



# NovemBEARD

2021  
Fundraising  
Guide



*When your child needs a hospital, everything matters.*



NovemBEARD, presented by Butterfly Guild of Nationwide Children's Hospital, is a month-long fundraiser that uses your face as your billboard! This program provides services to children and families, either in the hospital or in their homes, with the goal of helping patients achieve the best possible quality of life. This special team of experts provides families with support, counseling, and world-class care to ensure that a child receives the necessary care and comfort when faced with a life-threatening and/or life-limiting condition.

By signing up for NovemBEARD you have joined us in benefitting the invaluable work of the hospice and palliative care teams. Thank you! Now is the time to keep growing your momentum and begin fundraising for children and their families facing the impossible.

The NovemBEARD Fundraising Toolkit is designed to make planning your own fundraiser as easy as possible. We encourage you to get creative when it comes to your fundraising efforts-any type of fundraising can make a difference and will get you closer to your goal. We hope that you find this planning guide to be a valuable resource as you kick start your fundraising efforts!

Thank you for growing a beard to make a difference.

With gratitude,

*Cynthia Laux*

Senior Director of Special Events, Affinity Groups and Community Partnerships  
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## How does NovemBEARD support Nationwide Children's Hospital Hospice & Palliative Care?

Butterfly Guild, an organization of volunteers committed to raising funds for Nationwide Children's Hospital, traces its roots to the hospital's beginnings. Butterfly Guild has raised over \$4 million for Central Ohio's only pediatric Hospice & Palliative care program through several annual fundraisers.

NovemBEARD, being one of those fundraisers, raises support crucial services for children facing terminal and life-limiting illnesses. The hospice team offers many life-enhancing services but perhaps, most importantly, it allows these children to remain comfortably at home, rather than in a hospital. Our Palliative and Hospice Care Team of 14 performed the following number of visits to those 100 patients:

- Nursing: 900 visits
- Massage Therapy: 450 visits
- Music Therapy: 145 visits
- Supportive Counseling (Chaplain and Social Worker): 540 visits

Nationwide Children's Hospital Hospice and Home-Based Palliative Care services is the only pediatric Hospice or Palliative care program in a nine-county region, which consists of Delaware, Fairfield, Fayette, Franklin, Licking, Madison, Pickaway, Ross and Union counties.

- 50% of patients are 10-years-old or younger.
- Diagnoses of patients typically are cancer, neurological disorders, heart and lung diseases, and newborns with terminal birth defects like trisomy 18.
- Half of the hospice and palliative care team's visits are not reimbursed by insurance and are covered through charitable donation.

Butterfly Guild along with the Hospice and Palliative Care Team believes that children with life-limiting illnesses are first and foremost children - children who want to play, laugh, learn and be home where they may be surrounded by family and friends. Hospice services and care enable the family to achieve this.

For more information, to view patient stories, and hear interviews from the staff, visit:  
[NationwideChildrens.org/Hospice](http://NationwideChildrens.org/Hospice), [NationwideChildrens.org/Palliative-Care](http://NationwideChildrens.org/Palliative-Care) or [Facebook.com/Novembeard](https://www.facebook.com/Novembeard).





## How do you want to support Pediatric Hospice?

Below is a list of activities for inspiration, but we also encourage you to get creative too!

- Dedicate your growing beard to a special person in your life—make a video message and share on social.
- Invite someone to participate or create a team.
- Send a card, text or email to a friend that has encouraged you along the way to reach your goals.
- Share your favorite inspirational quote and tag @NationwideKids. Feel free to use the hashtags #NCHNovemBEARD and #NationwideKids
- Share what NovemBEARD means to you on social media. Utilize our digital tool kit!
- Fill up your fundraising bingo card and share on social media.
- Invite a friend that is not typically a beard grower to join in your team.
- Host an item donation drive for Nationwide Children’s Hospital.
- Check in on a buddy.
- Tag a family member or friend on social and share what you appreciate about them.
- Drop off a surprise care package to a buddy, friend or someone you think needs a reminder of what they mean to you
- **Share your favorite grooming tips or tricks.**
- **Plan a social distance get-together. Extra props if it’s at a bar that carries our NovemBEARD beer!**
- **Dedicate a day of donations.**
- **Take photos of you different stages of beard growth** and share a picture on social media.
- **Dedicate your beard to frontline workers** and share a special message of appreciation on social media.
- **Start a Facebook fundraiser**—dedicate your birthday or other special event to your NovemBEARD fundraising efforts.
- **Post a video** on social media about why you support NovemBEARD and Hospice and palliative care.

We cant wait to see how you will help raise funds for Nationwide Children’s Hospice and Palliative Care Team!

## Fundraising Level Icons



## Getting **STARTED**

1. Register at [Give.NationwideChildrens.org/NovemBEARD](https://Give.NationwideChildrens.org/NovemBEARD) and check out the resources available
2. Customize your fundraising page
3. Download the digital tool kit
4. Share your fundraising page with friends, family and co-workers
5. Earn fundraising incentives as you reach new goals
6. Help raise money for the only pediatric Hospice or Palliative care program in a nine-county region

## Personalize Your **FUNDRAISING PAGE**

- Check out your fundraising page and participant center.
- Customize your page with photos and a message about why you are participating in NovemBEARD.
- Create a friendly URL in your participant center to make it easy to share your fundraising page.
- Set a fundraising goal. Make your goal challenging, but attainable. You can always go back and increase your goal as you reach new milestones!

## Inspire **DONATIONS**

- Make a personal donation to your page first to get the ball rolling.
- Utilize the digital tool kit on [Give.NationwideChildrens.org/NovemBEARD](https://Give.NationwideChildrens.org/NovemBEARD). This tool kit is filled with great resources, images for social media and more.
- Put the link to your personal fundraising page and the NovemBEARD logo in your email signature.
- Track and manage your progress online. Add offline donations and pledges to your fundraising page by visiting your Participant Center.
- Write an email or letter. Utilize the email examples in your Participant Center. Personalize your note by including your inspiration
- Coordinate a fundraising “event”. Think of something you love to do and turn it into a fundraiser.
- Utilize offline techniques as well—make phone calls, send letters and ask in person.
- Try personal and targeted communication. Develop a list of people that you can directly ask and tailor your communication for each of them.
- Tell your friends and followers why you created your fundraiser.
- Be specific about fundraiser details, your fundraising goal and how the dollars you raise will make a difference for kids.

# Getting SOCIAL

- Utilize social media for an easy way to notify your friends and family of your fundraiser.
- Ask often! It can take donors 5-7 times to see your message before they act, so share as much as possible!
- Include pictures, stories, videos and updates about your challenge activities and fundraising.
- Recognize donors by tagging them in status updates.
- Always include a link back to your personal fundraising page!
- Remind everyone how impactful their donations can be for our patients and families. Share photos and videos from our pages.
- Create a challenge. Challenges get your audience to take action and spread awareness.
- Always include a call to action. What do you need your supporters to do? (donate, share etc.) Don't be afraid to ask!
- Interact with your audience. Social media is designed for conversations and engaging with others. Reply to people's posts, retweet, like posts and use @ mentions.
- Use hashtags. Be sure to see if there is anything trending that may apply and always include: #NCHNovem-BEARD, #NationwideKids
- Utilize the digital toolkit for images, bingo boards, donation boards and more!

**The best times to post on social media are noon, 3pm and 6pm.**

## Saying “THANK YOU” Means A Lot

- Be sure to thank your donors in various channels.
- Send a postcard or handwritten note and share why you appreciate their donation and support.
- Tag your donors on a social media post so they can receive public recognition.
- Create a video or Facebook live to broadcast your appreciation.
- Consider a handmade gift to thank your donors.
- Highlight a donor by including them in one of your activities.
- Be sure to pay it forward when your supporters have a cause they want to support. Even if you can't donate to their cause, you can still offer to volunteer, to help with their campaign, and share their fundraiser with your social network.
- Always say thank you more than once!



# Registration

## WHAT IS THE REGISTRATION FEE?

It's free to register as a participant for NovemBEARD! Registration makes you eligible for exclusive incentive gear and you'll receive access to our personalized fundraising portal as well as important event updates. All participants are encouraged to fundraise and participants who raise \$100 will receive a NovemBEARD mask.

It is our hope that our participants will put their focus and energy on fundraising for this worthy cause. We have wonderful incentive prizes to encourage you along the way.

### Raise \$100

Receive a NovemBEARD 2021 Exclusive Mask

### Raise \$250

Receive a 2021 exclusive Novembeard T-shirt

### Raise \$500

Receive a custom etched pint glass

### Raise \$1000

Receive a Taste of Columbus Beer Tasting Package

# Frequently Asked QUESTIONS

## WHAT IS THE FUNDRAISING MINIMUM?

There is no minimum fundraising requirement, every gift matters. However, there are levels of achievement to receive your fundraising incentives.

\$100 – NovemBEARD exclusive mask

\$250 – NovemBEARD T-shirt

\$500 – Custom Etched Pint Glass

\$1,000 – A Taste of Columbus Beer Tasting Package

## WHAT ONLINE FUNDRAISING TOOLS ARE AVAILABLE TO NovemBEARD PARTICIPANTS?

Each participant can create a personal fundraising page on our event website. We have provided free online tools to help you share your personal story to inspire others to give on your behalf.

## HOW CAN MY SUPPORTERS MAKE A DONATION?

Send them the link to your personal or team fundraising page

- They can search for your name or team name
- If they prefer to write a check, it can be made out to Nationwide Children's Hospital Foundation
- A donation form must be included with each check, so the donor receives credit for the donation.
- Donation forms with contribution may be mailed to:

Nationwide Children's Hospital Foundation  
Attn: NovemBEARD  
PO Box 16810  
Columbus, OH 43216-6810

## ARE DONATIONS MADE ON MY BEHALF TAX DEDUCTIBLE?

- Yes, all donations in which goods or services are not received are 100% tax deductible.
- The Nationwide Children's Hospital Foundation serves to further the mission of Nationwide Children's Hospital while meeting donor philanthropic goals. Nationwide Children's Hospital is a 501(c)(3) non-profit organization (EIN: 31-1036370)



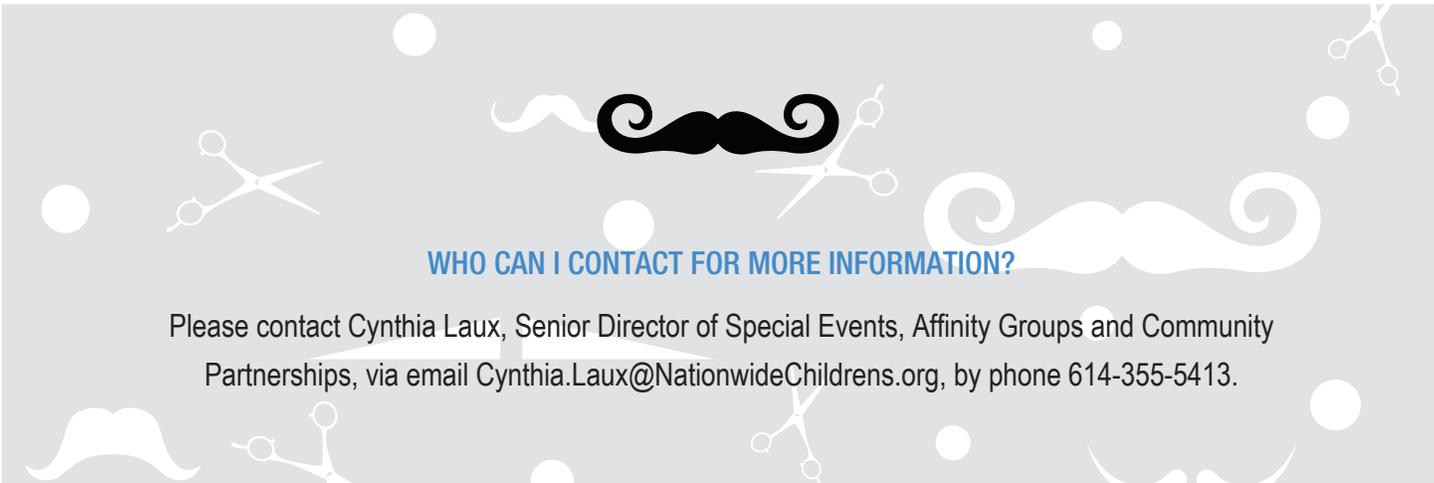
# Frequently Asked **QUESTIONS** (continued)

## WILL NATIONWIDE CHILDREN'S HOSPITAL FOUNDATION ACKNOWLEDGE MY CONTRIBUTORS?

The Foundation will send a gift receipt and acknowledgement letter to anyone who makes a donation on behalf of a NovemBEARD participant.

## HOW CAN I FIND OUT IF MY COMPANY OFFERS A MATCHING GIFT?

First, check to see if your company has a matching gift program for health organizations. The website, [MatchingGifts.com](http://MatchingGifts.com) can be helpful in determining which companies match donations. Complete a matching gift form (available from your company's Human Resources department) and send it in with your donation.

A decorative banner with a light gray background. It features several white icons: a pair of scissors, a mustache, and a circular graphic with a line extending from it. A large, stylized black mustache is centered at the top. The text "WHO CAN I CONTACT FOR MORE INFORMATION?" is written in blue, bold, uppercase letters in the center.

## WHO CAN I CONTACT FOR MORE INFORMATION?

Please contact Cynthia Laux, Senior Director of Special Events, Affinity Groups and Community Partnerships, via email [Cynthia.Laux@NationwideChildrens.org](mailto:Cynthia.Laux@NationwideChildrens.org), by phone 614-355-5413.



# Your **GIFT** has direct impact on patients and their families

The Nationwide Children's Hospital Homecare team believes that the quality of life is not determined by the quantity of one's days but by the way in which those days are lived. We have opportunities to enrich each day - physically, emotionally, socially and spiritually.

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The Palliative and Hospice Care Team of 14 employees performed the following number of visits to 100 patients

## **NURSING**

**900** visits

## **SUPPORTIVE**

**540** visits



## **MUSIC THERAPY COUNSELING**

**145** visits

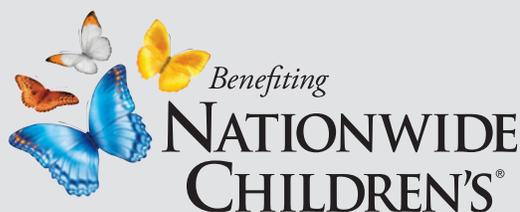
## **MASSAGE THERAPY**

**450** visits

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## **Half of all hospice team visits**

are not reimbursed by insurance. They are covered directly by your donations.



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