



Big Brothers Big Sisters of Central Texas

Third Party Fundraising Guidelines

By taking on a third-party project, one assumes the responsibility of creating a successful event without a significant level of assistance from Big Brothers Big Sisters of Central Texas (BBBS). We currently have two major events, and three fundraising appeals each year that, to complete successfully, require total dedication of all staff and resources. The nature of third party events limits us because we cannot schedule them, budget for them, or predict a reliable source of revenue from them. Therefore, we generally must reserve the resources we have for our own events and fundraising efforts, which we *can* schedule, budget, and depend on for reliable annual revenue.

If an outside business or person wishes to sponsor a special event or promotional campaign to benefit BBBS the following guidelines must be followed:

- No action will be taken on any event/campaign until approval is received from the Vice President of Development and/or the Executive Board of Directors.
- A *Third Party Information Form* must be submitted to determine if the event/campaign is within BBBS guidelines, and feasible within its existing calendar of activities.
- BBBS will not associate with businesses or individuals known to conduct themselves in a manner incompatible with our mission. Should this issue arise, it will be resolved by the the Executive Board of Directors.
- BBBS will not incur third party expenses, or provide any funds for third party events/campaigns.
- Organizers must identify any businesses or individuals to be contacted for solicitation, so that BBBS can avoid duplicated efforts. *One must have permission from BBBS prior to soliciting any businesses or individuals in BBBS's name.*
- A donation solicited on our behalf, whether a donation is an item or cash, is fully tax-deductible *only* when it is made directly and entirely to this agency. BBBS 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/campaign.
- Fundraisers shall state the terms of the donation BBBS can expect from the event/campaign (for example: 50% of profits, one-time donation of \$1,000, or all proceeds). This information must be made specific in event/campaign promotions. Organizers must also state the date by which BBBS will receive the donation.
- Any promotion of the event/campaign, mentioning or including BBBS's name or logo, must be approved by the Vice President of Marketing prior to printing or release.

- Terms for use of BBBS staff, volunteers, mailing lists or general publicity among our supporters, must be agreed upon by BBBS before approval of the event/campaign.
- When a portion of the charge (or “suggested donation”) to the participant in a third party event/campaign is not tax-deductible, a statement to that effect must be included in all appropriate materials.
- Any contact with press or other media must be coordinated with BBBS.
- BBBS will not solicit participation from our clients in any third-party event beyond notifying them of the event details, and inviting them to attend when appropriate.

Each request will be considered individually. Generally, the following events or campaigns will not be approved:

- Events/campaigns falling in close proximity to a BBBS event.
- Events/campaigns that rely heavily on the use of BBBS staff and/or volunteers.
- Events/campaigns which require BBBS to sell tickets, coupons, etc.
- Events/campaigns that require significant attendance from BBBS staff and/or volunteers, or response from our mailing list, to generate the majority of revenue.
- Benefits involving the sale of tickets or merchandise on the “remit or return” plan, or one that employs salespeople on a commission basis.
- Ongoing campaigns which promise the public that a percentage of profits will go to BBBS, unless documented and verifiable.

Due to the number of requests we receive, BBBS cannot:

- Promote your event in our e-newsletter
- Set up and man a booth at your event
- Distribute posters or literature for your event
- Supply Bigs and Littles for your event

Mission: The BBBS mission is to provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, **forever.**



Big Brothers Big Sisters of Central Texas

Third-Party Fundraising Information Form

Sponsoring Organization: _____

Corporation: _____ Non-Profit: _____ Other: _____

Contact Name: _____ Title: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Date(s) of Event: _____ Time: _____

Location: _____

Event Description:

Please include any ticket prices or entrance fee information, if applicable.

What is your estimated total revenue for this event/effort? _____

What percentage of revenue will be used for expenses? _____

What percentage of proceeds (after expenses) will BBBS-CTX receive? _____

Please name any other charitable organizations that will benefit from this event:

Will businesses be contacted for donations or assist in the event in any way? **Y** **N**

If yes, please list any such prospects for BBBS-CTX review, to avoid duplicated efforts with business we might have already approached:

How will BBBS-CTX receive proceeds from the event? Please include expected date for transfer of funds.

Do you plan to use Big Brothers Big Sisters' name or program information in promoting the event?

Y **N**

If yes, please describe, in detail, the materials you plan to create:

Please attach copies if available.

What other types of promotion do you plan to use? (radio, TV, telemarketing, posters, etc.)

Can BBBS-CT provide you with materials for you to print for your information or display at your event?

Y N

If yes, what type of materials would you prefer?

Please describe what additional involvement you would like from BBBS-CT for your event/effort.

Please include any information regarding BBBS-CT staff attendance at the event, and our role there. Note: BBBS-CT staff attendance is never guaranteed.

Please return this form to Big Brothers Big Sisters:

Scan and email to: development@bigmentoring.org

By fax: (512) 807.3615
Attn: Events Development

By mail: Big Brothers Big Sisters
Attn: Events Development
4800 Manor Rd., Building K
Austin, TX 78723

**Thank you for supporting
Big Brothers Big Sisters of Central Texas!**