



Guidelines for Third Party Events

Thank you for your interest in raising money for Lund! Whether you plan to hold a bake sale, a co-worker or school event, an auction, or any other fundraiser for us, know that we appreciate your support. We literally couldn't continue our work without people like you!

These fundraising events are known as *third party* events because a third party – you – are doing the work on our behalf. In order to prevent any misunderstandings, we would like to clarify our guidelines and expectations. Listed below are some *general* guidelines that might be helpful in thinking about planning an event. (The expectations relating to your event will be specified in a simple letter of understanding. We ask that you please do not proceed with your event until this letter has been signed).

What LUND Can Do:

- Provide information about our organization.
- Help promote the event on our website, E-News, and Facebook page.
- Provide our logo for you to use for advertising.
- Suggest ways to help you market your event.
- Provide a solicitation letter template (including a link for on-line donations) that you can customize and use for seeking contributions by mail or e-mail.
- Accept credit card donations.
- Send acknowledgment letters to donors (provided you give us with their contact information).
- When possible, help you create a webpage for the event for attendees to donate and/or register online.
- If acquiring permits, provide a representative to talk about our organization, accept a check, etc.

What LUND Cannot Do:

LUND cannot invest any money or financially contribute in any way.
LUND cannot provide staff or volunteers to organize or implement your event.
LUND cannot market the event beyond what is specified above.
LUND cannot endorse any products or services.

What We Expect of You:

- A signed letter of agreement is required before you can advertise the event as a fundraiser for Lund or use our logo.
- If you're a business donating "proceeds of sales" to Lund, you must specify the dates (e.g., "all sales during November"), and the amount of the donation (e.g., 5% of all purchases). We are required to report this information to the State of Vermont.
- The donation should be given to Lund within 30 days of the event. Please deduct any costs incurred prior to delivering the proceeds to us.

Letter of Understanding

Thank you for your willingness to raise money for Lund!

Here's a summary of the event:

Event Name: _____

Event Sponsor: _____

Event Location: _____

Event Date and Time: _____

Contact Person: _____

Phone: _____

Address: _____

E-Mail: _____

I have read and agree to the attached "Guidelines for Third Party Events." Any expectation not specified in the Guidelines for Third Party Events should be outlined here (use back of sheet if necessary):

For the sponsoring person or organization:

Signature

Date

For Lund:

Signature

Date