

Third Party Fundraisers

Thank you for your interest in organizing a special event for New Day Foundation for Families. We greatly appreciate your time and efforts to help Michigan families facing cancer. From hosting a dinner party, to organizing a golf tournament, to donating proceeds from a bake sale, there are many ways that you can raise funds for New Day.

The following information has been prepared to help make your New Day fundraiser as successful as possible within the organization's guidelines.

WHAT IS A THIRD PARTY EVENT?

Third-party events are fundraisers coordinated and held by persons or external organizations with the express purpose of raising funds or awareness for New Day. These events are often hosted by individuals interested in giving back to their community, students fulfilling community service requirements, or organizations willing to donate products or services. Coordination of all third-party events is the responsibility of the hosting organizations or individuals. New Day may be available to provide assistance or guidance on a limited basis.

GETTING STARTED

Review this guide. If after reviewing this guide you would like to host an event, please email landersj@newdayff.org for a copy of our application. Once submitted, your event application will be reviewed by New Day's marketing team. Please wait until your agreement is approved before moving forward with event planning.

Once your fundraiser is approved, we will forward the New Day logo and all proper publicity materials. At that point, you will have permission to use our name in conjunction with your special event. New Day reserves the right to decline events if they are deemed to be in conflict with New Day's mission.



Steps To A Successful Event

- Think of ideas, and pick an event or promotion that appeals to for your audience
- Decide who will be organizing your event or establish a committee
- Select a date and establish an event budget, fundraising goals, timelines
- Talk to New Day about the event
- Turn in the Third Party Event Application for approval
- Hold your event or promotion
- Gather and send all donations to New Day
- Thank all participants, donors and sponsors!



YOUR RESPONSIBILITIES

You will be responsible for your fundraiser from inception to the day the check is issued to New Day. It is your job to obtain sponsors, publicity, prizes, etc. New Day cannot be held responsible for any costs associated with your event unless agreed upon in writing.

SUPPORT FROM NEW DAY

We are available to answer your questions and provide support whenever possible. Please be as specific as possible on your event proposal to help us understand what you may need.

Online Support

Send us a link to your event's website or event page so we can share it. Tag us on social media so that we can share your event posts with our followers.

Staff Support

Because New Day has a small staff, we will not always be able to have a staff member attend your event.

Marketing

Any marketing efforts for your event must be carried out by the persons running the event. New Day can assist with basic marketing/publicity needs if given proper information within a reasonable amount of time.

Sponsorship

New Day cannot assist with sponsorship sales for third party events. It is our desire that third parties not solicit current New Day sponsors. A "do not contact" list is available upon request.

USING THE NEW DAY LOGO AND NAME

When using New Day's name for your event, you should state "... benefiting New Day Foundation for Families." You cannot imply that the event is hosted by New Day. Upon approval of your event, we will send you the New Day logo in the desired format. Contact wendy@newdayff.org for any questions regarding logo usage.

- The logo must be used in whole
- The aspect ratio of the logo cannot be altered
- The colors of the logo cannot be altered





PROPER LANGUAGE / DESCRIPTION

New Day's organizational mission statement is reproduced below and should not be altered in any way:

New Day's mission is to provide financial assistance and emotional support to families facing cancer.

Please do not use "_____ for a Cure" or similar language. New Day does not provide funding for research or medical treatment. Our work in the cancer community is focused on providing support to Michigan families in the areas of financial and emotional support.

TRUTH IN ADVERTISING COMPLIANCE

It is important that we understand how funds will be raised and distributed. Please use one of these descriptions on your Special Event Proposal (provided by the Better Business Bureau).

Type of benefit

All Funds Raised to New Day
Funds Raised Less Expenses
Set Donation per Purchase
Percentage of Purchase

Description for advertising (all forms)

All proceeds to benefit New Day
Net proceeds to benefit New Day
State donation (\$XX per sale benefits New Day
State percentage (XX% of sales to New Day)

MARKETING APPROVALS

Any information you distribute, publish or send out using the New Day logo or name, including promotional advertising and press releases, must be approved by the New Day marketing team prior to publication. This information can be forwarded to wendy@newdayff.org for review.

TAX DEDUCTIONS

New Day is a registered 501(c)(3) organization, which means that donations to New Day are tax deductible to the full extent of the law. Tax receipts can only be issued for donations submitted directly to New Day.

RAFFLES

New Day is not responsible for raffles hosted by external fundraisers. Raffles require a license from the state of Michigan and prizes may be subject to state and federal income tax. It is your responsibility to follow all state and local regulations regarding raffles and prizes.

WHO CAN SIGN LEGAL CONTRACTS

As the event sponsor, you will also be responsible for understanding and agreeing: a) that neither you, nor any of your representatives, are authorized to act as an agent of New Day; b) that you may not open a bank account in New Day's name; and (c) that you may not endorse, or attempt to negotiate, any checks made payable to New Day.

APPROVAL PROCESS

Proposals should be received at least 30 days prior to the event. All proposals will be reviewed within 5–7 business days. Final approval will be emailed. Information about requested support will be included in the email.

***Thank you for your interest in hosting an event and helping us further our mission!
We look forward to working with you!***