COMMUNITY FUNDRAISING

Your resource guide to transforming health care through philanthropy

MICHIGAN MEDICINE
UNIVERSITY OF MICHIGAN





Welcome and thank you

Community fundraising is about our partners and friends coming together to support our cause. Events big and small carried out by supporters can:

- **Raise awareness for your group in the local community**
- **Educate the public about your cause and your work**
- **Help you to find new donors and volunteers**

Your involvement can improve the patient experience, advance research, or enrich educational opportunities at all stages.

Thank you for your interest in supporting Michigan Medicine! You are an important member of our team, and we care about what is meaningful to you. What do you hope to accomplish? What is your vision?

Contact:

Michigan Medicine Office of Development
777 E. Eisenhower Pkwy., Ste. 650
Ann Arbor, MI | 48108
734-998-7705 | fundraise@umich.edu
michiganmedicine.org/giving

Community fundraising events

BOWLING PARTIES • PICKLEBALL
CONCERTS • FUN RUNS & WALKS
VIRTUAL FUNDRAISING
BAKE SALES • GARAGE SALES
AND MORE!

We appreciate your support and look forward to partnering with you!

Getting Started






What area would you like to support?

There are many areas within Michigan Medicine that could use your help. Has a disease or health challenge impacted you, your loved ones, or someone in your community? The Community Fundraising team can assist you in aligning your cause with an area or fund within Michigan Medicine and help throughout the fundraising process

Interested in hosting a virtual fundraiser?

We offer a variety of tools and platforms to help you execute your online crowdfunding campaign, peer-to-peer fundraiser or virtual event. These digital campaigns range from birthday fundraisers, virtual 5Ks, awareness month initiatives, and other social media driven efforts.

What is your budget?

By establishing financial goals early, you can set realistic revenue and expense projections. We recommend keeping fundraising expenses below 25% of the total revenue goal to help you raise the most money possible.

Please note that Michigan Medicine is unable to reimburse for expenses, and recommends that you recoup expenses from the funds raised if you are unable to underwrite the costs.

Does the Michigan Medicine tax-exempt status apply to my event?

Unfortunately, your fundraiser is not being hosted by Michigan Medicine, so you will not be able to use our IRS 501 (c)(3) tax-exempt status, charitable classification, or tax ID number. However, if a business makes a donation directly to Michigan Medicine for an event or online campaign and would like the tax-exempt number for tax purposes or to verify the tax status of Michigan Medicine, we'll provide the information to the business upon request.

What kind of support can I expect from Michigan Medicine staff?

We are here to help you be successful. We can:

- **Provide helpful guidance** based on experience from 100+ annual fundraising events
- **Share Michigan Medicine logos** to include in your promotional materials*
- **Provide a letter of support** that highlights your intent to donate to Michigan Medicine
- **Offer online giving options** (limitations apply)
- **Publicize the event** on our online community fundraising calendar
- **Provide Michigan Medicine-branded event decorations** (banners, tablecloths, etc.) and giveaway items (keychains, hand lotions, etc.) (limitations apply)
- **Share further information about your cause** to help you educate your supporters

Michigan Medicine staff are not able to provide event management services or insurance, help boost event attendance, or provide silent auction/raffle items.**

Event Promotion





Promoting your event can be extremely helpful for driving attendance and raising funds. Consider using Facebook, Twitter, and Instagram — these are easy and inexpensive ways to effectively spread the word about your event. Unfortunately, Michigan Medicine is unable to use our social media accounts to promote community fundraising events.

Best Practices:

Ask family members and friends to share information about your event.

- Be sure to post on Facebook in the evening to maximize views (around 8 p.m.). During the day, Facebook traffic is highest between 1 p.m. and 3 p.m.
- If you run out of character space when including X handles, try tagging related organizations' pages in a photo in your X posts. (After you upload an image, click "Who's in this photo?")
- When posting on X, post between 11 a.m. and 1 p.m. to ensure the best reach.
- Be sure to include links when asking for donations.
- Post to X, Facebook, and/or Instagram while at your event to document your experience and encourage friends and followers to attend future events. Posting live creates the best engagement.

Tell us about your event!

Visit victors.us/cfevent to share your event with us. This will give us the information we need to best support your activities and help you be successful, as well as give you the option to add your event to the calendar published on our website.

Use our hashtags!

#michiganmedicine
#littlevictors
#mottchildren
#gopinkforbreastcancer
#umsaveaheart
#blockoutcancer

Tag us on social media!

@umichmedicine
@mottchildren
@rogelcancercenter
@UniversityofMichiganCardiovascularCenter
@KelloggEyeCenter
@UniversityofMichiganDepressionCenter
@UniversityofMichiganCardiovascularCenter
@KelloggEyeCenter
@UniversityofMichiganDepressionCenter

Making a Donation





When will Michigan Medicine receipt individual donors?

The University of Michigan will receipt donations made payable directly to the Regents of the University of Michigan. The amount receipted is based on the below:

1. If a donation is made directly to the Regents of the University of Michigan, either by cash,* check, or credit card, and no goods or services are received, then U-M will receipt the full amount.
2. If a donation is made directly to the Regents of the University of Michigan, either by cash,* check, or credit card, and goods or services are received, such as registration, auction items, T-shirts, or meals, then U-M must be made aware of the fair market value.** The Regents of the University of Michigan will receipt individuals for the donation made beyond the fair market value. If the fair market value is greater than the donation, no receipt will be provided.
3. If the event organizer recoups expenses from the event proceeds and sends one lump sum check, U-M is unable to provide individual tax receipts.
4. If the event organizer does not need to recoup expenses from the event proceeds and sends one lump sum check, then the event organizer will need to provide a spreadsheet that shows the breakdown of donor names, addresses, fair market values,** and individual donation amounts. (Including credit card or online service fees). U-M can provide individual tax receipts for the donation made beyond the fair market value.** If the total proceed amount on the spreadsheet does not equal the total amount received, we will not be able to send individual tax receipts. Unfortunately, we cannot help track revenue or modify the financial tracker.

How do I make a donation?

All checks should be payable to "**Regents of the University of Michigan**." If expenses need to be recouped by the event organizer, please send one lump sum check for the remaining proceeds. If the event organizer does not need to recoup expenses from the event proceeds, please send one lump sum check, along with a list of donor names, addresses, individual donation amounts and fair market values.*

All checks should be sent via certified mail or hand-delivered within 45 days of the event. Please include the event name and beneficiary fund in the memo line and send checks to the **Michigan Medicine Office of Development, Attn: Community Fundraising, 777 E. Eisenhower Pkwy., Suite 650, Ann Arbor, MI, 48108**.

For online and credit card revenue, contact your Michigan Medicine staff partner or email **fundraise@umich.edu** to discuss the options.

* If a cash donation is made, donor name and full mailing address must be provided in order to properly receipt.

** Fair market value, as defined by the IRS, is "the price that property would sell for on the open market. It is the price that would be agreed on between a willing buyer and willing seller, with neither being required to act, and both having reasonable knowledge of the relevant facts." For example, a nonprofit purchasing a gallon of milk can check pricing with a local grocery store to determine what the market is willing to pay for a gallon of milk.