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a guide to hosting an event to support

MASSACHUSETTS GENERAL HOSPITAL





## MASSACHUSETTS GENERAL HOSPITAL: Exceptional Patient Care in Action

Since first opening its doors in 1821, the Massachusetts General Hospital (MGH) has stood as a committed, innovative and respected leader in health care — excelling in patient treatment, medical research and clinical teaching.

Over the course of the past two centuries, the MGH — which is the first and largest teaching hospital affiliated with Harvard Medical School and has the largest hospital-based research program in the United States — has dramatically raised medical standards: within its own practice, throughout the local community and across the globe.

The hospital's outstanding physicians, nurses and other staff represent specialized expertise in every area of medicine — and work with clinicians from other departments throughout the hospital, fostering interdisciplinary collaboration to fully meet the needs of every patient.

MGH has been able to achieve its preeminence, thanks in large part to the dedication of loyal friends and supporters, who have committed their time and resources to helping the hospital achieve its mission of providing exceptional patient care. Support is provided in many ways — one approach involves volunteers hosting special events and activities that raise funds for the hospital. The staff of the MGH is exceedingly grateful to these extraordinary individuals who give their time, expertise and financial backing to sustain the great work of MGH.





*Dear Friend:*

Thank you for your interest in hosting a special event to benefit the Massachusetts General Hospital. The MGH is tremendously grateful to the committed, visionary people who use their talents, time and creativity to organize a variety of wonderful activities that support the MGH mission. Your initiative makes all the difference in sustaining — and furthering — the hospital's many vital programs, offering healing and hope to patients every day.

Whether you're the driving force behind a golf tournament; encouraging others to join you in a walk-a-thon or marathon; presiding over a lively auction; or hosting any number of other exciting events, you are playing a direct role in helping patients and their families...today, tomorrow and into the future.

In this booklet, you will find basic information, as well as answers to the most common questions about hosting a third-party event to support the MGH. As always, we encourage you to contact the hospital's Development Office at 617-726-2200 if you need additional assistance and suggestions.

Thank you for being a part of the Mass General family.

Sincerely,

A handwritten signature in black ink that reads "James E. Thompson".

James E. Thompson

*Chief Development Officer*

MASSACHUSETTS GENERAL HOSPITAL

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stage



# steps to organizing a successful event



Prior to any event activity, please contact the MGH Development Office to obtain approval. The Development Office will review your request and will contact you within 14 days of receipt. The MGH reserves the right to request additional information prior to approving a planned event or activity.

## All inquiries should be directed to:

Special Events  
Development Office  
MASSACHUSETTS  
GENERAL HOSPITAL  
165 Cambridge Street, Suite 600  
Boston, MA 02114  
617-726-2200  
[mghevents@partners.org](mailto:mghevents@partners.org)

Thank you for your interest in organizing an event for the Massachusetts General Hospital (MGH). The MGH is grateful to all of the dedicated volunteers who work so tirelessly to build support for the hospital. By identifying new ways to raise funds, you support programs that provide the highest quality care to patients, advance care through biomedical and clinical research, and educate future leaders in the healthcare professions.

1. **Details.** Decide what type of event you will host. Then start thinking about a theme, location, food and beverages, prizes and programming.
2. **The green light.** Review the Massachusetts General Hospital Third-Party Events booklet. Complete the Event Proposal Form and return it for approval to the MGH Development Office at least six weeks prior to the tentative date of your event.
3. **Form a committee.** Gather enthusiastic family, friends and colleagues to start planning. They can provide the support you will need to organize and run your event.
4. **Prepare a budget.** Establish a fund-raising goal and identify potential sources of income and expenses.
5. **Plan a timeline.** Develop a timeline to know when important tasks are due and who is responsible. This will help keep your event on schedule.
6. **Spread the word.** Send invitations and e-mails to everyone you know and ask them to help by telling their circle of friends. Give yourself plenty of time for invitations and publicity.
7. **Have fun!** Hold your event — have a great time and raise awareness about the MGH and the worthy cause for which you are raising money.
8. **Don't forget.** Collect funds for the event you hosted and send one check, made payable to the Massachusetts General Hospital, to the MGH Development Office within 60 days of your event.
9. **Hooray!** Congratulate yourself and your committee for planning a successful event. Acknowledge and thank your donors, participants, sponsors and in-kind donors.
10. **Follow up.** Organize a follow-up meeting with your committee to discuss and evaluate your event...and start the planning for next year.

# frequently asked questions

Can the MGH Development Office provide me with letters and receipts for my supporters?

Yes, there are several letters that the MGH Development Office can provide. However, please note that we are unable to provide tax receipts for any gifts or contributions that are not received or made payable directly to the MGH. Documents that we can provide are as follows:

- Authorization letters to be used to validate the authenticity of the event and its organizers.
- Thank-you letters to donors for raffle and auction items donated directly to the third-party organizers.
- Acknowledgement letters and tax receipts for contributions made payable directly to Massachusetts General Hospital, and delivered to the Development Office.

Can I use the MGH name and logo to promote my event?

Of course! Prior to use, please be sure to submit for approval all materials on which you would like the MGH name and logo to appear. Also, the MGH Development Office must approve all invitation copy, advertisements and printed materials related to the event before printing and distribution.

Can MGH help spread the word about my event? As soon as we approve your event, we are happy to help promote it on our web site and throughout appropriate MGH publications.

Can the MGH provide me with a list of supporters? We cannot provide mailing lists of donors, physicians, staff or vendors, as it is our policy to keep records confidential. The MGH Development Office would be happy to review your list of potential sponsors before you solicit them for contributions, sponsorships or in-kind gifts.

Can the MGH solicit corporate sponsorship for my event?

We cannot solicit corporate sponsors for your event, however, the MGH Development Office would be happy to review your list of potential corporate sponsors before you solicit them for contributions, sponsorships or in-kind gifts.

Who will help run my event?

The MGH events staff will be able to provide guidance. However, due to staff and time constraints, we are unable to manage your event for you. We recommend that you form a committee of friends, family and others who are excited about your cause. They will play an important role in providing support during your event and throughout your planning.

Can I have a raffle at my event?

Raffles and auctions are a great way to raise money. Massachusetts has strict regulations governing raffles and gaming events carried out for charitable purposes. If you would like to learn how to obtain more information about the rules governing raffles and “games of chance” in Massachusetts, please refer to the Financial Information section in this booklet.

**Can I use the MGH tax-exempt number to buy supplies related to my event?** The MGH cannot provide our tax-exempt number to event organizers to make purchases related to their event. However, if a business makes a donation to the event and would like the tax-exempt number for tax purposes or to verify the tax status of the MGH, we will provide the tax identification number to that business upon request.

**Who will pay my event expenses?** The event organizer is responsible for covering all expenses for their event and will not be reimbursed. Your event costs should be deducted from the funds raised prior to sending the donation to MGH.

**Can I designate part of the proceeds from my event to another organization?** Yes, please be sure to inform the MGH Development Office of this in your Event Proposal Form. If there is more than one beneficiary, please clearly state the percentage of the proceeds that will benefit the MGH on all advertising, promotional and print materials.

**What should I do with the money from my event after I have collected it?** Within 60 days following the event, please deliver all net proceeds, made payable to Massachusetts General Hospital:

Special Events  
Development Office  
MASSACHUSETTS  
GENERAL HOSPITAL  
165 Cambridge Street, Suite 600  
Boston, MA 02114

**Who can I contact if I have more questions?** The MGH Development Office is available to offer advice and expertise while you plan your event. If you have further questions or need assistance, please contact:

Special Events  
Development Office  
MASSACHUSETTS  
GENERAL HOSPITAL  
165 Cambridge Street, Suite 600  
Boston, MA 02114  
[mghevents@partners.org](mailto:mghevents@partners.org)  
617-726-2200

bake  
celebrate  
party  
dance



# financial information



## **Tax Information**

Events must comply with all federal, state and local laws governing charitable fund-raising, gift reporting and special events. Massachusetts has strict regulations governing raffles and gaming events carried out for charitable purposes. Event organizers may obtain more information on the rules governing the conduct of raffles and other “games of chance” in Massachusetts by contacting the Department of the Attorney General, Division of Public Charities, One Ashburton Place, Boston, MA 02108, or by calling 617-727-2200. You may also visit the Attorney General’s web site at [www.ago.state.ma.us](http://www.ago.state.ma.us).

## **Liability Information**

Massachusetts General Hospital is not financially or otherwise liable for the promotion and/or staging of fund-raising events by any third-party organization/individual. The sponsoring organization/individual may not incur any financial or other obligations on behalf of the MGH.

Third-party fund-raising organizations/individuals must provide insurance certificates as required by local, state and federal laws. MGH cannot be held responsible in any way for casualties and/or situations that occur at your fund-raising event or promotion.

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### **Financial Accounting**

MGH is unable to open or manage bank accounts for third-party events. Instead, the hospital's Development Office encourages event organizers to protect their proceeds through careful financial management — especially if event supporters' individual checks are not mailed directly to the MGH.

The Development Office recognizes that event organizers need funds to run their events and pay expenses. For these purposes, you may prefer to keep funds on hand, either in your own personal account or in separate account earmarked for the event. In your pre-planning process, make sure to develop a budget, taking into consideration the type of event you are having and the many components related to the event. MGH cannot pay expenses in anticipation of funds raised from a third-party event. As you develop your event, also keep in mind that:

- The cost of the funds raised must be reasonable
- Expenses should not exceed 30 percent of income
- It's important to budget wisely in order to cover any items not being donated

### **Steps for Managing Finances**

1. Prepare a budget
2. Record all expenses
3. Get all estimates in writing, and keep receipts
4. Pay all expenses by check (avoid paying with cash)

After all expenses have been paid and accounted for, make one check (for the amount of your remaining funds) payable to Massachusetts General Hospital and mail it to:

Special Events  
Development Office  
MASSACHUSETTS GENERAL HOSPITAL  
165 Cambridge Street, Suite 600  
Boston, MA 02114

If you have any questions, please feel free to contact the Development Office at 617-726-2200 or [mghevents@partners.org](mailto:mghevents@partners.org).

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