



## Susan G. Komen Greater Atlanta Guidelines for Special Events, Benefits or Promotions

Thank you for your interest in hosting a third-party event to benefit Susan G. Komen Greater Atlanta. Donations to Komen Atlanta are an important vehicle in support of our mission to enable women to detect and survive breast cancer.

In 2014, third party events contributed more than \$480,000 of our total revenue. This year we are looking to raise even more. With your help and the funds we raised, we were able to grant \$1.5 Million to 17 organizations around Atlanta and serve over 12,000 women in the Metro Atlanta area in 2014.

***Please note: The donation structure for a third-party event benefitting Komen Atlanta requires a guaranteed minimum donation of \$50 due within 30 days following the event.***

Below are some guidelines we hope will help you with event planning details and introduce you to some useful ideas for managing your fundraising event.

### **How It Works**

1. Prospective third-party hosts submit an online *Special Events Form* to Komen Atlanta outlining the details of the event and the donation structure.
2. Within 5 business days, Komen Atlanta will review and approve the request, and draft a contract based on the approved request for both parties to sign.
3. With a signed contract, Komen Atlanta will then release the affiliate's logo to the third-party host to use for event marketing and publicity.
4. Third-party hosts plan all aspects of the event, including designing and disseminating advertising materials, reserving event space, obtaining all needed permits, and other planning activities.
5. At the event, the third-party host will collect donations in whatever manner they have chosen for Komen Atlanta and document all donors who give more than \$250.
6. Following the event, the third-party host will present the proceeds raised to Komen Atlanta in the form of a single check.

### **Event Planner Responsibilities**

- Komen Atlanta wants to ensure that all events run as smoothly and safely as possible, therefore:
  - You are required to obtain all the necessary permits and insurance for the event itself as well as for the specific event location if required.
  - If you are planning a sporting event, you must require all event participants to sign a waiver/release.
- Any item(s) you are planning to sell as a fundraiser for Komen Atlanta must be non-controversial in nature. As part of good fundraising practices, we require that the public be informed of the specific dollar amount or the percentage of the sale that will be donated to Komen Atlanta.

***As an organizer of this event, you should be prepared to:***

- Initiate publicity and commit the necessary funds.

- Handle all of the administrative tasks related to your event, including but not limited to distributing invitations, compiling RSVPs, or selling tickets. While Komen Atlanta is able to provide guidance for your event, we do not have the personnel to handle these types of tasks on your behalf.
- Adhere to all agreed upon rules pertaining to the use of the Komen Atlanta name and/or logo. Please keep in mind that all references to the organization in publicity and promotional materials, on tickets and invitations, etc. should say:
  - On first reference: Susan G. Komen Greater Atlanta Affiliate
  - For subsequent references: Komen Atlanta
- Have all promotional materials related to your event reviewed and approved by Komen Atlanta **prior to production and distribution**. This includes, but is not limited to, invitations, press releases, newspaper or newsletter articles, merchandise, etc.
- Complying with IRS regulations regarding the event. IRS regulations governing charitable deductions are quite specific. If needed, Komen Atlanta can provide some information and guidance.
- Provide us with the event proceeds and accounting details **within 30 days after the conclusion of the event**. In order to properly account for all donations, we ask that you send us only one check made out to Komen Atlanta. If the donation is coming from several donors, please provide us with an electronic spreadsheet that includes the donor names, addresses, amount of donation and check number especially for those donating \$250 or more so that we can publicly recognize them. When possible, please also provide the reason or dedication behind each donation as well.

#### **What You Can Expect from Komen Atlanta**

- Komen Atlanta will draft a contract (3<sup>rd</sup> Party Letter of Agreement, LOA), outlining the expectations for both the third-party hosts and Komen Atlanta, including the rules and regulations pertaining to the use of the Komen Atlanta name and/or logo.
- Following approval of the contract by both parties, Komen Atlanta will provide our logo to you to use for event promotions.
- Komen Atlanta will review and approve all promotional materials pertaining to your event in a timely manner.
- Komen Atlanta will list your event through the Komen Atlanta website and, as appropriate, will post regarding your event on our social media outlets.
- When appropriate, Komen Atlanta will coordinate check presentations to help your group gain valuable publicity for your efforts.
- Komen Atlanta will acknowledge all donations from groups or individuals of \$250 or more, including the reason for the donation.

We appreciate your interest in hosting a third-party event to benefit Komen Atlanta and are looking forward to working with you!