





WELCOME!



Welcome to Spirit Week! This tool kit is designed to help guide your credit union through a fun and successful week of fundraising for OHSU Doernbecher Children's Hospital. As you begin to plan your own Spirit Week, you will find the ideas and suggestions in this guide helpful to assist you in your efforts. Have questions along the way? We are here to help! Please let us know how we can support your efforts or provide resources and encouragement.



WHAT IS SPIRIT WEEK?

Credit Unions for Kids Spirit Week is an opportunity for credit unions to dedicate an entire week to raising critical funds for Children's Miracle Network Hospitals and Doernbecher. This week-long fundraising campaign will allow each credit union to show their spirit in their own unique way.

WHEN IS SPIRIT WEEK?

The origin of Spirit Week started with a kick-off for Miracle Jeans Day in September.

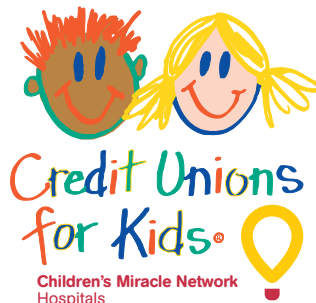
In keeping with that tradition, our recommendation is to host your own spirit week during this timeframe each year. Already have something planned during September? No problem! Host your Spirit Week when it best fits with your credit union's calendar.

FOR MORE INFORMATION, CONTACT:

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DOERNBECHER
CHILDREN'S
Hospital



Doernbecher
FOUNDATION

FUNDRAISING IDEAS

INTERNAL FUNDRAISING ACTIVITIES

Ideas for fundraising with your employees

Themed Dress Days: Employees participate in various themed dress days throughout the week to show their spirit, much like your high school and college days. Employees can make a donation to participate, or engage members, clients, vendors and community partners to raise funds during the week.

Bake Sale, Enter to Win, or Silent Auction: Allow employees to host a bake sale in the breakroom for donations. Or, host an employee ice cream party, coffee cart or catered lunch for donations. Offer the chance to win a premium parking spot, office location or hosted lunch for a week. Employees could also bid to purchase certain items or office benefits, similar to a silent auction.

Penny Wars: Ask each department to place clear jars in their working area to gather pennies throughout the week. Other departments are encouraged to put as many silver coins and dollar bills in the other department's jars to offset the penny ratio. The department with the most pennies in their jar at the end of the week wins.

Tournaments: Host a game in an open area for employees to pay to participate in. Teams can be formed and participant dues can be collected. Fun game ideas are: corn hole, video games, board games, bingo or trivia games.

Miracle Jeans Day: Employees make a donation to wear jeans or another piece of clothing in the office for the day/week, like a CMNH Credit Unions for Kids branded T-shirt or zip-up sweater.

Workplace Giving: Offer employees the option to deduct a certain amount from their paychecks as a donation to Doernbecher.

EXTERNAL FUNDRAISING ACTIVITIES

Ideas for engaging member support

Icon Campaign: Offer members the opportunity to purchase a paper icon to write their name on and display in the branch for other members to see and be inspired to donate. Donations can be any amount!

Change a Child's Life: Order free coin collection boxes from CMNH to display at teller windows or throughout the branch for members to donate their spare change to Doernbecher.

Shop for Miracles: Utilize this CMNH program to promote that your credit union will make a donation to Doernbecher on behalf of your cardholders.

Chocolate Bar Sales: Order World's Finest Chocolate bars through CMNH and sell to members in your branches as an easy and delicious way to support Doernbecher! Chocolate boxes can be personalized with your credit union name and sell for \$1.

Skip a Payment: This CMNH program offers members the opportunity to skip their loan payment for a nominal processing fee that is donated to Doernbecher. All or a portion of the fee can be donated.



RECRUIT CHEERLEADERS

Who else will get into the spirit?

- Apply for a CO-OP Miracle Match and have your Spirit Week fundraising efforts supported by the CO-OP.
- Invite your vendor and business partners to offer a matching challenge or make a donation to your campaign.
- Ask if the executive team would be willing to kick-off your campaign by offering to match what employees raise to a certain dollar amount.

PROMOTION

How to promote your fundraiser

Team Captains: Recruit team captains at each branch or team to drive engagement, share updates and inspire creativity.

Collateral: Promote your Spirit Week with designed posters, branch signage, web banners and Facebook banners/posts.

Staff Meeting: Host a staff meeting to announce your upcoming Spirit Week. Share your goal and plan with employees to get them excited and prepared to participate.

Electronic Media: Share your successes and photos on your social media channels, intranet and website to promote your Spirit Week.

KEYS TO SUCCESS

Set a Goal: Determine a fundraising goal your team feels confident in meeting and announce this to the group.

Share Updates: Share a daily email, letting staff know how they are pacing in meeting their fundraising goal. Offer words of encouragement and provide shout outs to those who have seen great successes in their efforts.

Snap Photos: Document your team's spirit by sharing and posting photos via email or on your intranet and social media channels.

Leadership Participation: Promoting Spirit Week from the Executive Management Team drives the commitment to the campaign. Make sure your leadership team participates in activities, sends messages of encouragement, as well as email updates throughout your Spirit Week.

Friendly Competition: Encourage friendly competition among departments to spur motivation, creativity and donations!



RESOURCES

We're here to help!

We Can Provide:

- Ongoing support throughout your campaign from a dedicated Doernbecher representative to assist with brainstorming, logistics, timelines and promotions to help you achieve fundraising success.
- Campaign collateral from Doernbecher that you can share with your employees and members that shares more about the impact of Credit Unions for Kids.
- Talking points about Doernbecher and the Rood Family Pavilion for your staff.
- A Doernbecher representative to attend and speak at a staff meeting or event.
- Coordination of a Doernbecher patient speaker at your fundraising event to participate or say a few words (based on availability).
- Check presentation and photo with your staff to celebrate their fundraising efforts.
- Tour of Doernbecher for a group of your employees.

COLLECTING DONATIONS

Receiving donations from members, staff, community partners and vendors can come in many different forms. Each credit union will need to determine their own capabilities before kicking off their Spirit Week.

Does Your CU have a 501(c)(3)?

- Use this to capture funds for your Spirit Week fundraiser
- Don't have a 501(c)(3)? Use Doernbecher resources to offer tax deductible receipts

Collecting Donations

- Transfer from accounts
- Process Credit Cards
- Issue Invoices
- Accept Cash
- Employee payroll deduction
- Utilize Doernbecher online donation page

Provide a Receipt

- Have a receipt template created and available to provide for tax purposes. Receipts must be sent for tax purposes for donations over \$500 or on request.



