



## Third-Party Fundraiser Guidelines

Thank you for your interest in hosting a fundraiser for Borderlands Restoration Network (BRN). Events such as yours are important in our efforts to raise funds and awareness of the work and mission to rebuild, restore and reconnect the borderlands. The following guidelines are provided to ensure that you are aware of potential needs or issues regarding your event/promotion and to assist you in your efforts.

Cause-related marketing and promotions where Borderlands Restoration Network will receive proceeds from the sale of a product, service, or events will require review and approval by BRN. Additional guidelines will be provided to you after we have received your event request form.

If you have any questions not answered by these guidelines, please contact Laura Wenzel, Development Associate at [lwenzel@borderlandsrestoration.org](mailto:lwenzel@borderlandsrestoration.org) or 520-216-4148.

**The use of Borderlands Restoration Network's name, logo or mission may not be used in any way without written approval from Borderlands Restoration Network.**

- All fundraising event/promotions for the benefit of BRN must be approved in advance. The event request form must be completed and submitted to BRN no less than 30 days prior to the proposed promotion or event start date before approval can be granted. More notice is preferred for events that require advertising on our social channels and newsletters. 4 – 6 weeks lead time to promote events to the general public is a good rule of thumb. Please plan accordingly.
- Fundraisers which benefit BRN must reflect positively on its mission. BRN reserves the right to decline any fundraising proposal that is not in line with our mission.
- Event organizers are responsible for obtaining all permits, licenses and insurance certificates. Please note that raffles, drawings and other games of chance are governed by a variety of state municipal and federal laws. If you are holding a raffle, drawing or other game of chance at your event, please be aware that such an activity may need special permits and allow extra time for those to be obtained.
- BRN assumes no legal or financial liability associated with third-party events.
- Fundraisers must fully and truthfully state the portion of the proceeds, which will be donated to BRN, in all advertising, promotions and in all contact with donors, sponsors and participants. If less than 100% of the net proceeds will be donated, the "portion of proceeds" may be stated as a percentage of net proceeds, a portion of a product price or a fixed amount per sale/transaction that is to benefit BRN.
- For any approved events that include BRN staff attendance, staff time, or direct involvement of BRN, a schedule of due dates and agreed upon tasks will be created and mutually agreed upon. If the event plan and deadlines are not met, BRN reserves the right to remove itself from the event.
- For approved events that involve BRN, you must maintain prompt communication regarding the event. If you are unreachable, messages are not returned in a timely and reasonable manner, BRN reserves the right to no longer participate in the event.

## **Communication Guidelines**

- Participants may not use the copyrighted information, logos, or photos on the BRN website without the express consent of BRN.
- Promotional material needs to be approved by BRN prior to distribution to the public allowing 3 days for approvals. Any text mentioning BRN that requires corrections must be edited prior to distribution to the general public. This includes print, electronic, and social media.
- Social media event listings should add BRN as a co-host to further reach of the event.
- For inclusion in our monthly newsletters event marketing materials must be approved and received by BRN by one week prior to the 1<sup>st</sup> of the next month. Monthly newsletters are distributed on the 1<sup>st</sup> of each month.
- All promotional materials should clearly state the event is sponsored by you or your organization with net proceeds going to BRN. If a specific percentage of event proceeds are coming to BRN, this must be stated in your materials.
- Borderlands Restoration Network cannot be used as an event title, but may be identified as the beneficiary of the event/promotion. For example an event may not be referred to as "Borderlands Restoration Network Bake Sale." Instead, it should be promoted as "XYZ Bake Sale to Benefit Borderlands Restoration Network."
- BRN does not purchase advertising to promote third-party events.

## **Third-Party Fundraiser Guidelines**

### **Financial Guidelines:**

- BRN will not incur third-party expenses or provide any funds for third-party events or promotions.
- Event organizer shall not retain any portion of event proceeds as personal profit or compensation. No fees, commissions or salaries may be retained from event proceeds by your organization or its members.
- A check for the third-party event's net proceeds (*gross proceeds less all related expenses*) must be sent or presented in person to BRN within 60 days of the event conclusion.

### **Checks can be mailed to:**

Borderlands Restoration Network  
PO Box 121  
Patagonia, AZ 85624

### **Charitable Giving Guidelines**

- Unless your organization is a registered nonprofit entity, donations made to it are not tax-deductible.
- Donations made directly to a third-party event can be used to cover the event expenses, but are not tax-deductible.
- A donation solicited on our behalf, whether the donation is an item or cash, is fully tax-deductible only when it is made directly and entirely to BRN, as we are the only agents who can verify that such a gift was made, and the nature of the gift, to the IRS.
- For a tax receipt to be issued, BRN must be provided with the donor's name, address, email, and phone number.
- Any checks made payable to BRN must be forwarded to BRN for processing and deposit. Checks must represent an outright donation and cannot include any exchange of products or services. Such donations are tax-deductible and will be receipted by BRN.

### **Event Request Submission & Approval Process**

If the event is approved you are solely responsible for complying with any and all applicable laws and regulations, including, but not limited to, those related to gaming, raffles, sweepstakes and fundraisers. By approving this event, BRN is in no way liable for the foregoing obligations or the promotion, conduct or staging of the function.

The request form can be completed online using our secure online form found on our website.

The average processing time for review and approval is 5 business days. Please note that if your form is incomplete or requires further review, additional time will be needed to properly process the request. Once approved, a copy of the approval letter will be sent to you via email.

**Thank you for your interest in supporting our mission! Please contact Laura Wenzel, Development Associate at [lwenzel@borderlandsrestoration.org](mailto:lwenzel@borderlandsrestoration.org) should you have any questions, or want to discuss a third-party fundraiser.**