



Application to Organize or Host an External Fundraising Event

Sponsor an Event



Thank you for your interest in supporting the Munson Healthcare Foundations. We encourage fundraising initiatives that are consistent with our mission, vision and values. Please be certain that you have read the Frequently Asked Questions prior to submitting your event application. Applications should be received approximately 12 **weeks** prior to the event.

Tell Us About You or Your Organization:

Primary Contact

Name/Title: _____

Sponsoring Business/Community Group/Individual _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: (_____) _____ Email: _____

Additional Contact

Name/Title: _____

Sponsoring Business/Community Group/Individual: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: (_____) _____ Email: _____

Tell Us About Your Event:

Name/Title of Event: _____

Description of Proposed Event (include dates, time, location, publicity plans, sponsors, other beneficiaries, etc.)

We would like proceeds from this event to be used for the greatest needs at:

- Cadillac Hospital
- Charlevoix Hospital
- Grayling Hospital
- Kalkaska Memorial Health Center
- Munson Hospice
- Munson Manor Hospitality House
- Munson Medical Center
- Paul Oliver Memorial Hospital
- Other _____

Help us promote your event:

- The Munson Healthcare, Munson Healthcare Foundations, and their affiliate logos are registered trademarks and cannot legally be reproduced without permission. Contact us about proper language designating Munson Healthcare, Munson Healthcare Foundations, or one of their affiliates as the beneficiary of your fundraiser or logo usage.
- Allow for online donations directly to Munson Healthcare Foundations through unique URL for your event
- Munson Healthcare Program Fact Sheets (Quantity: _____)
- List event on Foundation Website and Calendar of Events.
- Link to your Facebook page and include your event on the Munson Healthcare Foundations, and applicable Munson Healthcare hospital affiliate Facebook page.
- Create a unique URL for your event to receive direct donations to the Foundation
- Other _____

How Will Your Event Raise Funds (i.e. ticket sales, sponsors, etc.)?

What Motivated You to Host a Fundraiser?

How Will Funds Be Distributed to the Foundation? (One check from organization, separate checks from individual donors, cash, etc.) **Would you like to do a “BIG” check presentation in our office or at your location?** (All proceeds should be distributed to MHF no later than 30 days following the date of the event.)

Events should complement the mission and image of Munson Healthcare, Munson Healthcare Foundations, and their affiliates. Please allow 5-10 business days for notification from Munson Healthcare Foundations.

Please return completed application to:
Kelsey Karbowski
Munson Healthcare Foundations
Phone: 231.935.2870
Email: kkarbowski@mhc.net

For Office Use Only	
Date	Received: _____
Approved YES or NO by	
Approval	Date: _____
Notified by _____	
Notification Date: _____	

I understand that I am responsible for obtaining any and all permits, licenses, insurance and any other requirement mandated by the city and the state of which the fundraising event will be taking place.

Signature

Date

Frequently Asked Questions

Frequently Asked Questions



Thank you for choosing Munson Healthcare, Munson Healthcare Foundations, or one of their affiliates to receive the proceeds from your organization's charitable event. Events such as yours are a vital source of funds for us, helping us to ensure that our patients and families have access to high-quality care.

Q: What are the mission, vision and values of the Munson Healthcare Foundations?

A: Our mission is to inspire charitable support to enhance health care for the people of northern Michigan.

Q: Can event organizers use the Munson Healthcare/Foundation or other service line Logos?

A: Munson Healthcare, Munson Healthcare Foundations, or one of their affiliates are registered trademarks and cannot legally be reproduced without permission from the Munson Healthcare Foundations. Please contact our office to determine the proper language to use and receive permission for logo usage.

Q: Can event organizers use the Munson Healthcare or Munson Healthcare Foundations or other service line Name?

A: Yes, promotional materials that use the Hospitals' names must use the term "Proceeds to benefit Munson Healthcare/Foundation/Hospice/Cowell Family Cancer Center, etc."

Munson Healthcare, Munson Healthcare Foundations, or one of their affiliates is the beneficiary, rather than sponsor, of all fundraising projects and events. Therefore, our name **cannot** be used as such: "Munson Healthcare Foundation Fun Run or Fashion Show" as examples.

Q: Can event organizers request a Hospital or Foundation representative at an event?

A: We cannot guarantee a Hospital or Foundation representative will be available. While we would love to attend each fundraising event, please understand that the volume of requests exceeds our available staff. Events that will receive greater consideration are those that raise \$5,000 and above. You may want to consider inviting a family from your community to share their experience.

Q: Can event organizers serve alcohol at an event?

A: If you wish to dispense alcohol at your event, you must hire a licensed alcoholic beverage bartender. All required licenses and/or permits must be obtained by the event organizer. More information can be found at www.michigan.gov/lara.

Q: Can organizers conduct a raffle at an event?

A: We recommend conducting an auction as opposed to a raffle due to the complex gaming laws in the state of Michigan. If you are still interested in doing a raffle, we will need at least **2 months** notification. Please keep in mind that we are unable to obtain a bingo, millionaire party or liquor license.

Q: What is the charitable portion of my ticket sales?

A: The I.R.S. requires that all tickets, invitations or entry forms state what portion of the contribution is tax deductible. If donors will receive a product or service in exchange for their donation, subtract the value (whether or not it is donated) of the product or service from the contribution. The remaining amount is tax deductible. For example, the written materials could state: "*The portion of the payment for each ticket which is deductible for federal income tax purposes is limited under the federal tax laws to the excess of the payment over the value of the goods or services provided to a person attending this even. We estimate the value of goods and services provided to each person will be x\$. (i.e. if the ticket purchase price for a golf participant is \$100 and the fair market value of the golf is \$75- the value of goods and services would be \$75 and the amount of the payment that is tax deductible is \$25.)*"

Q: Will donors receive a tax receipt for their donation?

A: Please provide appropriate accounting of the donations by using our printable giving form. Donations of \$100 or more written to the Munson Healthcare Foundations which includes the name and full address of the donor will receive a tax receipt. Donors cannot deduct as a charitable contribution amounts paid to purchase an auction item below the Fair Market Value or to buy a raffle ticket.

Q: Can event organizers request Munson Healthcare Foundation's tax ID?

A: Yes, our Tax ID # is 38-2642724.

Q: Does the Foundation cover event expenses?

A: All expenses are the responsibility of the project/event organizer. Event expenses must be less than fifty percent (50%) of the total raised and must be turned in to the Foundation within **60 calendar days** of the event date. If the event expenses are greater than the total collected, the group holding the event is responsible for the additional expenses.

Q: Can event organizers direct the proceeds from an event to a specific area of Munson Healthcare?

A: If you would like to designate your donation to a specific area such as Hospice, Cancer Patient Needs or Equipment, please indicate on the giving form accompanying your donation. If you do not indicate a specific area of the hospital where you'd like to direct your funds, all donations will be directed to support the greatest need.

Q: Where do event organizers send the donation after an event?

A: The Munson Healthcare Foundations serve as the fiduciary agent for all donated dollars to the Munson Healthcare System, and accept monies on behalf of all affiliated hospitals and programs.

Please send gifts to:
Munson Healthcare Foundations
Attention: Kelsey Karbowski
1150 Medical Campus Drive
Traverse City, MI 49684
(231) 935.2870

Please send your donation within 30 days of your event. Do not send cash in the mail. Checks should be made payable to Munson Healthcare Foundations.

Credit cards are accepted through <http://www.munsonhealthcare.org/foundation> or you can set up your own online giving page where you can invite friends and family to support your fundraising efforts.

Q: What can the Foundation do to help?

- Answer questions about event planning.
- Provide a letter of authorization to validate the authenticity of the event and its organizers.
- Provide tax receipts to donors who make checks payable to the Munson Healthcare Foundations.
- Promote your event on our Calendar of Events so that Munson Healthcare staff and volunteers are aware of your efforts.
- Brainstorm appropriate sponsors. Some corporate sponsors may already be supporting Munson Healthcare and may not wish to be contacted about additional donations. We can help you identify these.

*Please note that all materials must be reviewed by a Foundation Annual Giving staff member prior to printing and distribution.

Q: What can't the Foundation do to help?

- Provide reimbursement for event expenses exceeding event revenue including startup costs.
- Provide contact information and/or mailing lists for corporate sponsor(s), donors and supporters for solicitation purposes.
- Provide volunteers to be at the event.
- Sell tickets for your event.

- Reaching out to the Media will be a tremendous boost for your event. If you are a school, make sure all of your intra-net communications carry information on your event. Create a separate Facebook, Twitter, Instagram and Tumblr page for your event. If you are seeking online donations as well, include the donation link on all of these sites. Traditional media: newspaper, radio and television as well as weekly papers like Northern Express are still very effective methods of communicating community involvement.
- Know your audience. All events are not appropriate for all media outlets. Is your event a cocktail party or backyard BBQ? The audiences for each are different. Do you want media coverage to drive attendance at your event or media coverage of your event? Your event must be relevant to viewers, listeners and readers.
- Start planning early. If you wish to submit your event to a community calendar, some require at least two months' notice.
- If you want media coverage of the actual event, send a press release or media advisory two days in advance. Remember the media is under constant deadline pressure. Keep the five W's in mind – who, what, where, when and why. Ask yourself "who cares and why should the media cover my event."
- Identify an event spokesperson. Make their contact information clear on any media advisories or news releases. Include a cell phone or pager number. The spokesperson should have a warm demeanor and the ability to speak in conversational, layperson terms.
- Speak in sound bites. The average TV news story is no longer than two minutes. Don't use technical jargon. Be concise and clear. For TV interviews, look at the reporter, not the cameraman.
- State the most important information first; then provide background information. Avoid saying "yes" or "no" – expand and provide details that help tell the story.
- Remember you are hosting an event to benefit Munson Healthcare/Regional Foundation. You are not *representing* Munson Healthcare.
- Keep track of any coverage you receive. Email or mail it to:
Munson Healthcare Foundations
Attn: Kelsey Karbowski
1150 Medical Campus Drive
Traverse City, MI, 49684
kkarbowski@mhc.net

The following terms are often used by journalists and public relations practitioners. Knowing these terms may be helpful as you pitch your story to news media.

Advertorial

A paid [advertisement](#) written in the form of editorial copy for a publication. It is often confused with a news story because of its design and content.

Angle

A specific perspective a reporter takes when writing a story.

Boilerplate

Standard wording about a company that usually appears at the bottom of all news releases.

B-roll

Television footage an announcer speaks over during a newscast.

Copy

Commonly known as text, or a collection of sentences and paragraphs.

Deadline

A time limit for the completion of an article or story by a reporter or producer. The media works under very tight deadlines and often needs a response or interview within a few hours.

Editorial

Expression of opinion, as opposed to a news article which presents facts without opinion. Editorials usually appear on an “editorial page” separate from news stories.

Feature/Soft News

A story that highlights a person, event or trend. Typically not time sensitive. Often referred to as a “human interest” story.

Hard News

A story that is timely and related to an event. For example, a crime, announcement, legal proceeding etc. Hard news is typically of immediate interest or impact.

Headline

The title of an article or press release.

Lead

The beginning of a news story, generally containing the who, what, when, where and why. Make it compelling. It could be the only sentence the editor reads!

Media advisory

A brief summary of the basic facts surrounding an event or offering an expert for comment on a particular topic. An advisory is often used when time is short or the occasion does not warrant a full news release.

Media coverage

Mention of an organization, its employees, physicians or services in the media.

News article

A story written by a journalist, who is reporting on new information. Organizations have no control over what is written in the article or when it is published. You will not be able to review your article before it is printed.

Pitch

A prepared phone call or email to a journalist in an attempt to “sell” a story idea.

Press kit

Several materials combined in one folder or package. Often includes a news release on a specific announcement or event, fact sheet, company background and executive biographies. Depending on the size and scope of our event, you may create a press kit.

Press release

The most common written form used in public relations to share news and information. Also referred to as a news release.

Source/Spokesperson

A person with information useful to the media that is the subject of an interview.

Q&A

A document which lists anticipated questions that may be posed to the organization spokesperson.