

# The Complete Guide to Planning a Third Party Event

Document Prepared For



No Budget, No Problem: How to Successfully Engage the Community Through Third Party Events  
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Thank you for your interest in planning a third party event for our non-profit organization. Golf tournaments, black tie galas, and sporting events are all ways we involve the community to support our mission. We are open to exploring ideas with you about events that will be beneficial to your business and the mission of the organization. While we receive several inquiries about supporting our agency, we are committed to collaborating with individuals and businesses whose goals and mission align with our vision. {this is a good place to insert what you vision is}

If you would like to plan or are planning an event to benefit our organization please read this packet and review our third party guidelines prior to signing the memorandum of understanding (MOU).

All documents must be signed and submitted before we can commit to offering support for your event. Each third party request is reviewed by our team for feasibility and fit within our organization's goals and objectives.

Below are some of the listed items that are considered for approval of your event:

- ✓ Does your event fit our mission?
- ✓ Does your event have a solid budget, timeline and marketing plan?
- ✓ Does your event have the capability of raising a minimum of \$500?
- ✓ Do you have the appropriate staffing and/or committee to plan this event?
- ✓ Does your event honor a specific individual or cause?
- ✓ Will your event raise funds specifically for our organization?
- ✓ Does this event have the potential to be an annual event to benefit our organization?

Not meeting all the requirements does not automatically result in a denial.

Prior to collaborating, we like to make our community partners aware that we cannot commit to any of the following:

- ✓ Advance funds for your event
- ✓ Provide donor lists
- ✓ Solicit sponsorships
- ✓ Provide extensive support
- ✓ Sell tickets/tables(though we will help promote)

We are committed to helping support the event by providing our

agency logo, limited staff/volunteers for committee meetings and day of event, internal and external promotion of event (i.e. Facebook, twitter, website etc.) we must approve promoting our organization, press releases and any media coverage in advance.

Once again thank you for your interest to collaborate with us and for supporting our cause.

## Policies and Procedures for Third Party Events

Third party events must fit the organizations mission, vision and value statement. Our organization is a 501(c)(3) nonprofit organization devoted to supporting our clients.

Our organizations stated mission is {Enter your companies mission}

### Permission

Our organization has a fiduciary responsibility to ensure that our name is being used appropriately. We are also responsible for ensuring supporters that we are good stewards of their donor dollars, and that funds raised on our behalf are accounted for in a responsible manner. We require that any fundraising done on our behalf is conducted in a manner that is consistent with our mission, as well our commitment to transparency and excellence.

All events on our behalf must receive agency permission prior to using our name to promote your event.

### Event Promotion/Logo Usage

All fundraising events must comply with all federal laws.

We must review all promotional materials (press releases, public service announcements, scripts, posters, brochures) before they are used. Reproduction of our logo or usage of our logo is prohibited prior to approval.

Our organization will assist, if requested, with promotion when appropriate through the following:

- ✓ Tax-deductible receipts for all donor gifts
- ✓ Organization website
- ✓ Social Media promotion
- ✓ Inclusion of event in monthly e-blasts and / or quarterly newsletter to our list of supporters

### Event Date

It is our policy to be notified of all events. Please confirm with the organization to determine if there are any potential conflicts with your proposed event date

### Event Language

Promotional materials must state that your event is raising funds to benefit our organization. Promotional material distributed must have the following verbiage: "Proceeds benefit the xyz organization"

### Financial Guidelines

- ✓ Event expenses should be less than 50% of the total amount raised excluding in-kind donations
- ✓ If event expenses are greater than the total raised, our organization is not responsible for payment of these additional expenses
- ✓ Our organization must receive financial accounting and proceeds from event within 30 days.

- ✓ A list containing the names and addresses (phone number and email when possible) for every donor requesting a tax-deductible gift receipt.

## **Sponsorship**

- ✓ Our organization cannot solicit sponsors for your event and will not release or share constituent information
- ✓ Printed sponsorship packets must state “ All proceeds will benefit the xyz organization”

## **In-Kind Sponsorship**

In-kind sponsorship is defined as a donation of product or service such as food beverage, printing or silent auction items. Our organization can assist in advising you on donor’s who give in-kind donations, but cannot specifically ask for items. This must be done by a representative of your organization. The value of in-kind donations should not be included in your total of event revenue. These items are donated, therefore cannot be counted as expenses. Our organization will provide in-kind donation receipts to donors

## **Liability/Changes and Cancellation**

### **Liability**

- ✓ You agree to indemnify and hold harmless our organization and all of its board members, directors, and employees from all claims and liabilities in any way related to your event.
- ✓ Fundraising and event must comply with all federal laws.
- ✓ Event organizers must discuss liability insurance coverage and waivers with us prior to signing the MOU.

### **Changes**

- ✓ You must immediately advise us of any major changes for your fundraising event.

### **Cancellations**

- ✓ You must immediately advise {enter organization name} if your event needs to be cancelled.
- ✓ We retain the rights to withdraw our permission to use our name if we find that there is a violation of the signed agreement/MOU
- ✓ If event is cancelled, you are responsible for the refund of any monies to donors or participants.

## **What { Name Organization} Can Do For You**

- ✓ Offer event planning guidance and expertise.
- ✓ Publicly acknowledge your contributions to our organization.
- ✓ Approve the use of logo, and promotional materials.
- ✓ Provide a letter of support including our tax id number, to validate the authenticity of your event and its organizers.
- ✓ Provide our brochure or other printed materials for your event.
- ✓ Acknowledge event, by providing date, time, and details to our supporters.

## Things to Remember

- ✓ **Event process cannot start until MOU is signed and returned to the {Name your organization}.**
- ✓ Establish your goals and make sure they are realistic and measurable.
- ✓ Identify your audience to whom are you marketing this event?
- ✓ **Develop a BUDGET!**
- ✓ Identify sources of income and evaluate all your expenses.
- ✓ Remember keeping costs down can sometimes generate more donations.
- ✓ Submit event proceeds within 30 days.
- ✓ Capture donor contact information with each donation
- ✓ The MOU is only valid for a single event. Each event requires a new agreement to be signed.
- ✓ If you require staff or event volunteers, please notify us in advance.
- ✓ Designation of cash must be made payable directly to our organization.

## Tax Requirements and Acknowledgements

The IRS has imposed strict requirements, which affect fundraising. If the steps outlined below are not taken, donors will be denied a tax deduction; the fundraising group could face personal tax implications for the funds they raised; and the organization, the fundraising group or both entities may be subjected to tax penalties.

All donors who contribute cash, as well as, donors who contribute \$250 or more by check will need a written acknowledgement from our organization in order to claim a tax deduction for the contribution. Our organization will provide the appropriate acknowledgement to the donors, but will require certain detailed information in order to do so. A contribution/gift to your charitable fund is a voluntary transfer of money or property that is made with no expectation of a commensurate return. If a donor will receive a financial or economic benefit in return for making a contribution/gift (dinner and entertainment, etc.), the payment is not a tax deductible charitable contribution except to the extent that it exceeds the fair market of the benefit. Therefore, for the organization to properly acknowledge charitable contributions to your fund from a fundraising event, the fundraising group must accurately complete the attached event budget form and clarify all goods and services that may be received by donors. Without this information, the organization will not be able to appropriately acknowledge the donor for his/her charitable contribution to your charitable fund.

Specifically, the fundraising group will need to provide our organization with

1. The donor's complete name and address;
2. The date and amount of the contribution;

3. The form of the contribution (cash, check, credit card, other) If property or tangible items, a description of the type of property and a good faith estimate of the fair market value; and
4. A detailed description of any goods and services provided in exchange for the contribution.

Contributions of services, while appreciated, are not deductible.

If the fundraising group provides goods and services in exchange for a donation, certain disclosures are required to be made upon solicitation. For example, if the group is sponsoring a dinner, the donor can only deduct the excess of the ticket price above the fair market value of the dinner. This limitation on the deduction, known as a “quid pro quo disclosure,” must be disclosed at the time of solicitation. Disclosure on the ticket to the event is a typical method for making this disclosure.

Our organization will assist the fundraising group in determining the fair market value amounts and the appropriate disclosure language for the event. **However, our organization will need to work with the fundraising group prior to the solicitation activity, and will need information pertaining to the event such as ticket prices and the values of the goods or services donors are to receive.** The fundraising group needs to see that required quid pro quo disclosures are made.

**Raffle tickets** are not tax deductible. This must be stated clearly on the face of distributed tickets. Any raffle conducted by a qualified organization shall be conducted by members of the qualified organization without compensation to any member. The organization shall not hire or contract with any person or business association, corporation, partnership, limited partnership or limited liability company to conduct a raffle, to sell raffle tickets or to solicit contributions in connection with a raffle on behalf of the organization.”

**Rummage sale purchases** are not tax deductible.

**Auctions** - Legal counsel for our organization shall review, on a case-by-case basis, any proposed ideas for an auction. At that time, tax deductibility of items will be determined. If your fundraising event/project includes a charity auction, you will need to provide us with a separate listing of the items auctioned, their fair market value, the successful bid amount and donor information. If a donor successfully bids for an item at a charity auction, and the bid exceeds the fair market value of the item, he or she may deduct the excess of the bid over the

fair market value as a charitable contribution. Again, you will need to provide us with this information in order so that it may appropriately acknowledge the donor.

Thank you again for your interest in planning an event to benefit our organization. Philanthropic contributions such as yours are instrumental and help us ensure that we continue to provide quality services to our clients. Please do not hesitate to contact us if you have questions.

**For More Information Please Contact**  
Director of Development/ Team Member  
Enter Your Address Here  
Enter Phone number

### **Proposed Fundraising Event Project Budget**

Prior to your fundraising event and/or project, you will need to provide us with a budget including information on the fair market value of the goods and services a donor will receive when they participate in your event/project. Specifically, you need to provide information pertaining to the value they will receive for their contribution. We recommend that you provide a **proposed** budget listing the event/project anticipated revenues and expenses (including donated items to the event and their value) and the number of people in attendance. If this proposed budget is significantly different from what actually occurs, a subsequent report to us will be required listing the **actual** revenue/expenses and number of people attending and making contributions. The checks/contributions amounts deposited in your charitable fund need to correspond with the information provided. In developing the **proposed** event/project budget, we recommend the format provided below:

**Date of Event** \_\_\_\_\_

**Expected Revenue \$** \_\_\_\_\_ **Expected Expenses \$** \_\_\_\_\_

**Net Proceeds (Revenue less Expenses) \$** \_\_\_\_\_

**Number of Event/Project Participant/Donors** \_\_\_\_\_

**I. Please describe and list sources of event/project revenue.  
(Attach separate sheet if necessary.)**

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

**II. Please describe and list sources of event/project expenses.  
(Attach separate sheet if necessary.)**

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

**A few additional points to consider**

*\*\*A contribution/gift to your charitable fund is a voluntary transfer of money or property that is made with no expectation of a commensurate return. If a donor will receive a financial or economic benefit in return for making a contribution/gift (dinner and entertainment, etc.), the payment is not a tax deductible charitable contribution except to the extent that it exceeds the fair market of the benefit. Therefore, for our organization to properly acknowledge charitable contributions to your fund from a fundraising event, the information in the proposed/ actual budget and the corresponding value assigned to the contributions will need to be provided. Without this information, our organization will not be able to appropriately acknowledge the donor for his/her charitable contribution to your charitable fund.*

*\*\*Items donated for your fundraising event (for example, food and/or cases of soft drinks) must be assessed at fair market value and included in the calculation determining the value of the benefit received by the donor for his/her contribution to your fund.*

*\*\* If your fundraising event/project includes a charity auction, you will need to provide our organization with a separate listing of the items auctioned, their fair market value, the successful bid amount and donor information. If a donor successfully bids for an item at a charity auction, and the bid exceeds the fair market value of the item, he or she may deduct the excess of the bid over the fair market value as a charitable contribution.*