

Cancer Lifeline

Third-Party Fundraising

Thank you for your interest in hosting a fundraising event to benefit Cancer Lifeline and the women, men, and families we serve.

Cancer Lifeline is 100% funded by donations from individuals, businesses, and private foundations throughout our community. With their support we are able to provide over 15,000 points of service to over 7,500 individual cancer patients, their families and loved ones each year.

A significant portion of support for our services comes from individuals like you who wish to raise money on our behalf, and for this we are very grateful. Two types of third-party fundraising events are common among our supporters:

- **A Private Event** with ticket sales and/or contributions designated for Cancer Lifeline
- **A Business Event** in which all or a portion of sales are donated to Cancer Lifeline

The following policies and recommendations have been developed to assist you in planning your event on behalf of Cancer Lifeline and to facilitate our ability to provide support for your event.

To get started with planning your event, review the Third-Party Fundraising Policy which is attached and complete and sign the attached **Fundraising Proposal & Agreement** and send to:

Cancer Lifeline
Office of Development and Marketing
6522 Fremont Avenue North
Seattle, WA 98103-5358

Or email to: mamillican@cancerlifeline.org

Cancer Lifeline will review your proposed event and issue a **Letter of Authorization** that validates your event as an official benefit on behalf of Cancer Lifeline. This will be useful when seeking support from retailers or local vendors, and will confirm to donors that their gifts will be tax deductible. We do not guarantee that all requests will be accepted.

We look forward to working with you and thank you for giving your time, energy, and resources to help the thousands of people in Western Washington affected by cancer.

Gratefully,

Mary Ann Millican
Director of Development and Marketing

A Third Party Fundraising Event

A private third-party event can be hosted by one person or a group. It is an external event that generates contributed income for Cancer Lifeline through ticket sales, raffles, the sale of a product or service, or tax deductible donations. The coordination and execution of this type of event lies solely with the volunteer fundraiser. Cancer Lifeline staff is available to assist you in developing your ideas and connecting you with others who have done similar activities in the past, if possible. Due to staffing limitations, Cancer Lifeline cannot participate actively in the planning and execution of your event. Cancer Lifeline will provide donation envelopes, literature, and templates for letters. Following the event, Cancer Lifeline will prepare and mail thank-you letters acknowledging each donor's contribution which will be valid for their tax purposes.

We ask that all events be approved by Cancer Lifeline prior to any advertising, marketing, promotion or publicity announcing the event, or distribution of invitations. This is achieved when you complete and submit the following **Fundraising Proposal & Agreement** document. When your event is approved, a **Letter of Authorization** will be issued to you by Cancer Lifeline. This document will be helpful if you choose to approach vendors or local businesses for support or in-kind donations. All advertising, marketing and promotional materials containing the Cancer Lifeline name and logo must be approved by Cancer Lifeline prior to release.

Cancer Lifeline reserves the right to dissolve the agreement at any time if the event is considered to be harmful to the organization or our clients.

A Business Event Partnership is designed so that business owners may donate a portion or percentage of a product sale, promotion, or service to Cancer Lifeline. The business receives profits from the endeavor and donates a predetermined amount or percentage. There may be a mutually agreed upon time or duration for such a promotion, and should be included in all marketing materials.

As with all third-party events, a Business Event Partnership must be approved by Cancer Lifeline prior to launching the event in the form of a **Letter of Authorization**. All advertising, marketing and promotional materials that include Cancer Lifeline's name and/or logo must be approved by Cancer Lifeline before release. All marketing prior to the event is the responsibility of the business owner/manger. Cancer Lifeline is restricted from promoting such events to supporters or clients in accordance with the Unrelated Business Income Tax ruling of 2002. Following the donation, Cancer Lifeline will gladly recognize our business partners for their generous support on our website, in social media, and in relevant print materials.

Cancer Lifeline reserves the right to dissolve the agreement at any time if the event is considered to be harmful to the organization or our clients.

What We Can Do To Assist You

- Cancer Lifeline will provide a Letter of Authorization as proof of the established partnership.
- Cancer Lifeline will provide brochures, fact sheets, and customizable posters, when appropriate.
- Cancer Lifeline will provide a staff member to give a presentation or express our appreciation to those who are attending the event, when available. Appearances must be scheduled a minimum 2 weeks in advance.
- Cancer Lifeline will provide pdf or jpeg format of the organization's name and logo.
- Cancer Lifeline will provide written thank you letters and tax receipts to all donors, providing donor contact information is made available.
- Cancer Lifeline will promote third-party events on the website, newsletter, and social media to the point that it does not conflict with IRS tax regulations.

Use of the Cancer Lifeline Name and Logo

- All event publicity and marketing must be pre-approved by Cancer Lifeline.
- All marketing for third-party events must maintain the Cancer Lifeline brand by using the official name and logo provided in a pdf or jpeg format. (Cancer Lifeline logos are a registered trademark and cannot be legally reproduced without permission.)
- Social Media pages developed for third-party events must be approved by Cancer Lifeline prior to being posted. Cancer Lifeline reserves the right to require all or portions of content be removed if it conflicts with Cancer Lifeline policies or values.
- The proper way to describe Cancer Lifeline's participation in your event, is "to benefit Cancer Lifeline and persons living with cancer in our community" or "net proceeds to benefit Cancer Lifeline and persons living with cancer in our community" or "X percentage of sales will benefit Cancer Lifeline and persons living with cancer in our community".
- Event publicity or marketing may not give the impression that Cancer Lifeline is sponsoring this event or involved in any way other than as the beneficiary.

Financial Responsibilities

- All event expenses are the responsibility of the event organizers.
- Internal Revenue Service codes and requirements must be followed. Cancer Lifeline is unable to provide explanation of or advice regarding tax codes.
- Net proceeds from any event should be received by Cancer Lifeline within 30 days of the conclusion of the event or promotion. Proceeds may be delivered in person to the Dorothy O'Brien Center or mailed to: Director of Development & Marketing, Cancer Lifeline at 6522 Fremont Avenue North, Seattle, WA 98103.
- To receive the full tax deductible value of their contribution, donors must make checks payable to Cancer Lifeline, not to the event organizers.

- A summary of income and expenses should be maintained by the event organizers and retained for tax purposes. We recommended that expenses not exceed 25%, excluding in-kind gifts.
- Organizers are responsible for collecting contact information (name, address, phone, and email) from donors so that Cancer Lifeline can provide required charitable tax information.
- Auctions and raffles require special State of Washington documentation. Contact Cancer Lifeline or the State of Washington directly regarding tax regulations and recording forms for auctions and raffles.

What We Are Unable To Do

- Cancer Lifeline is unable to provide financial support for any third-party events.
- Cancer Lifeline will not participate in the direct sale of a product or service.
- Cancer Lifeline will not approve any event related to a political campaign or candidate.
- Cancer Lifeline will not release personal information regarding our donors, volunteers, staff, or board members.
- Cancer Lifeline will not solicit corporate sponsors on behalf of a third-party event.
- Cancer Lifeline cannot provide insurance or liability coverage.
- Cancer Lifeline will not approve any event which conflicts with organizational policies and vision, or which conflicts with other previously scheduled Cancer Lifeline events.

FUNDRAISING IDEAS

- Ask. The easiest way to raise funds is to ask friends, neighbors, and co-workers to support Cancer Lifeline.
- Bake Sale at your office
- Bingo Night with White Elephant Prizes
- Birthday Party with a Purpose. In lieu of gifts, ask for donations to Cancer Lifeline.
- Business Block Party. Invite all the business in your block to host a fundraising day along with you. The business raising the most money receives goods or services from the other businesses as a prize.
- Crock Pot Cook-Off. Challenge friends or co-workers to make their best crock pot meal. Sell tickets to the tasting and allow guests to vote on the winner.
- Clobber Cancer. Procure an old vehicle and sell “swings” with a sledge hammer to clobber cancer.
- Game Night. Host a game night at your home or shop. Charge an entry fee or a buy-in to participate in each game.
- Garage Sale.
- Karaoke or Movie Night
- Percentage of Sales. Invite your local business owners to donate a % of their sales for one day.
- Silent Auction. Procure donations from local businesses and have friends, clients, and co-workers bid on them. Expand your audience and post your items on the internet.

TIPS FOR GETTING STARTED

Cancer Lifeline is grateful for the opportunity to partner with the community to build awareness, encourage individuals to volunteer and raise needed dollars for our programs and services to benefit people living with cancer. We encourage you to review the following “Tips for Getting Started” as we have found that the results of pre-planning are measurable and help to ensure the everyone’s enjoyment as well as the overall success of your fundraising event.

FORM A PLANNING COMMITTEE

The enthusiasm and dedication of the people who help you plan and organize your event will increase its success. Your committee should have enough members to share the work and represent a variety of skills, including: bookkeeping, graphic design, technology, community outreach, marketing, and event planning. Begin your planning process well in advance of your preferred event date; for a small event 30-60 days may be sufficient. The larger the event, the more planning time you will need.

ESTABLISH A GOAL

Have a realistic and measurable financial goal. People are motivated to help you reach your goal once it is made public so post your goal on your website, in social media, and on your print collateral.

EVALUATE YOUR EVENT OPTIONS

Consider events that fit the size, interests, talents, goals and time available of your group. Your target is to have fun and be successful, so don’t take on more than you can handle the first time around. If you are successful this year, your event will grow in the future!

IDENTIFY YOUR AUDIENCE

Who is most likely to participate in your event? Will participation be open to the public or by invitation only? Do you have the necessary contact information to invite your desired audience? If not, how will you procure their addresses and emails? If this is your first event, consider making a list of people whom you wish to attend and then follow-up with a personal request.

DEVELOP YOUR BUDGET

Your budget should include both your expenses and possible sources of income, including inkind gifts and underwriters such as local businesses or benefactors. Include line items for food and beverage, printing and postage, marketing/advertising, venue, entertainment, permits and insurance fees, and materials.

PROMOTE AND PUBLICIZE

Marketing your event is key to reaching your target audience and your financial goal. Social media makes getting your word out easier than ever today. Post information about your event often and make it easy for friends to repost. If you choose to develop a separate web page for your event, make sure that it conforms to mobile devices as well as desktop computers. After the event, publicize your results so that your donors can share in your success!

Proposal

Third-Party Fundraising Event

Benefiting Cancer Lifeline

Individual, group or business organizing the event: _____

Name of Individual/s in charge of event: _____

Mailing addressing: _____

Email: _____ Phone: _____

Name of Event or Promotion: _____

Date/s event shall occur: _____ Time: _____

Event Location: _____

Target Audience: _____

Expected Number or Attendees or Participants: _____

Brief Description of Event or Promotion: _____

Describe how funds will be raised (ticket sales, product sales, raffle, auction, etc.): _____

Will all net proceeds benefit Cancer Lifeline? Yes No

If no, please explain _____

Send Completed Application to:

Office of Development & Marketing

Cancer Lifeline

6522 Fremont Avenue North

Seattle, WA 98103

For Questions about Planning Your Event Contact:

- Nikki Bogden, Development Coordinator, 206.32.1284, nbogden@cancerlifeline.org
- Mary Ann Millican, Director of Development & Marketing, 206.832.1272, mamillican@cancerlifeline.org