



CRISISservices

this moment forward

Third Party Event Guidelines

Thank you for volunteering to promote awareness and raise funds for Crisis Services. We welcome your support with deep gratitude. However, to protect the donating parties and Crisis Services, we have drafted the requirements below and ask that you register your promotion by completing the attached application before proceeding. Any individual or organization (outside of Crisis Services) that hosts an event, promotion, sale or donation drive on behalf of Crisis Services is defined in this document as a "third-party fundraiser". In order to enhance the success of third party events while protecting Crisis Services' brand, donors and sponsors, the following policies must be observed.

General Guidelines

1. Fundraisers which benefit Crisis Services must reflect positively on its mission. Crisis Services reserves the right to decline any fundraising proposal that is not in line with our mission.
2. The third-party fundraiser is responsible for all vendor agreements, contracts, insurance and necessary permits for the event. Crisis Services will not assume any legal or financial liability for a third-party event.
3. Crisis Services reserves the right to approve any co-beneficiaries.
4. Third-party fundraising events must be fully executed by the third-party fundraiser(s). Crisis Services staff is available to provide some administrative assistance and fundraising recommendations during your planning process. However, due to limited staff resources, **Crisis Services staff cannot be responsible for the general planning of third party fundraising events.**

Financial Guidelines

1. Third-party fundraising events must be financially self-sustaining without contribution or financial risk from Crisis Services. Crisis Services will only accept the net proceeds from a third-party fundraising event. All third-party fundraising event expenses are the responsibility of the third-party fundraiser and must be paid before the proceeds are given to Crisis Services. Refunds or reimbursements will not be available after the donation made is Crisis Services.
2. Third-party fundraisers must fully and truthfully state the portion of the proceeds which will be donated to Crisis Services in all advertising, promotions and in all contact with donors, sponsors and participants.

3. The third-party fundraiser is responsible for all vendor agreements, contracts, insurance and necessary permits for the event. Crisis Services will not assume liability for a third-party event.
4. The not for profit tax exempt status of Crisis Services may not be used by third party fundraisers to purchase items and materials with which to conduct the fundraiser.

Marketing and Promotions Guidelines

1. Crisis Services is not a sponsor of third party fundraising events and should be listed as a "beneficiary" on all promotional materials. For example, an event may not be referred to as "The Crisis Services Bake Sale". Instead it should be promoted as "The XYZ Bake Sale to benefit Crisis Services".
2. Third-party event fundraisers are authorized to use the only the "Benefiting Crisis Services logo" available from the download link on our website.
3. The third party fundraiser is responsible for all marketing, including writing and distributing press releases, PSA's, Facebook postings, invitations, ads, etc.
4. Crisis Services will promote your event through our networks such as our website, email and social networking on a case-by-case basis.
5. Crisis Services cannot guarantee media coverage for any third party events. You may contact the media about your event or promotion provided you communicate with Crisis Services regarding contacts or arrangements that are made.
6. Crisis Services will not solicit participation from donors or volunteers in any third party events beyond notifying them of event details such as time, date and place. Crisis Services does not share or sell its donor list.
7. Please do not represent yourself as a representative of Crisis Services. Crisis Services will make every effort to have a staff or board member present at your event if requested but we cannot guarantee availability. If you wish to speak about Crisis Services by using information provided at the time of your event approval, please make sure that your audience understands that you are not speaking in an official capacity.

Charitable Giving Guidelines

1. Unless your organization is a registered non-profit entity, donations made to it are not tax deductible.
2. Donations made directly to a third-party event can be used to cover the event's expenses, but are not tax-deductible.
3. A donation solicited on behalf of Crisis Services is fully tax deductible only when it is made directly and entirely to Crisis Services, as we are the only agents who can verify that such a gift was made, and the nature of the gift, to the IRS. Donors wishing to receive a tax acknowledgment letter should provide their donation via check or online.



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Crisis Services' 3rd PARTY EVENT AGREEMENT

Name of Host: _____

Organization: _____

Address: _____

Phone: _____ Email: _____

Please provide the following details about your event:

Date(s): _____ Time: _____

Location (full street address, city/state/zip):

Name of Event / Type of Event:

How will you promote the event (invitations, brochures, posters, media?), and to whom (family and friends, the general public, work colleagues)?

Would you like to receive an electronic version of a logo to use on your promotional materials?

(circle one) yes no

Would you like to receive educational materials about Crisis Services to have on display at your event? (circle one) yes no

Would you like Crisis Services staff/management to be present at your event and/or address your attendees? (circle one) yes no

Why did you select the Crisis Services?

Thank you on behalf of Crisis Services for your efforts to raise funds in support of our mission. Your time and commitment are deeply appreciated!