

DEVELOPMENT BOARD OF
NATIONWIDE CHILDREN'S HOSPITAL
hosts



ROCK'NBOWL

2023 Fundraising Guide

*Benefitting the Center for Family Safety and Healing
and Lawyers for Kids*



When your child needs a hospital, everything matters.



Welcome to Rock'NBowl!

The Development Board of Nationwide Children's Hospital's Annual Rock 'N Bowl at the Columbus Square Bowling Palace gives you the opportunity to enjoy a fun day of bowling with family, friends and colleagues, while making a difference in the lives of many. Proceeds from Rock 'n Bowl benefit The Lawyers for Kids Program and The Center for Family Safety and Healing at Nationwide Children's Hospital.

The Lawyers for Kids program is a collaborative approach between lawyers and healthcare providers that brings civil legal aid services into the healthcare setting to address social determinants of health among vulnerable populations. This Medical Legal Partnership offers free and confidential legal help to NCH children and families in order to improve their health and well-being.

The Center for Family Safety and Healing fully addresses all aspects of family violence, including child abuse and neglect, teen dating abuse, domestic violence and elder abuse, thanks to an impressive combination of public and private resources.

By signing up for Rock 'N Bowl you have joined us in benefitting the invaluable work of the Center and the Lawyers for Kids program. You are helping to raise awareness and working towards a future free of family violence. Because of you, we can reach out to more families in need, and in the process give more children a reason to believe there is someone out there that cares. Join us in building a better and safer tomorrow for the families of our community. Thank you!

With gratitude,

Kenna Scaife

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Assistant Director, Community Partnerships

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HOW DOES ROCK 'N BOWL SUPPORT THE CENTER FOR FAMILY SAFETY AND HEALING AND LAWYER'S FOR KIDS AT NATIONWIDE CHILDREN'S HOSPITAL?

The Development Board is a dynamic group of philanthropic-minded business professionals who give generously of their time, talent, and resources to further the life-saving mission of Nationwide Children's Hospital. Since 1994 the Development Board has raised over \$2 million for child abuse prevention.

Rock 'N Bowl, being one of those fundraisers, supports crucial services and programs for children and families of family violence.

The Center for Family Safety and Healing and their Child Assessment Center provides responsive and timely medical assessment and treatment along with interviews of children and family members who may have experienced child abuse or neglect. Children and adolescents are seen for comprehensive evaluations of alleged abuse or neglect.

Benefits of this integrated team approach include:

- A one-stop, coordinated response to family violence for individuals and families through partnerships with law enforcement, child protection services, prosecution and a wide range of community resources
- Expanded forum for education, advocacy and ongoing research

The Center team offers a continuum of research-based prevention, intervention and treatment programs for individuals who have experienced family violence. Programs and services include:

- Family Support Program: offers counseling for children and adolescents who have been sexually or physically abused or exposed to family violence.
- Home Based Team: offers intervention within the home and community setting utilizing evidence-based interventions to assist caregivers in developing a strong relationship with their child and
- Adult Services: offers counseling and advocacy services to adult victims of family violence
- Fostering Connections Program: specialized foster care clinic offering comprehensive health care services to children and adolescents placed in out-of-home care.
- Healthy Families America: home visitation to low-income mothers from pregnancy through the child's third birthday. The program is designed to
- Nurse Family Partnership: nurse home visitation to first-time, low-income mothers from early pregnancy through the child's second birthday.
- Training and Advocacy: customized family violence education and training for employers, faith-based organizations, healthcare systems, legal systems, schools/universities and other social service organizations.

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

- Dedicate your efforts 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 **#NCHRockNBowl** and **#NationwideKids**
- Share what Rock ‘N Bowl 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 bowler 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 bowling alley tradition
- Dedicate a day of donations.
- Dedicate your efforts 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 Rock ‘N Bowl fundraising efforts.
- Post a video on social media about why you support Rock ‘N Bowl.

We can’t wait to see how you will help raise funds for for the Center for Family Safety and Healing and Lawyers for Kids at Nationwide Children’s.

Getting **STARTED**

1. Register at <http://give.nationwidechildrens.org/rocknbowl> 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 Center for Family Safety and Healing and Lawyers for Kids

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 Rock 'N Bowl.
- 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 <http://give.nationwidechildrens.org/rocknbowl> This tool kit is filled with great resources, images for social media and more.
- Put the link to your personal fundraising page and the Rock 'N Bowl 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: **#NCHRockNBowl**, **#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. Download a printable postcard from the digital tool kit.
- 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?

The minimum commitment for a Rock 'N Bowl team is \$500. Teams have the option to prepay the commitment during the registration process or they can fundraise the commitment but must pay a \$25 registration fee. Note the fee is applied to the team commitment.

The minimum commitment (\$500) must be met by February 18th or the Team Captain will be charged for the outstanding balance.

FREQUENTLY ASKED QUESTIONS

WHAT ONLINE FUNDRAISING TOOLS ARE AVAILABLE TO ROCK 'N BOWL 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: Rock 'N Bowl
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)

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 Rock 'N Bowl 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 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.

WHO CAN I CONTACT FOR MORE INFORMATION?

Please contact Kenna Scaife, Assistant Director, Community Partnerships at Kenna.Scaife@NationwideChildrens.org or 614-355-5452.

