



SAMPLE Guidelines for Outside Fund Raisers

_____ appreciates efforts on behalf of the general public to raise funds to assist the agency. However, the interested party and/or organization should be aware that due to limited staff time, already scheduled events, and the need to control agency fund raising expenses _____ offers the following guidelines for fund raising events to benefit the agency.

1. A written proposal, including contact information and a brief description of the event must be sent to - _____ at least three months before the proposed event date.
2. The _____ name cannot be included in the name of the event; however, it can be named as the beneficiary in marketing and advertising materials. (e.g., "Fun Run" Proceeds to benefit _____.) We ask that you also please include our web site (_____) so that interested parties may find out more information about the agency.
3. A sample copy of the event flyer or brochure must be sent at least six weeks before the proposed event date for approval of the appropriate use of the _____ name and logo.
4. All coordination and administrative needs for the event, including the design and printing of all event-related publications, are the responsibility of the volunteer event coordinator and/or volunteer event committee. All questions, calls and correspondence must be directed to the volunteer event coordinator or volunteer event committee.
5. _____ does not release its mailing list, but the agency may be able to process a mailing on behalf of the event based on appropriateness of the request and administrative availability.
6. Public relations, press coverage and social media promotion are the responsibility of the volunteer coordinator and/or event committee. _____ can, however, announce the event in its agency newsletter, on its website and on its social media platforms. It is the responsibility of the volunteer coordinator and/or event committee to forward that information to _____ in a timely manner.
7. The volunteer coordinator/event committee is responsible for filling any staffing needs for the event. If the volunteer coordinator and/or event committee would like _____ to send a representative on the day of the event, please let us know, and we will do everything possible to send representation.
8. _____ cannot provide any kind of funds for deposits needed for the event (e.g. deposit to the event facility to hold the date of the event) or sign any contracts.
9. All liability insurance is the responsibility of the volunteer event coordinator and/or event organization.*
10. After the event, please send the following information to _____:
 - Check or checks** payable to _____
 - Amount of income, expenses and net proceeds from the event
 - Percentage of proceeds going to _____.
11. Please note that any individual or corporate donors acquired through the event will be added to - _____'s donor mailing list.
12. Thank you letters to donors will be provided for tax purposes only upon request.
13. All funds will be directed toward general agency operations, unless otherwise discussed and approved in advance by _____.
14. _____ may be able to provide some guidance on event planning as well as additional resources based on agency availability and appropriateness.

* It is advised that event coordinators consider forming a 501(c)(3) organization or creating a donor advised fund through a local community foundation. _____ may be able to provide referrals and guidance on these processes.

** One check is preferred, but _____ may be able to accept multiple checks, depending on processing requirements.

Thank you for your interest in helping _____!