

# Fundraising Resources

## Community Fundraising Guidelines



THE  
FUTURE  
NEEDS  
US **NOW**

All fundraising resources are available at [wiscmedicine.org/fundraise/resources](https://www.wiscmedicine.org/fundraise/resources)

# The Future Needs Us Now — the Campaign for Wisconsin Medicine

UW Health and the University of Wisconsin School of Medicine and Public Health are ushering in a new era of medicine — one that builds on breakthroughs to save more lives by simultaneously predicting the future and creating it.

By blazing the trail for the next frontier of health care, Wisconsin Medicine is integrating patient care, research, and academics in an unprecedented partnership for one critical purpose: human wellness.

At precisely this moment, UW Health and the UW School of Medicine and Public Health are making cutting-edge breakthroughs and inspiring the next generation to spark new ideas with creativity and empathy that is unmatched. We're redefining the patient experience, uncovering new treatments, and creating lifesaving cures. But there's more work to be done. And it's up to all of us — the local and global community alike — to join with the brightest minds in research and care to improve lives. Let's lead the charge and illuminate endless opportunities for a healthier tomorrow.

It's time to shape the future of health care.

# Community Fundraising Guidelines

Wisconsin Medicine calls on all of us — the local and global community alike — to join with the brightest minds in research and care to lead the charge and illuminate endless opportunities for a healthier tomorrow. The Wisconsin Foundation and Alumni Association (“WFAA”) along with UW Health and the University of Wisconsin School of Medicine and Public Health (“SMPH”) provide event and digital platforms and channels to foster a positive and engaging philanthropic experience for all.

We believe everyone has the right to feel comfortable when they join the movement, and we encourage you to positively and safely engage with our digital and physical community. These guidelines are intended to create a safe, welcoming environment and apply to all types of content at events and on digital platforms, channels, and social media accounts, including emails, videos, photos, comments, links, thumbnails, and other content.

We ask that fundraisers and their supporters be respectful of the rights and opinions of others. Although Wisconsin Medicine does not actively moderate its event activity, digital platforms and channels, it reserves the right to remove content and/or block or remove users who share content in its digital community that, in Wisconsin Medicine’s determination, is:

- Promoting alcohol, tobacco, firearms;
- Unlawful, harmful, threatening, abusive, harassing, tortuous, defamatory, vulgar, obscene, libelous, invasive of another’s privacy, hateful, or racially, ethnically, or otherwise objectionable;
- Harmful to minors;
- An impersonation or misstatement of affiliation with any person or entity;
- Shared in violation of law or contractual or fiduciary relationships;
- Infringing any patent, trademark, trade secret, copyright, or other proprietary rights;
- Promoting a commercial product or service; or
- Disruptive, harmful, or has the potential to be disruptive or harmful, to another user’s experience or device.

In addition to these guidelines, by emailing, posting, viewing, or otherwise engaging with content in Wisconsin Medicine’s community, you are agreeing to be bound by [WFAA’s Terms and Conditions](#).

We’re excited for you to join our community in support of Wisconsin Medicine. It’s time to shape the future of health care!