



FUNDRAISING THROUGH **GEAUX PINK!**

Thank you for your interest in GEAUXING PINK, presented by Super Chevy Dealers, a fundraiser to benefit Mary Bird Perkins Cancer Center in Covington and our mission to improve survivorship and lessen the burden of cancer.

Funds raised through Geaux Pink stay local and support breast cancer patients as well as education and early detection initiatives, breast cancer screenings and more. Your support makes a HUGE difference.

In this short guide, you'll find helpful tips and best practices for planning a fundraiser. Check out our ideas below on how you can get started today!

KEEP IT SIMPLE AND EASY.

Don't spend too much time on details and logistics. You're raising money for a great cause and that's what matters most.

NO DONATION IS TOO BIG OR TOO SMALL.

Support on all levels is greatly appreciated.

GET CREATIVE AND HAVE FUN!

We want this to be enjoyable for you.

WE'RE HERE TO HELP!

Contact us! ERICA KELT | EKELT@MARYBIRD.COM | 985-276-6808

SOME IDEAS TO GET YOU STARTED:

Sell GEAUX PINK shirts

Host Dress Down Days

Host a Raffle

Pink Nail Polish Challenge

Run, Walk, or Bike

Fitness Challenge

Lemonade Stand

Organize a Give Back Day

Pink Mask Sale

Sell Pink Ribbons

Personally fundraise to honor someone or celebrate a survivor - we have online tools to help you!

FUNDRAISING CHECKLIST



Once you're ready to get started with planning your fundraiser, consider these steps to make sure your event is a success! Keep in mind that not all of them will apply depending on the fundraiser or event you're hosting.

1. REVIEW THE RESOURCES

There are a number of great resources available to you through our website including FAQs, Social Media Guide, and Fundraising Guidelines. You will find helpful tips, gain ideas, and learn more about best practices for planning an event.

2. DEVELOP A PLAN

Look at the big picture of your event and set goals. Jot down potential sources of income (donors, admission fees, sponsors, etc.) as well as anticipated expenses (venue rental, operational costs, permits, etc.) and get an idea of what it will take to hit your goal.

3. ORGANIZE A COMMITTEE

Need help planning? Invite a few coworkers, friends and family members to help accomplish your to-do list. Create a budget to track your expenses and ensure you reach the fundraising goal.

4. GET THE WORD OUT

Check out our Social Media Guide for tips on promoting your fundraiser. Remember, please submit any materials with the **Mary Bird Perkins Cancer Center in Covington** logo for approval before printing or sharing the information. Send proofs to geauxpink@marybird.com.

5. KEEP IN TOUCH WITH US

We are here to help you! Don't hesitate to reach out to discuss ideas, talk through road blocks, or ask for advice.

6. WRAP-UP

When your fundraiser concludes, collect all proceeds and send one check to the address below made payable to Mary Bird Perkins Cancer Center within 30 days. Please do not mail cash.

Mary Bird Perkins Cancer Center Attn: Office of Development 4950 Essen Lane

Baton Rouge, LA 70809

The Mary Bird Perkins corporate office is in Baton Rouge, but all proceeds will be directed to the Covington area.

7. SAY THANKS

Take some time to send out thank you notes to your donors and anyone who helped make your event possible. A good thank you letter can turn a one-time donor into a long-time supporter.

8. CONGRATS!

Most importantly, congratulate yourself on a job well done! Because of your efforts, we are able to continue providing the best care possible for our patients and their families.

FUNDRAISING GUIDELINES



**Looking for more specific information on planning your fundraiser?
Check out the guide below.**

It is important for all third party fundraisers to align with **Mary Bird Perkins Cancer Center in Covington's** mission and brand. We ask all fundraisers to follow these guidelines to ensure optimal success for all parties involved.

FUNDRAISER PLANNING

- Check out our calendar to see what other community events are scheduled.
- Obtain any necessary permits, as well as a certificate of insurance for the event, if applicable.
- Obtain a raffle permit from the Office of Charitable Gaming and follow all rules and regulations (if applicable to your event).

INCOME & EXPENSES

- The fundraiser organizer is responsible for covering all expenses for the event and will not be reimbursed.
- If you must buy goods or services for the event and expenses will be incurred, please note the following:
 - It is suggested that event expenses should be less than twenty five percent (25%) of the total amount raised to maximize your profit.
 - Deduct your expenses from the funds raised prior to submitting your donation.
- The Cancer Center cannot solicit sponsors or in-kind donations for your event. To avoid duplicate solicitations, we ask that you notify our Development team before asking a business or company for a donation, cash or in-kind.
- No bank accounts in the name of “**Mary Bird Perkins Cancer Center in Covington**” or “**Mary Bird Perkins Cancer Center**” should be set up to collect funds from a community fundraiser.
- Event organizers are responsible for acknowledging donors and distributing tax receipts. Please retain all donor names, addresses, and amount of donation for your records.
- All proceeds should be made payable to Mary Bird Perkins Cancer Center and mailed to us within 30 days of completing your fundraiser. Please mail funds to:

Mary Bird Perkins Cancer Center

Attn: Office of Development

4950 Essen Lane

Baton Rouge, LA 70809

The Mary Bird Perkins corporate office is in Baton Rouge, but all proceeds will be directed to the Covington area.

FUNDRAISING GUIDELINES



MARKETING & PROMOTION

- The Cancer Center's Office of Development must review all promotional materials (including press releases, posters, websites, etc.) before they are used.
- If name/logo is to be used, written permission from the Cancer Center's Office of Development is required in advance. The Cancer Center's logo is a registered trademark and cannot legally be reproduced without written permission.
- Check out our graphic standards for more information on name/logo usage.
- The Cancer Center may only be identified as the beneficiary. For example, your fundraiser can't be called **Mary Bird Perkins Cancer Center in Covington** Ride for the Kids. Instead, it should be called Ride for the Kids benefiting **Mary Bird Perkins Cancer Center in Covington**.
- If the Cancer Center is one of several beneficiaries, the percentage or amount of proceeds that benefit the hospital must be clearly stated on all materials.



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SOCIAL MEDIA FUNDRAISING GUIDE



Social media is changing the way we communicate and interact with one another. It allows you to share your story and engage with followers on a widespread, yet personal level. By using social media to fundraise for your event, you can turn cause-driven interest into action and ultimately donations. You're fundraising for a great cause; let others know they can be a part of your fundraising experience!

Follow these guidelines to boost your personal fundraising efforts on social media:

USE PICTURES: *Photo posts get 87% more engagement than links, videos, or text-based updates.* When promoting your event, consider using a picture from a past event or of a special attendee.

INCLUDE THE LINK TO YOUR FUNDRAISING PAGE: Make it easy for followers to learn more about your event by including the *link to your personal fundraising page* in any social media post.

KEEP IT SHORT: People like to scan Facebook. Posts with 250 characters or less are recommended for higher engagement. The maximum number of characters you can post on Twitter is 280. *Posts that ask a question get 100% more comments than standard text posts!*

BE RESPONSIVE: When people comment on your post or ask questions, be sure you *reply in a timely manner*. Don't be afraid to ask a staff member from the Cancer Center if you don't know how to respond correctly.

BE CONSISTENT: The more regularly you post, the more opportunities you have for connecting with people. Setting a schedule for posts can be helpful. *Engagement rates on Thursdays and Fridays are higher than any other day.*

BE AUTHENTIC: *Share what you're genuinely excited about* and your friends will be excited too.

CALL TO ACTION: *Start your social media message with a verb*, if possible (i.e. join, share, watch, learn, etc.). This will encourage followers to get involved.

ENCOURAGE SHARING: Expand your network by *asking friends and family to share your posts* or retweet your messages.

SAY THANKS: When your friends donate, *post a thank you and tag them*. It can propel others to give when they see a friend giving. The message will reach people in their networks, inspiring others.

SOCIAL MEDIA FUNDRAISING GUIDE



TAGGING: *Tag the Cancer Center or any notable person involved in your posts.* This will then display your message on their page, too. **Hashtags are key!** Using #GeauxPink enables other people to join the conversation or find information on it quickly.

INSTAGRAM: *Post a photo about your event* and include a link to your fundraising page in your Instagram profile. Don't forget to use #GeauxPink!

LINKEDIN: Reach your professional network and *post links to your personal fundraising page on LinkedIn.* Let them know what you are working on outside the office.



CONNECT WITH US:

We love social media. Like & follow our handles! Tag the Cancer Center in your posts and mention us when you can. This gives people a look into what **Mary Bird Perkins Cancer Center in Covington** does every day.



@MaryBirdPerkins



www.facebook.com/mbpcov



www.instagram.com/marybirdperkins



www.linkedin.com/company/mary-bird-perkins-cancer-center



www.youtube.com/user/marybirdperkins

FAQs



Where do I start?

Read through this packet in its entirety. Once you set a date and confirm details, register your event at www.marybird.org/geauxpink

Do I need to create a 501c3 (non-profit) organization to host a fundraiser for Mary Bird Perkins Cancer Center?

No, anyone can host a fundraiser to benefit the Cancer Center with our approval.

Does the Cancer Center provide event insurance?

Unfortunately, we cannot offer insurance coverage for your event. Insurers are very specific about what we can and cannot cover and the complexities of us providing insurance for all fundraising events makes this impossible for us.

Will you help promote my fundraiser?

Yes - we may promote the event through various channels including the Cancer Center's website, social media (Facebook, Twitter, etc.), and email newsletters sent out to our network of supporters.

Can I post about my fundraiser on my own social media accounts?

Absolutely! We encourage you to promote the event on your personal social media pages in a manner that is consistent with the Cancer Center's mission and public image.

Can I use the Cancer Center's name and logo?

If name/logo is to be used, written permission from the Cancer Center's Office of Development is required in advance. The Cancer Center's logo is a registered trademark and cannot legally be reproduced without written permission.

Are there any guidelines around sponsorships and in-kind donations?

The Cancer Center cannot solicit sponsors or in-kind donations for your event. Please provide us with a list of potential sponsorship contacts in advance so that we may provide you with information on their current support of the Cancer Center. The value of in-kind sponsors should not be included in your total revenue, but should be acknowledged when reporting to the Cancer Center's Office of Development.

FAQs



Can someone from the Cancer Center attend and/or speak at my event or committee meeting?

While we would be happy to attend each and every event and/or meeting, we have a small staff dedicated to all areas of development, so our participation will depend on staff availability. We ask that you notify us of key dates a few weeks in advance when a staff member is requested so that we may try to accommodate.

Can I have a raffle at my event?

Yes. Please obtain a raffle permit from the Office of Charitable Gaming and follow all rules and regulations.

Can the Cancer Center issue tax receipts to my donors?

Event organizers are responsible for acknowledging donors and distributing tax receipts. Please retain all donor names, addresses, and amount of donation for your records.

Can I pay myself back for expenses I've incurred?

Yes. The coordinator is responsible for covering all expenses for the event and will not be reimbursed by the Cancer Center. Please deduct your expenses from the funds raised prior to submitting your donation. By keeping expenses down, you will generate a larger donation in the end.

Can I direct my funds raised to a specific area of the Cancer Center?

While funds raised through Gaux Pink can be directed to a specific area, the Cancer Center encourages donors to provide support to our comprehensive programs and services across the entire continuum of cancer care – where it is most needed and will provide immediate impact for cancer patients.

Where do I send proceeds?

Please send one donation check to the Cancer Center within 30 days of your event, made payable to Mary Bird Perkins Cancer Center and addressed to:

Mary Bird Perkins Cancer Center
Attn: Office of Development
4950 Essen Lane
Baton Rouge, LA 70809

The Mary Bird Perkins corporate office is in Baton Rouge, but all proceeds will be directed to the Covington area.

Should I send a personal thank you letter or card to my donors?

Yes, we recommend sending a handwritten thank you letter to donors within a week after the event has been completed. A good thank you letter can turn a one-time donor into a long-time supporter.