



RankenJordan.
PEDIATRIC BRIDGE HOSPITAL

CREATE YOUR OWN FRIENDRAISER

A guide to planning your own
Ranken Jordan fundraiser

Thank You for supporting Ranken Jordan Pediatric Bridge Hospital. Your efforts, creativity and contributions allow us to provide more hope and more healing through our special model of *Care Beyond the Bedside*®. Your gifts allow hospitalized kids to play, learn, and to actively participate in their own recoveries.

To ensure that Ranken Jordan's name and image are being used appropriately and that we are keeping the well-being of Ranken Jordan kids at the forefront, we ask that you review this packet before completing an event application. Your cooperation will help us guarantee the greatest quality of events to benefit the kids of Ranken Jordan Pediatric Bridge Hospital.



We look forward to working with you! Please don't hesitate to contact us at events@rankenjordan.org or 314-872-6541 for further support.

EVENT APPLICATION AND APPROVAL

- Fundraisers and events must agree with the mission and values of Ranken Jordan and maintain public goodwill and trust.
- It is preferred that all fundraising events be submitted to Ranken Jordan 15 days in advance of the fundraiser. Any changes following the application submission should be reported to Ranken Jordan.
- Event contacts will receive a letter of authorization if the event is approved to validate the event's authenticity. In the occasion the event is not approved, event contacts will receive written notice from Ranken Jordan.
- Each fundraising initiative must comply with all state and federal laws and regulations.
- All promotions, agreements, contracts, and permits required by City Ordinances or otherwise will be the responsibility of the sponsor.



USE OF RANKEN JORDAN NAME & LOGO

- Once a fundraiser is approved, we are happy to provide you with our logo.
- The Ranken Jordan logo is limited to the approved event or fundraiser and cannot be used for other purposes before, during, and following the event.
- Our complete name is Ranken Jordan Pediatric Bridge Hospital. The shortened use of Ranken Jordan is also acceptable after the full use first. Please do not use any other variation of the name.
- The official and unmodified logo is the only acceptable logo to be used to represent Ranken Jordan.
- *“Care Beyond the Bedside®”* is federally trademarked and requires the registered trademark symbol, ®, upon first reference. No space is needed between the text and the trademark symbol. As a standard within Ranken Jordan branding guidelines, the text is also italicized for greater emphasis.



MARKETING & PROMOTIONS

- All promotional materials must be approved by Ranken Jordan in advance.
- Event sponsors should not promote Ranken Jordan as the beneficiary prior to application approval.
- Promotion may indicate Ranken Jordan is the beneficiary through the phrases “Proceeds from this event/initiative/fundraiser will go to Ranken Jordan” or “Your purchase/donation helps support Ranken Jordan” or “[Name of Event] will benefit Ranken Jordan”.
- If the expenses from the event will be deducted prior to submitting the donation to Ranken Jordan, it must be promoted as “a portion of the proceeds will benefit Ranken Jordan”.
- Requests for Ranken Jordan to promote the event in any fashion should be included in the application process.
- When an event is benefitting a nonprofit, local media offers many FREE avenues for publicity. Look into promoting the event through newspaper, TV, and radio community calendars, online community calendars, radio mentions, social media, and press releases.
- We would love to see your event photos! Feel free to share event photos at events@rankenjordan.org or connect with us on social media! We are always looking for ways to highlight our committed supporters on our website, social media and in our publications.



@RankenJordan



@RankenJordan



@rankenjordan



Ranken Jordan Pediatric Bridge Hospital



Ranken Jordan Pediatric Bridge Hospital

FINANCES & TAX GUIDELINES






































- Ranken Jordan will not be liable for any event expenses or promotions.
- Ranken Jordan's tax-exempt status cannot be used for the purchase of goods or services for your event.
- All donations of money or items must be turned into Ranken Jordan within 30 days of the event. If items will be donated, Ranken Jordan will discuss proper protocol with you during your event application process.
- Ranken Jordan can issue charitable tax receipts if
 - The donation is made directly to Ranken Jordan,
 - donor has noted that the contribution will benefit your event,
 - and the full name and address is provided for each donor requesting a receipt.
- Acknowledgement letters and statements available only upon request.
- Checks can be written to Ranken Jordan Pediatric Bridge Hospital.



RANKEN JORDAN SUPPORT

- Ranken Jordan staff are glad to provide you with advice and suggestions regarding your event upon review of the event application, pending staff time and resources.
- If you would like to use online fundraising as an aspect of your event or initiative, Ranken Jordan partners with JustGiving to provide you with a unique fundraising website. Visit www.justgiving.com/RankenJordanPediatricBridgeHospital to set up your online campaign.
- We are happy to provide documentation for you to solicit donations. To not conflict with existing Ranken Jordan sponsor relationships, potential business donors will be reviewed during the application process.
- Ranken Jordan is unable to provide you with access to donors or mailing lists of donors and/or contacts.
- Availability of Ranken Jordan staff, board members and volunteers is limited. If you would like a member of the Ranken Jordan community to participate in your event or planning meetings, please discuss this during the application process.

- Ranken Jordan is unable to provide planning assistance or assistance with securing permits, clearance, or insurance for your event.
- Please review the grid below for Ranken Jordan support based on your fundraising goal:

	LEVEL 1 (ALL EVENTS)	LEVEL 2 (\$1,000- \$2,999)	LEVEL 3 (\$3,000- \$4,999)	LEVEL 4 (\$5,000- \$9,999)	LEVEL 5 (\$10,000+)
Online toolkit					
Share event with all Ranken Jordan employees					
Check presentation at hospital					
Hospital marketing materials & table at event					
Invitations to exclusive hospital donor stewardship events					
Social media mentions					
Ranken Jordan swag items					
Hospital representation at event (upon availability)					
Website listing of event					
Host meeting at hospital (max 30 people)					
Hospital staff speak at event (upon availability)					

COMPLETE YOUR FUNDRAISING EVENT APPLICATION

- Complete your fundraising event application (located on our Fundraising page on our website) and let us know how we can collaborate!
- Submit your application to events@rankenjordan.org. Questions? Call us at 314-872-6541.



FUNDRAISING EVENT IDEAS

GET ACTIVE

- Walk, Run, 5k
- Fitness Classes, Challenge Courses
- Kickball Tournament
- Wiffleball Tournament
- Washers or Bags Tournament
- St. Louis Cardinals or St. Louis Blues Ticket Sales
- Fishing or Hunting Tournament
- Golf Tournament
- Video Game Competition
- Bowling Tournament
- March Madness Bracket Tournament

PARTIES & SOCIAL EVENTS

- Charity Happy Hour
- Bar Crawl
- Dinner Benefit
- Shopping Event
- Trade Show, Holiday Extravaganza
- Wine or Whiskey Tasting Party
- Oscars Party
- Pancake Breakfast
- Restaurant Giveback Partnership
- Costume Party
- Trivia Night
- Board Game Night
- Scavenger Hunt

TALENT & ENTERTAINMENT

- Talent Show
- Concert
- Movie Night
- Karaoke Night
- Art Auction
- Battle of the Bands
- Chili Cook Off
- Caroling for a Cause
- Fashion Show
- Comedy Night

COMPANY FUNDRAISERS

- Bake Sale
- Company Garage Sale
- Car Wash
- Dress Down Day/Sports Jersey Day
- 50/50
- Parking Spot Raffle
- Extra Vacation Day Raffle



THANK YOU TO OUR 2021/2022 EVENT HOSTS!

GO SUTTIE GO Explorer Mini Birthday Fundraiser

KENDRA SCOTT Shop for Good

MCCARTHY Fishing Tournament

DAVID YURMAN Shop for Ranken Jordan

GATEWAY PGA – JUNIOR GOLF Golf Tournament

OLIVIA KUENZI Lemonade Stand

THE GREAT GRIZZLY BEAR & SPONTANEOUS NUGENT Rockin for Ranken Jordan

EXCELSIOR FAMILY CHIROPRACTIC

