative is being sponsored, cosponsored or produced by OHSU, but should instead state that OHSU Doernbecher Children's Hospital is the beneficiary.
2. For confidentiality reasons, the OHSU Foundation cannot release donor or volunteer lists to an individual, company, group or organization. Also, the institute does not sell goods or services from outside organizations.
3. The OHSU Foundation cannot be liable for any expenses incurred by an individual or any organization involved in fundraising on behalf of OHSU. Neither can the OHSU Foundation underwrite any fundraising activities.
4. All publicity involving the OHSU/OHSU Doernbecher Children's Hospital name must be approved by the OHSU Foundation prior to production, distribution and/or release. We request lead time of 48 hours to review and approve references to OHSU/OHSU Doernbecher Children's Hospital in printed materials, and lead time of five working days to review and approve proposed references to OHSU/OHSU Doernbecher Children's Hospital in press releases. Press releases, public service announcements, advertisements, printed materials (posters, brochures, fliers, tickets, invitations, etc.) are the responsibility of the individual/organization coordinating the fundraising activity.



5. OHSU Foundation fundraising policy prohibits the use of telephone solicitations by a third party for contributions from the public.
6. Oregon law requires special licensing to conduct a raffle. If your school would like to conduct a raffle, individuals and/or organizations must obtain a raffle license from the Oregon Department of Justice. [Learn more about charitable gaming for nonprofit fundraising.](#)
7. In accordance with IRS regulations, the individual or organization conducting the fundraiser is responsible for disclosing to donors the exact dollar amount or percentage of their gift which will benefit OHSU Doernbecher Children's Hospital.
8. Insurance (if applicable) for any fundraising activity to benefit the OHSU Foundation is the responsibility of the organizing party and must be submitted with proposal for approval.
9. The OHSU Foundation is unable to provide marketing or support staff (e.g. gift-processing, event organizing, and recruitment of event sponsor/participants).
10. Silent auction items should each be valued at the fair market value. This value must be listed on the bid sheet at the auction table or included in any printed list of auction items, including live auction item descriptions.
  - Items valued at \$5,000 or more require a qualified appraisal by a qualified appraiser, per IRS guidelines.
  - If an item is not valued, or valued as priceless, the final auction bid establishes the item's fair market value, therefore no portion is tax deductible.
  - Fair market value of the item must be disclosed in order to provide gift credit. The charitable portion is that above the fair market value.
11. Gift Processing Policy
  - Event organizers should submit proceeds from their initiative within in 30 days from its conclusion.
  - If the third party is a 501(c)3 organization, all checks shall be made payable to, mailed to, processed by, and receipted by the third party.
  - If the third party is not a 501(c)3 organization and needs event revenue to pay for event expenses, all checks shall be made payable to, mailed to, and deposited into an event bank account by the third party. It shall be stated on all event materials that gifts to the event are not tax-deductible.
  - Only checks payable to the OHSU Foundation and cash donations (equal to or greater than \$5.00) clearly labeled with the donors information will be provided with a tax deductible receipt in accordance with IRS and state tax regulations.
  - Send donations to:  
OHSU Foundation  
Attn: Kids Making Miracles  
PO Box 29017  
Portland, OR 97296



# DONATION FORM



I/we wish to make a gift/pledge in the sum of \$ \_\_\_\_\_ to support OHSU. Please designate my gift to the following area

## **Kids Making Miracles**

### Option One: Pledge

Payment will begin on \_\_\_\_/\_\_\_\_/\_\_\_\_ and will be paid over a period of  1  2  3  4  5 years.

The balance will be paid in (number of) \_\_\_\_\_ payments of \$ \_\_\_\_\_.

Please send reminders:  yes  no

### Option Two: Outright Gift

Enclosed is the gift in full in the amount of \$ \_\_\_\_\_.

### Method of Payment

Check enclosed (made payable to: OHSUF)

Please charge my:

American Express

Credit Card Number \_\_\_\_\_

Discover

Exp. Date \_\_\_\_\_

MasterCard

Signature \_\_\_\_\_

Visa

### Donor Information

School Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Advisor E-mail: \_\_\_\_\_

This gift will be matched by a company. Company name: \_\_\_\_\_

*Note: If you expect a corporate match to your pledge payment(s), please **do not** include it in the total amount of your pledge. Please send the company's matching gift form to the OHSU Foundation.*

I/we wish to remain anonymous.

Do not list my/our name(s) on honor rolls.

Advisor Signature \_\_\_\_\_ Date \_\_\_\_\_

### Honorary or Memorial Gift

If you wish to pay special tribute to someone with your gift, please indicate:  in memory of  in honor of

Name: \_\_\_\_\_

Please send a letter informing the following of this gift  
(gift amount will not be included in message)

What is the letter recipient's relationship to the  
honoree/deceased?

Please mail this form to: **OHSU Foundation, Attn: Kids Making Miracles, PO Box 29017, Portland, OR 97296**

[Make a gift online at kidsmakingmiracles.org.](http://kidsmakingmiracles.org)