

Planning an Event



RED SOX
FOUNDATION



Massachusetts General Hospital
Founding Member, Mass General Brigham



WORKING WITH HOME BASE

Home Base is a program at Massachusetts General Hospital (MGH) and utilizes their tax ID. Because of this, Home Base follows all MGH policies and procedures. Below is a list of items that Home Base can help you with, and steps you will be responsible for. We are here to help you, so please don't hesitate to reach out to discuss ideas or get advice!

What Home Base can provide:

- Answer questions and share fundraising best practices & toolkit
- Provide an online fundraising page
- List fundraiser on Home Base's website
- List fundraiser in "Upcoming Events" section of Home Base monthly newsletter, sent to 100k+ people
- List fundraiser on MGH's Events Calendar
- Help promote your fundraiser on social media (subject to availability)
- Provide logos for collateral & giveaways
- Process donations & send tax receipts for donations made to Home Base
- Provide press release template, sample letters for sponsorships and donations
- Provide a limited quantity of branded "swag" materials (subject to availability)
- Home Base staff representation: We'll do our best to be at your fundraiser
 - Home Base does not share contact information for any Veterans or Family Members in our database.

Special Note:

We are unable to provide Red Sox tickets, player autographs, memorabilia or player/mascot appearances, in conjunction with your fundraiser.

What you are responsible for:

- Planning your fundraising efforts
- Arranging event logistics & securing volunteers
- Paying all event-related expenses
 - Because your fundraiser is not put on by Home Base or MGH, we are unable to pay any expenses for your fundraiser.
- Advertising, promoting and marketing your fundraiser to your networks
- Solicitation of donations, sponsorships and in-kind gifts
- Creating & maintaining attendee lists
 - We are unable to provide lists of donors, vendors or sponsors. We have made a commitment to our donors and patients to keep their personal information private.
- Producing and distributing marketing collateral, flyers and giveaways
 - You will need approval from Home Base on all marketing collateral.
- Coordinating media coverage
 - We will provide a press release template.

Questions? Contact us!

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