

Volunteer Fundraising

How you can help make a difference



MARSHFIELD CLINIC®

Development Department

1000 N. Oak Ave
Marshfield, WI 54449
715-387-9249
1-800-858-5220
Fax: 715-389-4367

<http://www.marshfieldclinic.org/contributors/>

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Cover: The Pink Ribbon Cancer Survivor's Garden was planted and is maintained by the River Cities Evening Garden Club. Club members, pictured above from left to right, are Joey Marshall, Jackie Pickett, Bea Kohl, Nancy Radlinger, Margie Schenk, and Joan Milka.

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System of Care

Marshfield Clinic is a multi-specialty medical practice that includes 41 centers around Wisconsin and serves over 3 million patients.

Marshfield Clinic Research Foundation (MCRF) is the research division of Marshfield Clinic. The MCRF consists of research centers in clinical research, agricultural health and safety, epidemiology, human genetics and biomedical informatics.

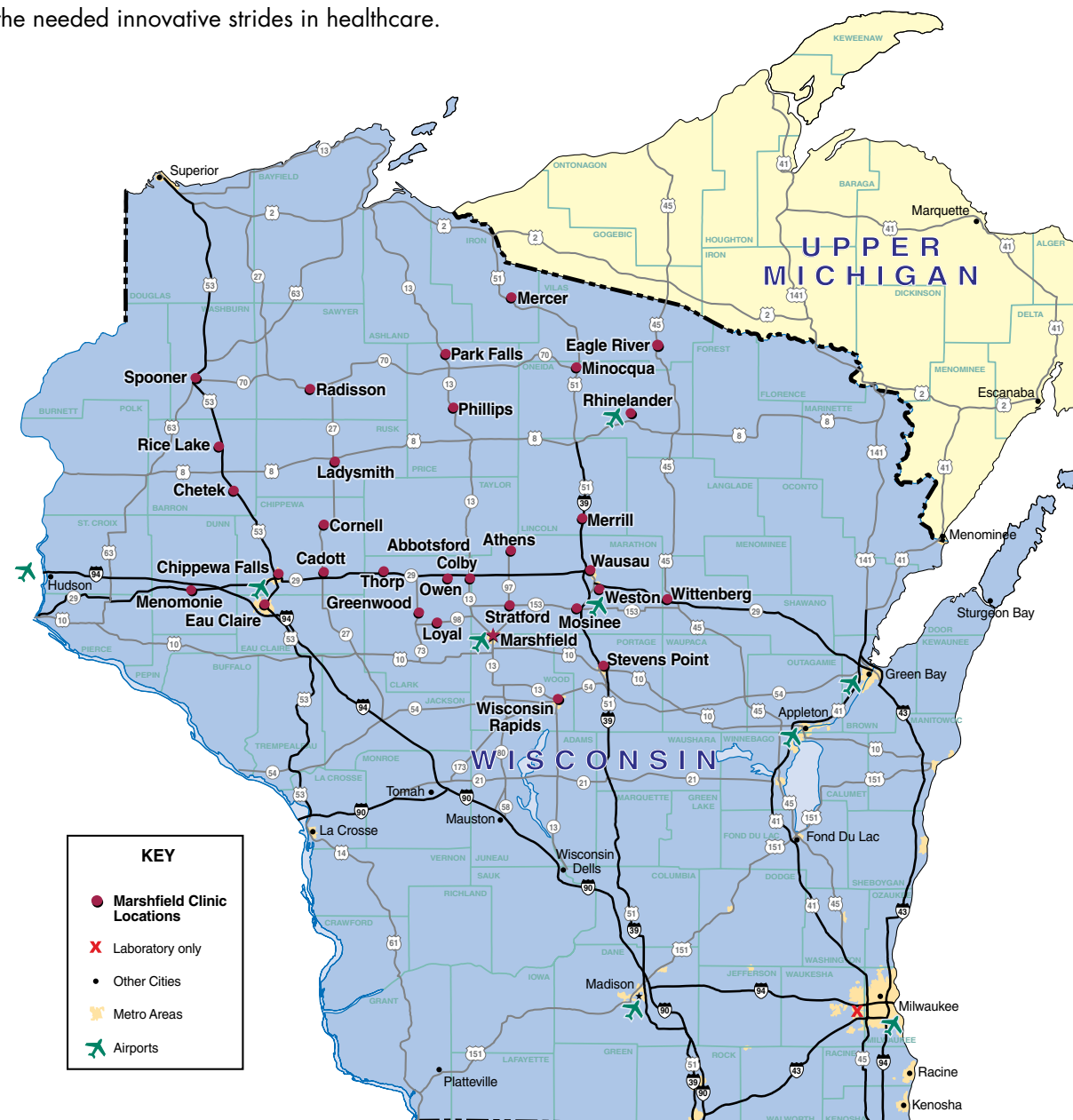
Because of our generous donors, Marshfield Clinic and Marshfield Clinic Research Foundation can continue to make the needed innovative strides in healthcare.

Our Mission

The mission of Marshfield Clinic is to serve patients through accessible, high quality health care, research and education.

Our Vision

Marshfield Clinic will be the preferred system of cost-effective, evidence-based, quality health care. Through research, education and standardization of quality, we will reduce the burden of disease, disability and cost for our patients and communities.



Giving Matters

Impact of Fundraising

Marshfield Clinic has many different areas where fundraising is needed. These range from cancer care and research, to support groups, community outreach, and funds to support patients in need. The Development Department will assist you in finding an appropriate area for the proceeds of your fundraising event. You can be assured that once you have chosen the designation of your funds, 100 percent of the proceeds will be utilized in that area.

With our assistance, volunteer fundraising can be exciting, rewarding and simple. Just read some of the success stories of others who have helped to raise funds for Marshfield Clinic.

Pink Ribbon Cancer Survivor's Garden

A breast cancer survivor wanted to give others a sense of hope, healing and comfort through one of her favorite hobbies – gardening. This dream, less than two years later, was made reality when she, her gardening group, and donors banded together to create the Pink Ribbon Cancer Survivor's Garden at Marshfield Clinic - Wisconsin Rapids Center. The garden includes a walking path in the shape of a pink ribbon and is a symbol of hope and healing for many.

"I can't think of a more appropriate location (for a cancer survivor's garden) than Marshfield Clinic."

*Jackie Pickett, Chairperson
Pink Ribbon Cancer Survivors Garden*

Cards for a Cause

Two women from the Cancer Center at the Marshfield Clinic - Wisconsin Rapids Center immediately became inspired by the Pink Ribbon Cancer Survivor's Garden and decided to join in the cause. They began selling Cards for a Cause. The crafty ladies created hundreds of beautiful cards for every occasion. Co-workers throughout the Marshfield Clinic system heard about the sale and pitched in as well, donating supplies and offering to help make cards. In the first year, they sold around 600 cards, raising \$850 for the garden.

Steven Meissner Memorial Classic

One family turned a tragedy into hope for children by hosting a golf event in memory of a family member lost in a car accident. The event proceeds are dedicated to a children's cause each year. In its second year, the Steven Meissner Memorial Classic funds helped to establish a Child Advocacy Center serving abused and neglected children.



Committee members help the Meissner family draw names for a shootout in which participants had a chance to win \$50,000 during the Steven Meissner Memorial Classic, For the Kids golf event.

"I like to think of our involvement with the Marshfield Clinic as a 'circle of giving.' We realized early on, that to make this a reality, we would need outside help. Together we formed a great relationship, and succeeded in creating an outstanding event, raising over \$100,000 in just one year!"

*Tammy Meissner, Co-chair
Steven Meissner Memorial Classic "For the Kids"*

Volunteer fundraisers generate nearly \$500,000 for Marshfield Clinic research, education and patient care each year.

Shooting for a Cure

At Goose's Pub and Monkey's Bar, two unique places for a fundraising event, a pool tournament was created to raise funds in the fight against breast cancer. Shooting for a Cure has raised nearly \$100,000 for breast cancer research at Marshfield Clinic, since its inception in 2002.



Avid pool players raise money for breast cancer research each year by shooting for a cure.

"We understand the value of research. The only way a cure will be found is if people invest in science today to find the answers of tomorrow. I hope my granddaughter will live in a world where breast cancer can be cured, or even prevented."

*Peggy Jacoby, Co-chair
Shooting for a Cure*

Fishing for Cures

In Kaukauna, Wisconsin, a family was contemplating how to honor family members diagnosed with ALS. They pulled together to host an event to support ALS research at Marshfield Clinic Research Foundation. The first annual Fishing for Cures took place at a park and included live music, games and activities, raffles, silent and live auctions, food, beverages and a whole lot of fun. The wide array of activities generated over \$124,000 in proceeds for ALS research.

"Although there is a lot of time, energy and effort put into the fundraising, the feeling on the day of the event is extremely rewarding; and hopefully some day, when cures are found, the feeling will be awesome, knowing that a little bit of time, energy and effort can make a difference for a lot of people!"

*Corinna Eiden,
Fishing for Cures*

Pittsville students support oncology research

Five Pittsville High School Students and one teacher helped to raise over \$4,500 for oncology research at Marshfield Clinic by giving up something in return – their hair! The students and teacher shaved their heads at their homecoming pep assembly after students and community members raised the money to honor one of the students parents affected by cancer.



Pittsville high school students pose for a photo after shaving their heads to raise money for cancer research.

Getting Started

Thank you for your interest in volunteer fundraising to support Marshfield Clinic and Marshfield Clinic Research Foundation. The information below will provide you with some details on the volunteer fundraising process. Your support is greatly appreciated.

What is a volunteer fundraiser

A volunteer fundraiser is an event conducted by volunteers to raise funds and community awareness for Marshfield Clinic, Marshfield Clinic Research Foundation or their programs and projects. Events should complement the mission of Marshfield Clinic and enhance the relationship of Marshfield Clinic with the communities we serve.

Examples of volunteer events

Getting started with an idea for a fundraiser is not always an easy task. The event that you choose should reflect your cause as well as your group's ability to succeed in planning that type of event. Fundraisers can range from bake sales to large-scale galas. Every event, no matter the size, is a helping hand to the Clinic and your community. Here are some ideas to get you started.

- Golf tournaments
- Pool tournaments
- Any kind of sports tournament
- Car washes
- Talent shows
- House tours
- Auctions: silent or live
- Galas
- Garage sales
- Dinners
- Fashion shows
- Bake sales
- Ice cream socials
- Breakfasts
- Jean days: pay \$5 to wear jeans to work
- "A-thons" of any kind: Walk-a-thons, dance-a thons, etc.
- Check with your local stores for matching funds and/or grants
- Concession stands at sporting events
- Loose change: Put containers out at retail businesses for loose change
- Baskets (theme) auction: Put together theme baskets to be auctioned
- Dunk tanks: Get local celebrities to be dunked

Coordinating a volunteer fundraiser

Your first step is to contact Marshfield Clinic's Development Department. The Annual Giving & Special Events Coordinator will be your main contact and can provide additional information, answer your questions and help you get started.

Annual Giving & Special Events Coordinator

Marshfield Clinic

Development Department, 1R1
1000 N. Oak Ave
Marshfield, WI 54449
1-800-858-5220
715-387-9249

Notes:

In this booklet you will find planning guidelines, an event proposal application, useful forms to help you plan and execute your event and sample event materials. Please review these guidelines and fill out and return the proposal application (see page 14) to the Development Department. Your event must be approved prior to planning. Please do not promote your event until you have received approval.

Guidelines

Volunteer fundraising

The following is a checklist of important concepts regarding the planning of your event. It is important to follow these guidelines to avoid any problems. Thank you for your cooperation.

1. Event Approval

- ✓ Before event planning begins, please contact the Annual Giving & Special Events Coordinator in Marshfield Clinic's Development Department to discuss your ideas. Please submit the "Fundraising Event Proposal" application (page 9). This information will help us to assist you with your efforts and to ensure all guidelines are followed.
- ✓ All events must be approved before planning begins.
- ✓ You will receive a response within one week of submitting the "Fundraising Event Proposal."

2. Promotional Materials

- ✓ All promotional materials must be approved prior to printing or broadcast. This includes flyers, invitations, press releases, advertisements, posters, and commercials.
- ✓ Please do not promote the event until you have received approval.
- ✓ Each fundraiser will be reviewed on a case-by-case basis, but we may be able to assist with the creation of promotional materials such as posters or flyers and with event promotion such as press releases and information in Clinic publications.
- ✓ Use of Marshfield Clinic name and logo must be approved with the Development Department. It is important to ensure that Marshfield Clinic's name and logo are used properly.

3. Donations and Sponsorship

- ✓ Please notify the Development Department if you plan to solicit contributions, sponsorships or donations from local businesses. Please submit a list of potential businesses to the Development Department for approval before you begin any solicitation. This is extremely important because many businesses/organizations already support Marshfield Clinic and we do not want to duplicate requests.
- ✓ We will provide donation forms to assist with your tracking of donations. Please keep records of all donations received and provide the information to the Development Office. We will issue thank you letters with appropriate tax-deduction information.

4. Raffles

- ✓ Marshfield Clinic holds Class A and Class B raffle licenses. All raffles need to comply with the state regulations.
- ✓ If you are planning a raffle, please contact the Development Office for assistance. You must have prior approval before holding a raffle. By asking for our help in advance, you are helping to protect Marshfield Clinic. Our raffle licenses could be revoked if rules are not followed. See page 12 for samples of class A and class B raffle tickets and State of Wisconsin raffle regulations.

5. Annual Events

- ✓ Approval of an event is needed each year. Please seek approval to repeat an event each succeeding year.

6. What We Can Do To Help You

- ✓ Offer advice on event planning and fundraising
- ✓ Assist you in designating your contribution to a specific area of interest that has special meaning for you or your group
- ✓ Provide wording to explain the use of funds generated by the event
- ✓ Provide a letter of authorization to endorse your event
- ✓ Assist with the creation of promotional materials (each event will be reviewed on a case-by-case basis) including posters, raffle tickets, etc...
- ✓ Assist with event promotion through press releases, e-mails to Clinic staff and publicity in Clinic publications
- ✓ Make available copies of brochures, fliers or other Marshfield Clinic publications
- ✓ Provide a tour of Marshfield Clinic and/or Marshfield Clinic Research Foundation for your planning committee
- ✓ Assist with donor, participant and sponsorship recognition



Bill Fonti (far right), president of Furniture & ApplianceMart was instrumental in starting the Fore a Cure golf event to raise funds for breast cancer awareness and prevention. Thanks in part to the success of this event, Marshfield Clinic was able to purchase a second mobile mammography unit.

7. What We Cannot Do To Help You

- ✓ Provide start up money
- ✓ Provide mailing lists of donors, employees or physicians
- ✓ Provide staff to work at your event. We will make every attempt to have a representative attend, but due to the large number of fundraising events at Marshfield Clinic, we simply do not have enough staff to assist at all events.



Members of the Pink Heart of Wisconsin group gather in front of the Mobile Mammography Unit for a photo during the Breast Cancer Health Fair. Attendees could tour the unit as well as visit different informational and vendor stations.

Samples & Forms

The following are examples of printing from successful Marshfield Clinic events. A well printed piece is key when soliciting sponsors or donors. Marshfield Clinic may be able to assist you in creating a printed piece like the ones that follow.

If you are contemplating the idea of a raffle, valuable raffle information and sample raffle tickets are also included.

Plant seeds of healing and comfort

Marshfield Clinic

As a gift to cancer survivors and their loved ones, the River Cities Evening Garden Club is donating the time to design and maintain the garden. In addition, Marshfield Clinic is contributing to the garden and will provide funding for upkeep as well.

Help plant seeds of hope, healing and comfort for people being treated for cancer in your community. The Pink Ribbon Cancer Survivors Garden at Marshfield Clinic Wisconsin Rapids Center needs your help to offer people a beautiful site for contemplation and peace.

Located outside the treatment rooms in which patients with cancer receive chemotherapy, the garden will nurture a comforting view during a difficult time. A portion of the sidewalk winds through the garden. A portion of the sidewalk will be pink, creating a "pink ribbon" in the center of the garden. Benches will offer space to sit and soak in the bounty of plants during all seasons.

The garden is the dream of a breast cancer survivor treated at Marshfield Clinic. Jackie Pickett, also a gardener, chose Marshfield Clinic as the site of the Pink Ribbon Cancer Survivors Garden so that it could bring beauty and hope to others facing cancer and to remind survivors of the blossoms in their futures.

To plant the seeds and provide this therapeutic healing garden, we need your support. Contributions to the Pink Ribbon Cancer Survivors Garden will help provide the more than 1,000 plants in the garden as well as benches, trees and other features. You can sow the seeds of hope and healing for people fighting cancer.

Please consider a gift to the Pink Ribbon Cancer Survivors Garden. You may make your gift in memory or honor of a loved one, friend or health care provider. For more information, contact Teri Herr-Wilczek at Marshfield Clinic's Development Department at 1-800-858-5220 or via e-mail at herr-wilczek.teri@marshfieldclinic.org.

Drawing by Nancy Radlinger, EMR Lawn & Landscaping Services, Inc.

9/09/09-01 (05/09) © 2008 Marshfield Clinic

Following naming opportunities are available throughout the garden. A permanent engraved plaque will be placed on the item, providing a lasting tribute to a friend or loved one.

Opportunity	Donation*	Number Available
Structure	\$10,000	1
	\$2,000	1
	\$1,000	5
(1 pink & 1 white)	\$1,000	1
(1 pink & 1 white)	\$500	2
	\$750	2
	\$500	2
	\$500	1
	\$500	1
	\$500	5
Ball, Salmon Jazz, Mincer	\$500	3
Even	\$500	5
		1

*Plaque on the garden's Founder's Plaque, which will be located in the middle of the Pink Ribbon Cancer Survivors Garden.

JOY HENDRICKSON, President
River Cities Evening Garden Club
715-424-1447

JACKIE PICKETT, Cancer Survivor
Pink Ribbon Cancer Survivors
Garden Committee Chair
715-423-3635

MARSHFIELD CLINIC

Sales flyer for the Pink Ribbon Cancer Survivors Garden

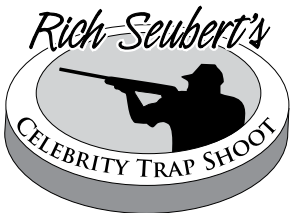


Flyers for the "Fishing for Cures" – ALS & MS benefit and Rich Seubert Celebrity Trap Shoot.

Marshfield Clinic sample raffle ticket

Holding a raffle requires a special license. Please seek approval from the Development Department for all raffles.

The following is an example of a "Class A" raffle ticket. These tickets may be sold for 270 days or less.

001	Marshfield Clinic 1000 N. Oak Ave. Marshfield, WI 54449		001
Name _____			
Address _____			
Phone _____			
	Drawing: 4 p.m. Saturday, April 5, 2008 Eau Claire Rod & Gun Club, Eau Claire, Wisconsin	To benefit cardiac research at Marshfield Clinic	
	Need not be present to win Tickets \$5 each or 3 for \$10 License No. _____	<ul style="list-style-type: none"> • Rich Seubert autographed mini helmet (personalized) • Leinenkugel's paddle, autographed by Jake Leinenkugel • Family get-away to the Kalahari (Wisconsin Dells) • Northwoods quilt • \$100 gift certificate to Buck-A-Neer, Rozellville (near Marshfield) • \$25 gift card to Gander Mountain 	

The following is an example of a "Class B" raffle ticket. These raffles must be held on one day. Tickets must be identical but do not need consecutive numbering.



State of Wisconsin raffle regulations

Carfully review all the information that is listed on these examples. In order for your raffle to be in compliance with Wisconsin law, you must include all information listed below.

- Name and address of licensed organization sponsoring the raffle.
- Consecutive numbering on both portions of the ticket

- List of prizes with a retail value of \$500.00 or more
- Space for purchaser's name, address and phone
- License number
- Date, time and place where drawing will be held
- Cost of ticket

[illegible]

Please complete and submit prior to beginning your fundraising efforts

Contact Person: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

Proposed Event/Promotion Name: _____

Location: _____

Event Description: _____

How will you raise money for this event: _____

☐ Newspapers ☐ Radio ☐ Television ☐ Magazines ☐ Posters ☐ Flyers

What is your fundraising goal: _____

Do you plan to seek donations from local businesses ☐ Yes ☐ No

If yes, please provide us with a list of potential businesses prior to solicitation.

Request for Support

The Development Department would be pleased to offer support and assistance for your special event. Select which support/assistance you anticipate needing from our department.

- ☐ Printed promotional materials
- ☐ Public relations support
- ☐ Coordinating registrations for the event
- ☐ Assistance with tracking donations and sponsorship
- ☐ Assistance with raffles
- ☐ Other: _____
- ☐ I would like to set up a time to meet with the Annual Giving & Special Events Coordinator to discuss a possible event

Thank you for your interest in supporting Marshfield Clinic and Marshfield Clinic Research Foundation. Please complete the application form and submit to the Development Department. We will respond within one week.

Marshfield Clinic

Development Department, 1R1
1000 N. Oak Ave
Marshfield, WI 54449

If you have questions, please contact the Annual Giving & Special Events Coordinator at 715-387-9249 or 1-800-858-5200.

For office use only

Acceptance of the Above Guidelines by the Organization/Group

Name: _____

Signature: _____ Date: _____

Marshfield Clinic and Marshfield Clinic Research Foundation are dedicated to making a difference through cutting edge research and medical care.

The Clinic’s past, present and future success could not be possible without the generosity of many volunteers, donors and supporters.

By banning together, we can make a difference.