

Community Events Toolkit



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Thank You For Your Generosity

On behalf of AdventHealth Foundation Central Florida, thank you for your interest in supporting patients and services at AdventHealth. In partnership with generous people like you, we dedicate ourselves to the great purpose of healing and enriching lives in Central Florida and beyond.

In 1886, a small group of Adventist Christians opened the Health Reform Institute in Battle Creek, Michigan. By 1908, the Seventh-day Adventist Church had expanded to include 33 hospitals across the world. This expansion included Florida Sanitarium now known as AdventHealth. Generosity has been part of our legacy since Florida Hospital, now AdventHealth, was founded in 1908. With only \$4.83 in the treasury, AdventHealth's founders knew they needed the support of their neighbors. Inspired by our mission of extending the healing ministry of Christ, the community united to donate \$9,000 to buy the hospital's first building. Today, we have grown to include thousands of skilled and compassionate employees who are dedicated to caring for the very community that put its trust in our mission more than a century ago.

As you go into the community and unite together, we've prepared this community events toolkit as a step-by-step guide to help plan and organize your event from start to finish. We want to help you, help us.

Thank you for supporting AdventHealth and our mission to *extend the healing ministry of Christ*.

David Collis

President

AdventHealth Foundation Central Florida

The first health facility built by the Seventh-day Adventist Church in Battle Creek, Michigan.

1866



1876 – 1943

Dr. John Harvey Kellogg served as Medical Director of the Battle Creek Sanitarium.

Florida Sanitarium opens with 20 beds.

1908



1981

Golden Gala begins as a small benefit dinner.

100 year Anniversary celebrates with opening of the Ginsburg Tower.

2008



2019

Florida Hospital becomes AdventHealth


Kellogg's Corn Flakes is a registered trademark of the Kellogg Company.

About AdventHealth

AdventHealth Foundation supports programs and services at AdventHealth through a multitude of gifts from local, passionate community members invested in creating a whole-person health experience. View a few key areas where your generosity has helped patients and families by achieving wellness of the mind, body and spirit.

**AdventHealth
for Children:** 
Now able to treat over 80 cancerous
and non-cancerous diseases
Raised over \$75,854,605

**AdventHealth
Cancer Institute:** 
More than 9,000 mammograms
provided to uninsured women
Raised over \$36,977,284

**AdventHealth Heart,
Lung and Vascular Institute:** 
21,000 uninsured patient visits
Raised over \$21,055,616



Then and Now

Established 1866:

30 DOCTORS

1 UNIQUE
FACILITY

106
PATIENTS

Today:

MORE THAN
80,000
PHYSICIANS
& STAFF

51 AWARD-
WINNING
HOSPITALS IN
NINE STATES

6.5 MILLION+
PATIENTS SERVED
ANNUALLY

**Your Impact (2009 – 2022)*

Eleven Steps to a Successful Event

Thank you for your commitment to AdventHealth and your interest in holding a community event. Below is a step-by-step list to help you in your planning process.



1. Form a Planning Committee



2. Brainstorm and Set Goals

- What type of event would you like to host? Use our [Fundraising Ideas](#) for inspiration.
- What is your fundraising goal?
- How do you plan on fundraising? Check out our [Online Fundraising Tips](#).
- Who is most likely to attend your event?
- What inspires you to host an event benefiting AdventHealth?



3. Create a Budget

- We recommend maintaining your costs at no more than 40% of your budget.
- Use our [Budget Template](#) as a guide.



4. Schedule Your Event – Date, Time, Venue

- Remember to check for conflicting events on community calendars.



5. Tell Us About Your Event

- Complete our [Community Event Application](#).
- After your application has been approved, an [AdventHealth Foundation Representative](#) will contact you to discuss your event.



6. Plan Ahead

- Use our [Action Plan Worksheet](#)



7. Fundraise

- Online:** Your [AdventHealth Foundation Representative](#) will discuss options with you to set up your own personal or group fundraising page.
- Offline:** Collect credit, cash or check payments accurately with your donation form within 60 days of the event.



8. Promote Your Event

- Decide how you will let the community know about your event. Check out our [Digital Media Guide](#) for useful digital tactics.



9. Host Your Event

- Showcase all your hard work on event day! In this busy time, remember the real purpose of this event and why you felt led to help the patients, families and various services at AdventHealth.

Eleven Steps to a Successful Event



10. Post-Event Management

Here are some items to think about as you wrap-up your event:

- Invoices/payments – collect any outstanding payments and take care of any outstanding vendors that need to be paid.
- Finalize your budget – how much did you raise after expenses?
- Submit your proceeds to AdventHealth Foundation within 60 days of your event and within the calendar year. All donations can be mailed in with one check payable to AdventHealth Foundation Central Florida:

AdventHealth Foundation Central Florida
800 North Magnolia Avenue, Suite 600
Orlando, FL 32803

Please include your event name in the memo line.

- Perform an event analysis with your event committee – what went well and what could be done better next year?
- Thank your committee and your donors.
- Start planning for next year!



11. Share Your Success!

- The AdventHealth Foundation Central Florida team loves to celebrate your success and the impact you make at AdventHealth! After the conclusion of your event, we can schedule a check presentation and share your generosity on our social media channels.



How We Can Help

We want your event to be as successful as possible and look forward to supporting your fundraising efforts. We can help you by:

- Helping you determine which area you want to support at AdventHealth. We have a variety of areas to support if you haven't already chosen the cause that speaks to your heart.
- Providing you with steps to a successful event and fundraising best practices including templates, digital tactics, and success stories from previous community fundraisers.
- Attending your planning meetings.
- Granting you the ability to use of AdventHealth Foundation Central Florida logo. Please note, all materials using this logo must be approved by AdventHealth Foundation Central Florida.
- Promoting your event through:
 - AdventHealth Foundation Central Florida and social media platforms
 - With time permitting, the AdventHealth Foundation Central Florida events calendar (time permitting)
 - The AdventHealth Foundation Central Florida events newsletter
- Coordinating AdventHealth representation at your event.
- Acknowledging and providing a tax receipt to the event donor for the monetary contribution.
- Coordinating celebratory check presentation(s).

There are some things that we are unable to do. These things include:

- Providing liability insurance or liability coverage
- Giving you financial support of any kind
- Funding or reimbursing event-related expenses
**Revenue coming directly to AdventHealth Foundation Central Florida through online fundraising is an exception.*
- Sharing the information of AdventHealth Foundation Central Florida donors, vendors, sponsors or employees
- Providing AdventHealth letterhead.
- Assisting with outside advertising, marketing and publicity (newspaper, radio, television, etc.)
- Recruiting and manage volunteers.
- Obtaining permits for the event
- Giving you giveaway items or auction items for the event
- Accessing our graphic design staff, equipment, and materials to create
- Soliciting event sponsors or participants
- Issue tax receipts to individuals who have donated to your event.
- Providing event administrative support
- Signing vendor contracts



FAQ

Will I be held responsible for the amount estimated on my application?

No, you will not be held responsible for the donation total estimate on your application. The amount listed is for internal reference only. We greatly appreciate any amount you raise.

Can supporters donate to my event online?

Yes, supporters can donate online. Please contact our team, and we will help you set up an online giving page.

I currently work with a member of the AdventHealth Foundation Central Florida who is not on the Special Events team. May I work with them on the event?

We understand it is best to have one point of contact but to better our fundraising efforts, all community events must be processed through the Special Events team to ensure accuracy, efficiency, and consistency.

If I am holding an annual event of the same kind, will I need to resubmit an application?

Yes, you will need to resubmit an application each year you plan to host your event. All print materials will still need to be approved by the AdventHealth Foundation Central Florida.

Will AdventHealth Foundation Central Florida provide speakers or educational materials for my fundraiser?

AdventHealth Foundation Central Florida will do its best to coordinate speakers and materials for your event, based on availability.

What can we give people who made donations for tax purposes?

Community event organizers cannot use AdventHealth Foundation Central Florida's tax exempt status in conjunction with the event. We can provide an authorization letter confirming your full donation once fees are collected. AdventHealth Foundation Central Florida can not provide tax receipts or letters to your event sponsors or attendees.

Can someone from AdventHealth Foundation

Central Florida help me plan my event?

Due to the large number of events and a limited number of staff, the AdventHealth Foundation Central Florida staff is unable to assist in planning community events. We are happy to provide guidance for your event!

Can we have a check presentation at AdventHealth?

Yes, we will arrange to hold a check presentation at a AdventHealth location after your event is over.

Can I choose which area at AdventHealth my event will benefit?

Yes, 100% of your gift's proceeds will directly benefit any area at AdventHealth you choose.

Are there any restrictions to the type of events we can hold?

AdventHealth Foundation Central Florida's fundraising activities are conducted in keeping with our core values and mission. Community events should abide by those same standards.

AdventHealth does not support the use of alcohol, tobacco or games of chance (lottery, raffle, sweepstakes and drawings). The use of the AdventHealth logo on collateral that includes alcohol, alcohol sales, tobacco and gambling is not permitted.

Fundraisers should not compete with AdventHealth Foundation Central Florida events or activities.

Will AdventHealth Foundation Central Florida provide volunteers for my event?

While we appreciate your efforts in raising funds for AdventHealth, we are unable to commit to recruiting volunteers for your event.

Areas To Support

By supporting AdventHealth Foundation Central Florida, you can select where your dollars will make an impact. Please look at the list below and select the area you wish to support:

- AdventHealth Cancer Institute
- AdventHealth Heart, Lung and Vascular Institute
- AdventHealth for Children
- AdventHealth for Women
- AdventHealth
 - Apopka
 - Altamonte
 - Celebration
 - East Orlando
 - Kissimmee
 - Orlando
 - Winter Park
 - Winter Garden
- AdventHealth Global Mission Initiatives
- AdventHealth Sharing Smiles
- Adventist University of Health Sciences
- AdventHealth Hospice Care
- Greatest Need
- AdventHealth Transplant Institute
 - West Lakes Early Learning Center



Fundraising Ideas

- Art exhibition
- Auction
- Bake sale
- Ball games
- Bike Ride
- Bingo
- Birthday
- Bowling tournament
- Car show
- Car wash
- Church fundraiser
- Coin drive
- Concert
- Cooking party
- Craft sales
- Dance marathon
- Dine out for a cause
- Dinner Party
- Donations in lieu of special occasions
- Dress-down day
- Fashion Show
- Fishing tournament
- Fitness class
- Fun run
- Gala
- Game night
- Garage sale
- Golf tournament
- Holiday party
- Ice cream social
- Jeans day/Jersey day
- Lemonade stand
- Luncheon
- Paint night
- Pancake breakfast
- Restaurant or retail partnership
- Round-Up
- School fundraiser
- Sports tournament
- Talent show
- Tennis tournament
- Walk-a-thon
- Wedding
- Yard sale



Sample Action Plan

Six-12 months before the event

- Decide on the type of event you would like to hold
- Secure your date
- Secure your venue
- Research competing events in your area
- Recruit a volunteer committee and set up regular meetings
- Set fundraising goals and develop your event budget, including expenses
- Register your event with AdventHealth Foundation Central Florida
- Develop sponsorship information
- Send out letters to people and businesses for sponsorships and donations
- Develop a promotion strategy
- Create marketing collateral
- Apply for any applicable license and permits

Three to five months before the event

- Develop your invitation list
- Send out materials to promote your event
- Contact local newspapers, radio stations, companies with digital signs to promote and provide coverage at your event
- Invite any local VIPs (i.e.: mayors, celebrities)
- Create a list of volunteer needs; volunteer recruitment
- Order event supplies

One to two months before the event

- Determine any speakers you would like for your event
- Arrange for photography and videography for the event
- Create a run of show (timeline)

One week before the event

- Connect with volunteers and confirm roles and event details
- Confirm event details with venue

Day of Event

- Arrive early to set up and cover any last-minute details
- Record all donations and ticket sales
- Audio/visual check
- Enjoy your event!

After the event

- Deposit funds raised
- Pay all outstanding expenses
- Send thank you letters to guests, sponsors and volunteers
- Debrief with your committee
- Send proceeds and photos to AdventHealth Foundation Central Florida
- Begin to plan for next year!

Budget Template

Event Functions	Projected Cost	Actual Cost
Event Site/Facility		
Rental fee		
Permit(s)/license(s)		
Subtotal		
Rentals		
Table/chairs		
Linens		
Subtotal		
Food Services		
Food		
Beverages		
Subtotal		
Promotion/Advertising		
Newspapers/magazines		
Flyers		
Emails		
Radio		
Subtotal		
Misc. Costs		
Entertainment		
Event decor		
Parking		
Extra supplies		
Postage		
Subtotal		
Total Expenses		
Income		
Booth space sales		
Ticket Sales/admission		
Sponsors		
Donations		
Merchandise		
Auction		
Other		
Total Income		
Total Net Income		

Online Fundraising Tips

AdventHealth Foundation has a great resource for you to collect online donations for your upcoming event. You can start your fundraiser [here](#).

□ Step 1: Plan your event

You can donate any celebration including your birthday, a movie night or a volleyball tournament. You can select a beneficiary at AdventHealth close to you heart.

□ Step 2: Set up your page

Add your picture and information about your event. Include which area of AdventHealth you're supporting. You can set a fundraising goal based on your event and how many people you think will join you.

□ Step 3: Invite your friends

Share your event and spread the word about what you're doing to support your community. All the gifts you receive will directly benefit the area at AdventHealth you selected.

Here are a few tips to get you started with your online fundraiser.



Make a donation

The best way to show your passion toward the cause you have chosen is to make a gift yourself. Once you've set your goal, make the first gift to your page. Even a small gift helps increase your fundraising thermometer.



Use your social networks

Your friends and family are more likely to join you if you ask them directly. Share your page on social media sites like Facebook, Twitter and Instagram. Keep your fundraiser on their minds by sharing early and often. The more you tell your friends about what you're doing to provide hope and healing at AdventHealth, the more people will join you.



Personalize your page

No one can tell your story as well as you can. Update your photo and share your story. Tell your friends and family what you're doing to fundraise and why you're supporting AdventHealth. We can provide sample copy to help you start.

Digital Media Guide

Once you have a date, time, place, your target attendees and the mission of your event solidified, the AdventHealth Foundation Central Florida will provide a toolkit with templated posts and graphics to kick off your social media marketing strategy. In the meantime, get familiar with some best practices on social media below. As always, think through who your audience is and which platform they would likely use.



Promotion:

- Create a Facebook Event: Invite your friends, family and potential attendees, to receive event updates and real-time information. Be sure to leave your Facebook event open for additional attendees and link back to your online fundraising page.
- When creating your event, list **@AdventHealthFoundationCentralFlorida** as a co-host of your event page.
- Create a Facebook Group: If your event is held annually, this might be a good option to keep your dedicated attendees engaged all year long. For best results, keep your Facebook Group open.
- In posts, use your event hashtag and tag **@AdventHealthFoundationCentralFlorida** so our team can engage with your content appropriately.
- Whenever you can, use a video, an image or a link that has an image to drive more reach to your event. (See media toolkit for sample images you can use).
- If you've been approved by Facebook as a nonprofit organization, use the fundraising feature to collect donations on specific posts.

Day of event:

- If appropriate, live stream your event to encourage virtual donations. You can also use the Stories feature on Facebook to showcase your event for 24 hours after posting the footage. Be sure to save this content and use it as your sizzle reel for next year's event!

After the event:

- Thank your attendees, share how much you raised, and highlight any photos and imagery taken during the event.
- Encourage people to sign up for next year's event!



- Create your free YouTube account.
- Upload your video and promote through Facebook, Twitter and other digital channels.

DIGITAL MEDIA GUIDE



Promotion:

- Create a specific Twitter account for your event.
- Establish a following by engaging with relevant hashtags, influential people/companies who might be interested in your event, and relevant causes.
- In tweets, use your event hashtag and tag **@AdventHealthCFL** so our team can engage with your content appropriately.

Day of event:

- Live-tweet event updates and happenings to keep your audience aware of real-time information.
- Remember to use your hashtag; you could be trending.
- Engage, like and retweet to your audience while they're still at your event.

After the event:

- Thank your attendees and share how much you raised.
- Encourage people to sign up for next year's event.



Promotion:

- Create a specific Instagram account for your event.
- In posts, use your event hashtag and tag **@AdventHealthCFL** so our team can engage with your content appropriately.
- To generate buzz before, during and after your event, utilize strong imagery relevant to your event. Use hashtags of phrases or words that would describe your event and the people you're trying to attract.

Day of event:

- If appropriate, live stream your event to encourage virtual donations. You can also use the stories feature on Instagram to showcase your event for 24 hours after posting the footage. Be sure to save this content and use it as your sizzle reel for next year's event.
- The stories feature is a great tool as it allows you to place tags and links out to people, companies and websites.

After the event:

- Thank your attendees and share how much you raised.
- Encourage people to sign up for next year's event by posting clips from your story.

Brand Guide

Boilerplate language

AdventHealth is a tax-exempt, community benefit organization, providing exceptional health care. We create excellence through partnerships with thousands of people who give in different ways. Generosity has been part of our legacy since AdventHealth was founded in 1908. Join us as we continue to dedicate ourselves to the great purpose of providing hope and healing for people in our community and beyond. We invite you to experience how generosity heals.

Logo usage

- Always use a logo provided by AdventHealth Foundation Central Florida. You will be authorized the use of AdventHealth’s logo only after you sign an Endorsed Event agreement.
- Do not make the logo any other colors and keep the logo proportions accurate when resizing.
- All materials must clearly indicate that AdventHealth is the beneficiary rather than a host or sponsor and must be approved by AdventHealth Foundation Central Florida prior to publishing.
- When using the word “benefiting”, please include only one “t”
- AdventHealth Foundation Central Florida logo may be used up to 30 days after your event. After this time, remove logos from any materials.

Two-color logo

The standard two-color logo with the name “AdventHealth” in **PMS 7691** should be used in all four-color printed pieces. For a four-color piece, change **PMS 7691** to a process (CMYK) color.



One-color logo

The 100 percent black logo is the standard logo for black and white pieces and also may be used on outdoor advertising.



One-color reversed logo

A white reversed-out logo should be used on dark, contrasting-colored backgrounds.



Spacing

The area of non-interference equals the height of the capital “A”



Size

Print and Digital:The AdventHealth Foundation Central Florida logo should be no smaller than 1.4 inches wide in print or 25 pixels high in digital.



Minimum size:
Print: 1.4 inches wide
Digital: 25 pixels high

Brand Guide

Promotional Items

When ordering promotional items, be sure that the AdventHealth Foundation Central Florida logo will be readable and that the logo stays in proportion.

All promotional items must be approved by the Foundation marketing department.

Improper logo usage



DO NOT REBUILD, RE-DRAW OR RE-CREATE THE LOGO.



NEVER HORIZONTALLY OR VERTICALLY SKEW THE ADVENTHEALTH LOGO OR ICON.



DO NOT FLIP, ROTATE OR CHANGE THE ANGLE DEGREE OF THE ICON. NEVER FILL IN THE CROSS WITH COLOR OR CHANGE ITS OUTLINE COLOR. DO NOT USE THE ICON AS WINDOWS FOR PHOTOGRAPHY.



DO NOT MAKE THE LOGO ANY OTHER COLORS.



DO NOT POSITION THE LOGO AT AN ANGLE.



DO NOT PUT ANY BORDERS AROUND THE LOGO.



Contact Us

Thank you for your interest in organizing a community event. We're very eager to kick-start your fundraising event and provide you with the tools and resources necessary to achieve success. Applications to begin your community fundraising event can be found on the AdventHealth Foundation Central Florida, [here](#). **Please contact orl.foundationevents@adventhealth.com with any questions you might have.**