



Good Health Clinic

One Community. One Health.

**COMPETITION RULES AND
INFORMATION PACKET**

2021



2021 COMPETITION RULES AND INFORMATION PACKET

Time Line

All donations must be at Good Health Clinic by 5:00pm
Wednesday, September 29th to count toward your campaign total.

Luau will be held OCT. 2nd at Dolphins Plus Bayside to crown a victor!

Methodology

Collect donations any way you see fit and fun, *but please no silent auctions.* No donor is off limits, including clinic board members, past Kahunas, and past donors to the clinic...and there are a lot of them, **so go get 'em!**

Good Health Clinic Will Provide

- Information materials to help you promote your efforts.
- Access to square account for ease in taking donations.
- Media promotion of your efforts.
- An awesome event to celebrate all your efforts and crown a Big Kahuna!

Gifts That Count Any new monetary donation or sponsorship may count toward your campaign.

In-Kind Donations

The goal is to raise money and spread awareness for the clinic, so we appreciate items of value collected for our annual fundraiser's silent auction. However, in-kind gifts and purchases of auction items at the event **do NOT count toward your campaign.**

Monetary Donations

Checks - Checks should be payable to Good Health Clinic. We will mail a tax receipt to the address on the check if another address is not provided.

Cash - If you receive cash and the donor would like a receipt, please provide name and address. Otherwise cash will be logged as an anonymous gift to your campaign.

Credit Cards - Information may be provided on sponsorship forms or you may take payment via credit and debit card via the SQUARE account.

Sponsorships - Any individual business group can be a sponsor. A sponsorship form must be completed for each sponsorship.

Event Ticket Sales - This is a public event, sell tickets so everyone can see you crowned as BIG KAHUNA! Kahunas may also sponsor their own tables for credit. Online Ticket sale information will be provided.

Good Health Clinic's patients **deeply appreciate** your participation in this one-of-a-kind Big Kahuna contest to support health care for uninsured, low-income Keys residents.

HAVE FUN, YOU'RE DOING A GOOD WORK!!

Questions? Contact Kate Banick at 305-619-0154 | kate@thegoodhealthclinic.org
or Brittany Parker at 330-414-9610 | brittany@thegoodhealthclinic.org



FUNDRAISING 101

3 Steps to Success:

1. **Plan, plan, plan! Successful fundraisers plan and don't wait until last minute. You have months to raise money, make use of it!**
2. Don't be shy about asking! Remember this money is for a great cause and you are asking on behalf of those who are in need. Most people want to help so give them the opportunity to give.
3. Have fun!

Social Media:

- Engage your friends through Facebook with a personal account of why you have joined the Big Kahuna Challenge and are raising money for Good Health Clinic.
- Consider setting up a gofundme.com or Facebook donation site so your friends near and far can donate online!

Sponsorships:

- Sell Sponsorships to businesses and friends, some levels come with Event Tickets! Don't be shy about the larger corporations in the area, they often have funds for local charities but take a bit longer to fulfill. Submit as early as possible to ensure enough time to receive donations before the deadline. Many businesses and people have sponsored Good Health Clinic before and are all about renewing their sponsorships. So have at 'em and get your fundraising tallies up!

Matching Gifts:

- Individual matching donors: have a particularly generous contact and not sure how to maximize their contributions? See if they'll match you dollar for dollar on your total fundraising. Or, maybe they'll match you up to a set limit i.e. \$500, \$1000, \$5000, etc. This is a powerful tool when asking others for support because every dollar they donate to you is worth twice as much!
- Many companies will match their employee's donations, perhaps yours or one of your donors does? Don't miss out on this donation 'freebie.' If the corporate payout is outside of our timeframe, simply get the pledged amount document and it'll count towards your total.



FUNDRAISING 101 cont.

Mini Events Ideas:

- A Giving Happy Hour; get wine and/or cheese donated or self-provide and invite friends over and ask for a donation. Even at \$20/person with 15 people that's \$300 to have fun with your friends while supporting a great cause!
- Night Out or Happy Hour Events; ask a local restaurant or bar manager if they will let you bring a bunch of friends, family and co-workers for happy hour and donate some of the proceeds from the sales. Or, host a night of entertainment where you can promote and collect cover charge. Maybe even make it a weekly thing!
- "In Lieu Gifts"; instead of receiving birthday, holiday, baby shower, bridal shower gifts & etc. ask your friends and family to donate instead!
- Dress Down Day/Casual Day; ask your employer if they will let anyone who donates to your campaign wear casual clothes to work on any day other than Friday!
- Garage Sale for Charity; collect items from around the house and from family, friends and co-workers to be sold at a garage sale with all proceeds going toward your fundraising campaign.

Letter:

- Write a personal story & why you have joined the Kahuna Challenge and are raising money for Good Health Clinic.
- Include a SELF-ADDRESSED return envelope so donor doesn't have to find your address to send it back to you.
- Maybe put a stamp on the return envelope so the donor doesn't have to buy postage or wait to send it until they get a stamp.

On-going Donation Collection:

- Collection Jars; set up a jar at a local deli, coffee shop, work kitchen, Dr. Offices, etc.
- Bake Sale; bake cookies, cupcakes, etc. and sell at work, Dr. Offices, local coffee shop, etc.

DO YOU HAVE WHAT IT TAKES TO BE THE NEXT BIG KAHUNA?

2021

??? YOUR
NAME HERE ???

2019 Tom Morrison, MD
Mariners Hospital

2018 Jason Richards
FKEC

2017 Retz Reeves
Islamorada Investments

2016 Nelson Sanchez
Monroe County Sheriff

2015 Rob Stober, Esq.
Hershoff, Lupino & Yagel

2013 Jason Richards
FKEC

2012 Captain Skip Bradeen
Blue Chip Too Charters

2011 Rick Freeburg
Mariners Hospital

YOU HAVE BEEN NOMINATED
to be one of the select few
“Kahunas” to participate in
Good Health Clinic’s
BIG KAHUNA
fundraising contest.



The Kahuna Purpose - To raise community awareness of Good Health Clinic. The only FREE health clinic in Monroe County, providing essential medical care to uninsured, low income residents of the Keys.



Make a Difference - Use your creativity to encourage support of our mission through donations and sponsorships.



Awards Ceremony - This year’s “Big Kahuna” will be announced at the Annual Luau For Health Event.



Key Facts - Good Health Clinic’s physicians, staff & partners provide millions of dollars in medical services to those most in need.



**FOR QUESTIONS OR TO CONFIRM YOUR
ACCEPTANCE OF THE NOMINATION AS A
KAHUNA CONTACT:**

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BRITTANY PARKER - 330-414-9610

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