

Third-Party Event Fundraisers for CASA of Collin County

CASA of Collin County welcomes fundraising initiatives to raise awareness and funding for the work we do in serving abused and neglected children in the Austin area. We request that special events and fundraising efforts conducted to benefit CASA be run by organizations or individuals that are financially responsible, of well-established reputation and motivated by a genuine desire to help CASA. These guidelines pertain to third-party events that plan to raise less than \$5,000 for CASA. Events larger than this are negotiated on a case by case basis.

Guidelines for Third-Party Event Fundraisers

KNOW BEFORE YOU PLAN THE EVENT

- Producing any event requires a significant investment of your time to ensure quality and success. Please submit an outline of event goals, a timeline and a Third-Party Fundraiser Event Form (below) at least 30 days prior to event so that CASA can determine if the event is within our guidelines and feasible within our existing calendar of activities.
- All businesses, individuals and events must be compatible and aligned with the mission, vision and values of CASA. (attached)
- CASA of Collin County cannot promise to incur expenses or provide any funds to support your third-party event.
- CASA of Collin County partners with many local businesses and individuals; therefore we require that event organizers submit a list of all potential sponsors prior to solicitation so as to avoid any duplicated efforts. One must have permission from CASA prior to soliciting any businesses or individuals in CASA's name.
- CASA reserves the right to protect the privacy of our volunteers, staff, board members, donors and all others affiliated with CASA.
- Due to limited staff and resources, CASA cannot promise to participate in the production or execution of your event, though a CASA representative will make every effort to attend your event and inform our constituents of event details.

PUBLICITY & PROMOTION

- All media, print materials and public communication mentioning "CASA of Collin County," our mission, work and logo must be approved by CASA's Communications Manager prior to printing or release.
- Any contact with press or other media must be coordinated with CASA. Please attach list of proposed media contacts when submitting plans or materials to CASA.
- Terms of use of CASA staff, volunteers, mailing lists or general publicity among CASA supporters must be agreed upon in advance of approval of the event.

DONOR ACKNOWLEDGEMENT

- A donation solicited on CASA's behalf, whether an item or cash, is tax-deductible only when it is made directly and entirely to CASA. CASA will determine what types of gifts can be considered tax-deductible prior to solicitation or promotion, as we are the only agents that can verify that such a gift was made, and its nature, to the Internal Revenue Service. This information must be made explicitly clear in promotion of the event.
- When a portion of the ticket price of entry fee (or "suggested donation") for a Third-Party event is not tax-deductible, a statement to that effect must be included in all appropriate materials.

Third-Party Fundraiser Event Form

ORGANIZATION INFORMATION

Sponsoring Organization:

Contact Name:

Title:

Address:

City, ST, Zip:

Work Phone:

Cell Phone:

Website:

Email:

Fax:

EVENT INFORMATION

Event Title:

Date(s):

Time:

Location (city & venue):

Event Description (*Please include any entrance fees, if applicable.*):

List committed and potential sponsors:

Will there be an admission fee charged?

DONATION INFORMATION

How will revenue be generated?

Is CASA sole beneficiary of your event? If not, who else is benefitting?

Anticipated total donation to CASA?

Anticipated total expenses?

Will businesses be contacted for donations (in-kind/monetary)? Yes No

If yes, please list current prospects for CASA of Collin County to approve:

How and when will CASA of Collin County receive proceeds from the event?

Do you plan to use CASA of Collin County's name or information in event promotions? Yes No

If yes, please attach a current draft of materials you plan to create for CASA of Collin County to review.

PUBLICITY & PROMOTION

Do you plan to publicize the event? If so, what types of promotion do you plan to use? (fliers, newsletters, radio, etc.)

Please attach a list of current proposed media contacts.

Would you like to have a CASA representative to speak at the event?

Can CASA of Collin County provide you with materials to display at your event? Yes No

Does the event require CASA's presence manning a booth or table? Yes No

If yes, please describe role and schedule in detail:

Do you require the CASA logo for promotional materials? Yes No

Additional Comments:

TERMS & CONDITIONS

1. Sponsoring organization must agree to provide CASA with all of the net proceeds from the event along with revenues and expenses within 30 days after the event.
2. Sponsoring organization will receive prior approval to use our logo and will submit all materials with our logo for review at least 3 days prior to use.
3. Event organizers will submit a list of all potential sponsors prior to solicitation and will receive permission from CASA prior to soliciting any businesses or individuals in CASA's name.
4. Event is compatible and aligned with the mission, vision and values of CASA of Collin County.

Thank you for your desire to support CASA of Collin County.

Proposed by:

Approved by:

Name/Title:

Development Director

Organization:

CASA of Collin County

Date:

Date:

Please return this form along with an outline of event goals and a proposed event timeline to CASA of Collin County for approval 30 days in advance of proposed event date:

By email: lgeer@casaofcollincounty.org (with "Third-Party Event Proposal" in subject line)

By mail: CASA of Collin County
101 E. Davis Street
McKinney, Tx, 75069

By fax: 972.529.2275

If you have any questions about organizing a Third-Party Fundraiser, please contact the CASA Events Manager at 972.529.2282 x115