



## **FUNDRAISING SPECIAL EVENTS COMMUNICATION GUIDELINES**

**(updated April 2017)**

### **COMMUNICATIONS AND PROMOTIONS**

The Community Hospice & Palliative Care Communications department and Community Hospice & Palliative Care Foundation staff must review and approve all promotional materials (including press releases, public service announcements, scripts, posters, invitations, etc.) before they are released.

- When promoting fundraising events, ensure your contacts understand that Community Hospice & Palliative Care Foundation will assist in providing promotional materials and ideas, but not staffing the event.
- Each group organizes and carries out its promotion or event using its own event support staff.
- Speaker requests require a minimum of two (2) weeks of advance notice.

### **EVENT RESOURCES**

Community Hospice & Palliative Care can provide the following event resources based on availability and size of event:

- Community Hospice & Palliative Care information packets, brochures, newsletters
- Electronic/Camera-ready logos
- Speakers/Volunteers
- Community Hospice & Palliative Care banner
- Sample Calendar Notice & Press Release (pages 2 & 3 of this document)

[Your Organization's Logo]

For immediate release: [Date]  
Contact: [Contact name, title] [Contact phone #]

## CALENDAR NOTICE

WHAT: [Name of event]  
Presented by [Organization]

WHEN: [Date]

WHERE: [Location] [Address]

WHO: Anyone who \_\_\_\_\_

THE DETAILS: Tickets are \$\_\_\_\_\_and attendees are encouraged to [how should they dress?] This event was organized by\_\_\_\_, with the goal of\_\_\_\_\_. [Organization] is a group of\_\_\_\_\_who meet \_\_\_\_\_ to\_\_\_\_\_.

FOR MORE INFORMATION: Please call\_\_\_\_\_.

### **About Community Hospice & Palliative Care**

*Established in 1979, Community Hospice & Palliative Care is an innovative national leader in palliative and hospice care, as well as providing programs and services to meet the diverse needs of the communities it serves. During its 38-year history, Community Hospice & Palliative Care has served nearly 200,000 adults and children in Baker, Clay, Duval, Nassau and St. Johns counties, and recently expanded its service area to include 11 counties in north-central Florida. Through the support of more than 900 employees and 1,000 volunteers, the organization helps approximately 1,600 patients per day to live better with advanced illness – at home, in long-term care and assisted living facilities, in hospitals and at its eight inpatient care centers. The organization is committed to improving the quality of life for patients and their families and to be the compassionate guide for end-of-life care in our communities. No one is ever denied care due to an inability to pay. To learn more about the support and services of Community Hospice & Palliative Care, visit [CommunityHospice.com](http://CommunityHospice.com).*

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[Organization's logo]

For Immediate Release: [Date]  
Contact: [Contact name, title] [Contact phone #]

## [Name/type of event] to benefit Community Hospice & Palliative Care

JACKSONVILLE, Fla. – [Organization] is hosting a [type of event] on [date] to benefit patients and families cared for by Community Hospice & Palliative Care. The event begins at [time] with [first item on the agenda]. The event will be held at [location and address]. Tickets are \$ \_\_\_\_\_.

[Organization], founded in [year] by [founders] is a group of [membership number] professionals [or whatever else defines the group] who meet [how often?] to [what is the group's purpose?].

"[Quote from organization member re: how the event came about, why Community Hospice & Palliative Care was chosen as the beneficiary.]"

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