



## Outside Group Event Guidelines

For all fundraisers, the Steven and Alexandra Cohen Children's Medical Center of New York can:

- help you determine where to direct your gift at the hospital—providing critical mission support in the hospital's area of greatest need, or identifying a hospital program or department that's meaningful to you
- offer advice and expertise on event planning
- provide you with the appropriate hospital logo for your marketing materials (please note, you must receive our approval on anything that contains our name and/or logo before publication)
- create a letter of authorization used to validate the authenticity of your event (some event coordinators find it helpful to mail this to vendors along with a request for support)
- provide our tax exemption number/form directly to your vendors
- provide banners, signs & literature for your event
- provide thank you postcards for you to send a personal note to your donors
- provide exposure of your event on our events calendar on our website
- acknowledge and receipt contributions payable to NSLIJ Health System Foundation/Cohen Children's Medical Center.
- host a hospital check presentation
- offer you & key donors a hospital tour
- create and distribute a post event press release
- provide patient pictures or stories



Unfortunately, we cannot:

- support any event and/or related marketing material unless and until we have received and approved your material
- provide mailing lists of donors or vendors
- guarantee event attendance of patients, physicians or staff
- guarantee staff participation in your event committee planning meetings
- guarantee volunteer support at the event
- provide Steven and Alexandra Cohen Children's Medical Center of NY or NS-LIJ Health System or NSLIJ Foundation stationery
- create marketing materials for your event
- solicit businesses or vendors for support or in-kind donations
- endorse fundraisers with a gambling element (excluding raffles or auctions), or that are sponsored by alcohol or tobacco companies
- guarantee the creation of a dedicated webpage for your event
- provide EMT/EMS services at an event
- provide reimbursement of event expenses
- provide insurance coverage for your event

