THIRD PARTY FUNDRAISING EVENT GUIDELINES

Third-party events have little or no production or financial involvement from EFAA, but may be promoted through EFAA's website and social media platforms. We ask that the concept of all events be approved by EFAA in advance, since EFAA's name will be associated with the event. This is an important safeguard to preserving the integrity of EFAA and our commitment to raise the funds necessary to fulfill our mission.

To ensure a positive, successful event for all parties involved, EFAA asks that you adopt the following guidelines as you plan your event.

- Use of EFAA Name, Logo and Materials: EFAA will gladly provide informational materials, such as brochures, annual reports or newsletters to be distributed to the public. Please allow at least two weeks notice to ensure that we are able to provide you with the materials needed for your event.

- Third-party fundraising events must reflect the values associated with the mission of EFAA. The event must be respectful to all socio-economic groups, ethnic groups, religious groups, and sexual orientations.

- Promotion of the Event: To respect the privacy of our supporters, EFAA will not provide the use of our mailing list or email list for the promotion of third-party fundraising events.

- All promotional materials such as invitations, press releases, fliers, email messages, posters, etc., must be approved by EFAA's Department of Fundraising and Communications before they are printed, distributed or published in any way. Please submit all materials to Ashley Rumble, Assistant Director of Development (ashleyr@efaa.org) at least two weeks in advance of printing, publishing and/or distributing, to ensure enough time for feedback and any necessary revisions. EFAA places a high value on donor ethics, and we therefore request that any promotional materials clearly state the percentage of proceeds that will be donated to EFAA. For example, $1 of every item sold, or 50% of ticket sales will be donated to EFAA.

- If you feel that staff or volunteer presence would help make your event more successful, EFAA will attempt to provide staff or volunteer presence, but due to budget and schedule restraints, we cannot guarantee staff or volunteers for your function.

- EFAA is the beneficiary—not the sponsor/host—of your fundraising event. Publicity should list the sponsor/host and the name of the event followed by “…benefiting Emergency Family Assistance Association.”

- Accounting/Financial: Only donations made directly to EFAA are eligible to be tax-deductible. It is illegal for the event organizers to state in any promotional materials that donations made to the event organizers are tax-deductible by utilizing EFAA’s IRS 501(c)(3) status.

- EFAA cannot acknowledge in-kind donations for your event as charitable gifts made to the organization. When donations are made to the event organizers, who then forward the donation to EFAA, the organizers will receive acknowledgement and the entire amount of the donation will be credited to the organizers for tax purposes.

Acknowledging donors in a timely manner is a high priority for EFAA, so we ask that proceeds from your event be given to EFAA no later than two weeks after the event.

Government Regulations and Licensing: Because of liability and budgetary restrictions upon EFAA, the event organizer agrees to obtain all required permits or licenses. All activities taking place during your event must be legal, according to local, state, and federal regulations. Any event that will provide liquor will operate under a valid liquor license. EFAA does not hold a raffle license.

We understand that every event is unique, and if you feel unable to fully abide by the above guidelines, please contact us with your concerns. We value our relationship with you and will do everything we can to make your event successful.

For more information, please contact Ashley Rumble at ashleyr@efaa.org or call 303.951.7696