



# The Children's Inn at NIH

## Fundraising Tool Kit

This tool kit is a guide for raising funds to support 'a place like home' for families at the Children's Inn at NIH. We utilize an online platform for fundraising called Classy.

**By mobilizing your friends and family, you can help The Children's Inn reach more people, raise more money, and make a bigger impact.**

We are here to help - beginning with these tips to get started and be successful on your fundraising journey.

## GET STARTED IN 5 EASY STEPS

### 1. Fundraise for The Children's Inn

**Choose the type of fundraiser** you'd like to create from the available choices:

- ✓ **Individual** – Sign up to begin raising donations to help those who need it most.
- ✓ **Join A Team** – If your school, business, or other group has already created a team, join with them to transform even more lives.
- ✓ **Create a Team** – If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so that you can work together to make a larger impact.

# Start fundraising



As an individual



Join a team



Create a team

*You will be asked to create an account with Classy,  
our secure online fundraising platform*

The screenshot shows a 'Create your team' form with the following fields and options:

- Team name \***: A text input field containing 'Team Hope' with a blue checkmark icon on the right.
- Set Team Fundraising Goal \***: A section with a currency dropdown set to 'USD' and a value input field set to '\$ 1,000.00', with a blue checkmark icon on the right.
- Team Page Headline \***: A text area containing 'Join us in supporting The Children's Inn at NIH!' with a green dot indicating a character count of 48/255.
- Set your Team Page's Short URL (optional)**: A text input field containing 'team\_hope' with a blue checkmark icon on the right. Above the field is the URL 'https://give.childrensinn.org/team\_hope'.
- ☐ I would like to receive or continue to receive emails from The Children's Inn at NIH.
- CREATE TEAM**: A large blue button at the bottom.

2. **Set your fundraising goal**, there is a pre-populated goal or you can set a goal that's right for you. You can always edit your goal once you get started.
3. **Add your headline** – share a few sentences about why you are fundraising for The Inn.

4. **Set an optional short URL** for ease of sharing with family and friends.  
Example [give.childrensinn.org/MYTEAM](https://give.childrensinn.org/MYTEAM)
5. **Upload a photo** - add from your computer or Facebook. You can skip this and come back to it later if you'd like.

## 7 TIPS FOR FUNDRAISING SUCCESS

Once you create your personal fundraising page, follow these steps to ensure you reach your goal:

1. **Determine How You Are Going to Raise Funds**  
Upcoming birthday? Supporting a loved one? Hold a meaningful fundraiser, use your skills and creativity to develop an idea that works best for you and your supporters.
2. **Set A Meaningful Goal**  
Every dollar raised makes a meaningful impact. A gift of \$100 helps a family buy groceries during one week of their stay. Let everyone your goal and why. Make your page personal. Friends and family are more likely to donate when you share why this cause is important to you. Don't forget to share your progress! Your milestones will be motivators for giving.
3. **Be The First Donor**  
Be a leader and others will follow. By making the first contribution, this will demonstrate your commitment to the cause!
4. **Gather Support**  
Ask your friends and family to be involved. Send personalized messages.

Share information about The Children's Inn (provided at the end of this toolkit) to highlight the impact you're helping create!

5. **Spread The Word**

Use social media and post often using photos or graphics to boost visibility. Posts can include how much you've raised, tagging, and thanking those that have donated, etc. Be creative!

6. **Follow Up**

If you haven't heard back from someone you asked for a donation, reach out again! We're all busy, and a reminder can help ensure that you don't lose any opportunities. Be sure to include a link to your personal page.

7. **Thank Your Supporters**

When you receive a contribution, please say thank you with an email through the platform, a text message, or social media post.

## ABOUT THE INN

### MISSION

The Children's Inn at the National Institutes of Health (NIH) is a nonprofit that provides residential services and a wide range of programs to children, teens, and young adults with rare and serious diseases whose best hope for a diagnosis or treatment is an NIH clinical research study. As partners in discovery and care, we strive for the day when no family endures the heartbreak of a seriously ill child. We will respond to evolving family support needs for pediatric research and clinical care; provide a free, family-centered "place like home"; and reduce the burden of illness through therapeutic, educational, and recreational programming.

With 60 family bedrooms and multiple program spaces, we operate 24 hours a day, 365

days a year. Since we opened our doors in 1990, we have served more than 16,000 families from all 50 states and 106 countries.

## KEY MESSAGES

Here are a few additional key messages

One in two people diagnosed with a rare disease is a child. Yet, 95% of rare diseases lack a safe, effective treatment. The NIH aims to intervene earlier in the course of diseases for children in hopes of improving outcomes.

Between 2021 and 2022 children and young adults ages 0-29 participated in 461 clinical trials, representing advances in treating cancer, bone and growth disorders, mental illness, genetic conditions, and other serious health issues.

Between 2021 and 2022, 567 families have stayed at The Inn for a collective 9,111 nights while their children received care at the [NIH Clinical Center](#).

**What Your Dollars Can Do...** Show your compassion to Inn families by contributing to ease the burden of illness. Imagine what it feels like to be far from home with a seriously ill child. Your gift will make a huge difference to families who need a compassionate, supportive, no-cost place to stay while their child is at the NIH receiving lifesaving treatment.

## FREQUENTLY ASKED QUESTIONS

[Will each of my donors get a receipt?](#)

Yes, each of your donors will receive a donation receipt sent to the email they provided when they made the donation.

## Is my donation tax-deductible?

Yes. The Children's Inn at NIH is a 501(c)3 tax-exempt organization and your donation is tax-deductible within the guidelines of U.S. law. To claim a donation as a deduction on your U.S. taxes, please keep your email donation receipt as your official record.

## Need help?

### Contact us!

The Children's Inn will be your go-to for questions or concerns during fundraising.

Please contact [springpa@nih.gov](mailto:springpa@nih.gov) for help with the following:

1. Refunding a donation
2. Deleting a fundraising or team page
3. Adding offline donations
4. Seeing reports

## THE FINE PRINT

- The organizer must cover all costs. The Children's Inn will not reimburse the organizer for any expenses.
- The event organizer may not keep any portion of the proceeds as profit or compensation.
- The event organizer may not set up a temporary bank account in The Children's Inn's name, as this is illegal.
- All event materials that include The Children's Inn logo, including, but not limited to, advertising, press releases, posters, flyers, t-shirts, and public service announcements, must be reviewed, and approved by the Inn at least two (2) weeks in advance of distribution. All materials must be sent to [communications@childrensinn.org](mailto:communications@childrensinn.org) for review. A response will typically be provided within two (5) business days.
- You may not require or pressure your team to donate or support your fundraiser.
- Do not provide a donation receipt or imply that anyone donating can claim a tax write-off. The Children's Inn will provide all appropriate donation acknowledgment

letters.

- Cash donations are not excepted - all funds must be donated directly to them via your personal or team fundraising page.