



## FUNDRAISING THROUGH GEAUX PINK!

Thank you for your interest in supporting Mary Bird Perkins - Our Lady of the Lake Cancer Center and Woman's Hospital through Geaux Pink. At the Breast & GYN Cancer Pavilion at Woman's Hospital in Baton Rouge, LA, we have a team of extraordinary specialists offering expert care. By combining the expertise of Woman's Hospital and Mary Bird Perkins - Our Lady of the Lake Cancer Center into a cancer center built just for women, we offer the highest quality breast and gynecology cancer care.

Funds raised through Geaux Pink stay in the Greater Baton Rouge Area and support breast cancer patients at the **Breast & GYN Cancer Pavilion** 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! SAVANNAH HENRY | SHENRY@MARYBIRD.COM | 225-215-1213 OR  
MELISSA CURRY | MELISSA.CURRY@WOMANS.ORG | 225-924-8749

#### SOME IDEAS TO GET YOU STARTED:

Sell GEAUX PINK shirts

Host Dress Down Days

Host a Raffle

Pink Nail Polish Challenge

Virtual Run, Walk, or Bike Challenge

Virtual Fitness Challenge

Virtual Dance Off

Socially Distant 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 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 – Our Lady of the Lake Cancer Center’s and Woman’s Hospital’s** mission and brand. We ask all fundraisers to follow these guidelines to ensure optimal success for all parties involved.

## FUNDRAISER PLANNING

- 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.

## 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 and Woman’s Hospital cannot solicit sponsors or in-kind donations for your event. To avoid duplicate solicitations, we ask that you notify our Development teams before asking a business or company for a donation, cash or in-kind.
- No bank accounts in the name of “**Mary Bird Perkins – Our Lady of the Lake Cancer Center,**” “**Mary Bird Perkins Cancer Center,**” “**Woman’s Hospital**” or “**Breast and GYN Cancer Pavilion**” 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 or Woman’s Hospital 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

OR

**Foundation for Woman’s**  
100 Woman’s Way  
Baton Rouge, LA 70817

# FUNDRAISING GUIDELINES



## MARKETING & PROMOTION

- The Cancer Center or Woman's Hospital's Office of Development must review all promotional materials (including press releases, posters, websites, etc.) before they are used.
- If names/logos are to be used, written permission from the Cancer Center or Woman's Hospital's Office of Development is required in advance. The logos are a registered trademark and cannot legally be reproduced without written permission.
- The Cancer Center and Woman's Hospital may only be identified as the beneficiary. For example, your fundraiser can't be called the **Mary Bird Perkins - Our Lady of the Lake Cancer Center & Woman's Hospital** Ride for the Kids. Instead, it should be called Ride for the Kids benefiting **Mary Bird Perkins - Our Lady of the Lake Cancer Center and Woman's Hospital**.
- If the Cancer Center and Woman's Hospital are among several beneficiaries, the percentage or amount of proceeds that benefit the organizations must be clearly stated on all materials.



Please submit all promotional material proofs to:

SAVANNAH HENRY  
SHENRY@MARYBIRD.COM OR

MELISSA CURRY  
MELISSA.CURRY@WOMANS.ORG

# FUNDRAISING CHECKLIST



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

## 1. REVIEW THE RESOURCES

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

## 2. DEVELOP A PLAN

Set goals! Jot down potential sources of income (donors, admission fees, sponsors, etc.) as well as anticipated expenses (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 - Our Lady of the Lake Cancer Center or Woman's Hospital logos for approval before printing or sharing.**

## 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 one of the addresses below within 30 days. Please be sure to note *Geaux Pink* on the check and do not mail cash.

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

OR

Foundation for Woman's  
100 Woman's Way  
Baton Rouge, LA 70817

## 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.

# 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 fundraiser, 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 or Woman's Hospital if you don't know how to respond correctly.

**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, Woman's Hospital any notable person involved in your posts. 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 and Woman's Hospital in your posts and mention us when you can. This gives people a look into what **Mary Bird Perkins - Our Lady of the Lake Cancer Center and Woman's Hospital** do every day.

 @MaryBirdPerkins

 @WomansHospital

 [www.facebook.com/marybirdlake](http://www.facebook.com/marybirdlake)

 [www.facebook.com/womanshospitalbr](http://www.facebook.com/womanshospitalbr)

 [www.instagram.com/marybirdperkins](http://www.instagram.com/marybirdperkins)

 [www.instagram.com/womanshospital](http://www.instagram.com/womanshospital)

 [www.linkedin.com/company/mary-bird-perkins-cancer-center](http://www.linkedin.com/company/mary-bird-perkins-cancer-center)

 [www.linkedin.com/company/woman's-hospital](http://www.linkedin.com/company/woman's-hospital)

 [www.youtube.com/user/marybirdperkins](http://www.youtube.com/user/marybirdperkins)

 [www.youtube.com/womanshospitalbr](http://www.youtube.com/womanshospitalbr)

 [www.facebook.com/breastandgyncancerpavilion](http://www.facebook.com/breastandgyncancerpavilion)

# FAQs



## Where do I start?

Read through this packet in its entirety. Once you set a date and confirm details, register your fundraiser at [breastandgyncancer.org/geauxpink](http://breastandgyncancer.org/geauxpink)

## Do I need to create a 501c3 (non-profit) organization to host a fundraiser for Mary Bird Perkins Cancer Center and Woman's Hospital?

No, anyone can host a fundraiser to benefit the Cancer Center and Woman's Hospital 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.

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

Absolutely! We encourage you to promote the fundraiser on your personal social media pages in a manner that is consistent with the Cancer Center's mission and public image. Don't forget to tag Mary Bird Perkins - Our Lady of the Lake Cancer Center and Woman's Hospital!

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

If name/logo is to be used, written permission from the Cancer Center or Woman's Hospital's Office of Development is required in advance. The logos are registered trademarks and cannot legally be reproduced without written permission.

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

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

# FAQs



## Can someone from the Cancer Center and/or Woman's Hospital 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 or Woman's Hospital. 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.

## What do funds raised from Geaux Pink support?

Funds raised through Geaux Pink stay in the Greater Baton Rouge Area and support breast cancer patients at the Breast & GYN Cancer Pavilion, a partnership of Mary Bird Perkins - Our Lady of the Lake Cancer Center and Woman's Hospital, as well as education and early detection initiatives, breast cancer screenings and more.

## Where do I send proceeds?

Please send one donation check to the Cancer Center within 30 days of your event, made payable to one of the addresses below.

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

OR

Foundation for Woman's  
100 Woman's Way  
Baton Rouge, LA 70817

## 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.