

## **Third-Party Fundraising Guidelines**

Thank you for your interest in supporting the mission of The BackStoppers®! Please carefully review the following guidelines, which have been designed for the protection of the fundraiser and BackStoppers®.

### **Definition**

Third-Party Fundraiser – an organization, group, or individual raising funds on behalf of The BackStoppers® through a fundraiser where The BackStoppers® has no financial responsibilities and minimum staff involvement.

### **Fundraiser Approval**

After reading the Third-Party Fundraiser Guidelines, complete and submit the Third-Party Fundraiser Application to the Event Manager for approval.

- We will respond to your submission form promptly.
- Approval by The BackStoppers® must be obtained before you may advertise or hold your fundraiser.
- Each submission will be considered individually. Generally, fundraisers that will not be approved:
  - Do not support the mission and values of The BackStoppers® organization.
  - Would require The BackStoppers® to sell tickets, coupons, etc.
- BackStoppers® reserves the right to decline or withdraw approval of a fundraiser at any given time.

### **Third-Party Fundraiser Responsibilities**

- Organizing
- Operations/Logistics
- Promotions/Publicity/Advertisement
- Fundraisers must comply with all relevant local, state, and federal laws.
- Permits/Waivers/Certificate of Liability Insurance
- Financial Liability

### **Fundraiser Insurance/Liability**

Fundraisers must comply with all relevant local, state, federal law and public health orders including obtaining required insurance, permits or licenses (i.e. gaming license, liability insurance etc.). BackStoppers® may request at any given time for proof of appropriate documents.

Where applicable, proof of necessary insurance must be submitted to The BackStoppers®. If you are conducting a sporting fundraiser, participants must sign a waiver.

### **Fundraiser Income and Expenses**

Fundraiser organizers are responsible for expenses incurred and maintaining accounting of the fundraiser. The BackStoppers® will not be liable for any costs or expenses.

## **Fundraiser Proceeds**

Fundraiser proceeds must be submitted to The BackStoppers® donation address below within 60 days of the conclusion of the fundraiser. If proceeds are being directed to an entity that benefits BackStoppers that must be communicated and approved. (In the case of an ongoing promotion, a proceeds submission schedule is agreed upon by BackStoppers® and the organizer.)

- Make fundraiser proceeds checks payable to The BackStoppers, Inc. and mail to
  - The BackStoppers, Inc.
  - PO Box 795168
  - Saint Louis, MO 63179-0700
- Indicate the fundraiser in the check memo or enclosed letter.
- Cash proceeds must be donated in the form of a cashier's check or money order and may not be given to a BackStoppers® representative at an event or brought to the office.
- Donation acknowledgement letters in accordance with IRS regulations are provided for donations made directly to The BackStoppers® with clearly labeled donor information.
- Organizers may not use fundraiser proceeds to purchase a BackStoppers® membership without fundraiser participants' consent.

## **Marketing and Promotion**

Once your fundraiser is approved, we will provide you with The BackStoppers® logo for your marketing materials.

- BackStoppers® must review and approve all publicity material related to the fundraiser and anything on which our name and/or logo appear before it is printed or distributed. This includes, but is not limited to, flyers, invitations, press releases, merchandise, etc.
- The BackStoppers®' name and logo are trademarked and may not be altered.
- The BackStoppers®' name and logo may not be positioned on flyers and letters or otherwise used in a manner that suggests The BackStoppers® is an organizer or presenter of a fundraiser, promotion, event, campaign, etc.
- The BackStoppers® name and logo may not be placed on a product or promotional material in a manner that suggests branding.
- Other graphics and designs created by BackStoppers® or that appear on BackStoppers® own merchandise may not be used.
- BackStoppers® does not approve the use of our name or logo on crowdfunding sites.
- Promotional materials may not indicate proceeds are donated directly to BackStoppers® if proceeds are donated to a third-party benefiting BackStoppers®.
- As a fundraiser organizer, you are welcome to contact local media regarding your fundraiser. BackStoppers® does not write or distribute press releases for your fundraiser or solicit media coverage on your behalf.
- The BackStoppers® does not provide mailing lists for donors, volunteers, or sponsors, and is unable to mail information on behalf of the fundraiser.
- The BackStoppers® does not email area first responder departments on behalf of the fundraiser.
- The BackStoppers® does not utilize the "Co-Hosting" and "Add to Page" Facebook event features.

## Representation and Online Presence

- Fundraiser organizers must manage social media pages and other online presence with appropriateness and decorum and in the same manner as The BackStoppers, Inc. with regard to content, comment moderation, and responses to comments.
- Ensure committee members and others representing the fundraiser behave in a manner appropriate for representation of The BackStoppers, Inc.

## How We Help

BackStoppers® can help with your fundraiser in the following ways:

- Approve the use of The BackStoppers® name and logo.
- Mention the fundraiser to our constituents, where applicable, in the following:
  - <http://backstoppers.org> website
  - The BackStoppers® public events calendar
  - The BackStoppers® monthly email update
  - The BackStoppers® social media accounts (photos/graphics required)
- Provide tax receipts for contributions made payable and submitted to The BackStoppers®.
- Provide a speaker or representative if requested at the time of application and based on speaker availability.
- Provide BackStoppers® fundraiser materials if requested at the time of application and based on availability.
- Provide a letter of acknowledgement to validate the fundraiser.

## Get Started

Please complete the Third-Party Fundraiser Application and submit it to Katelyn Klaus, Events and Social Media Manager, at least four (4) weeks prior to the event. Please contact Katelyn with any Questions.

Katelyn Klaus: [katelyn@backstoppers.org](mailto:katelyn@backstoppers.org), (314) 692-0200 x14

Thank you very much for your interest in supporting our mission of providing needed financial assistance and support to the spouses and dependent children of all police officers, firefighters and volunteer firefighters, and publicly-funded paramedics and EMTs in our coverage area who have lost their lives or suffered a catastrophic injury performing their duty.