



## Easter Seals Oklahoma Third Party Fundraiser Guidelines

Thank you for your interest in Easter Seals Oklahoma. Each year, we receive many requests to hold a promotion, event, or sale (Third Party Fundraiser) to benefit the organization. A Third Party Fundraiser is defined as any activity by a non-affiliated group or individual where Easter Seals Oklahoma has no fiduciary responsibility and little or no staff involvement. We are grateful for dollars raised through such events – they help us create abilities for children and adults with disabilities in the state of Oklahoma.

We have developed criteria for participation and we carefully review each proposal received. Before an individual, company, or organization may proceed with a fundraiser to benefit Easter Seals Oklahoma, the attached proposal must be completed and returned a minimum of four weeks before the scheduled event.

If you have an idea or plan for an event that will benefit Easter Seals Oklahoma, please follow these simple guidelines:

1. Complete the attached proposal and submit a signed copy to us a minimum of four weeks prior to the scheduled event date. All events must be approved by Easter Seals Oklahoma in advance. This is an important safeguard to preserving the integrity of the Easter Seals Oklahoma name and our commitment to raise the funds necessary to fulfill our mission in a cost-efficient and effective manner.
2. We will review your plan and contact you within seven business days. While we are able to provide guidance and program material for your event, (collection canisters and informational materials promoting our programs), we do not have the personnel to handle the organizational and administrative tasks associated with Third Party Fundraisers. Therefore, you are responsible for all details of the event including: underwriting of all of the related costs; recruiting volunteers to help out at the event (unless otherwise discussed and arranged); creating marketing collateral to publicize the event; and working at the actual event.
3. The use of the Easter Seals Oklahoma name may not be used in anyway without written approval. The official logo may not be used without prior written approval from the organization. For more information on receiving approval, please contact Lauri Monetti, Development Director at 405-239-2525. The Easter Seals Oklahoma name, logo, and letterhead may not be used by any individual or organization to solicit prizes, sponsorship, underwriting or cash donations from another organization in order to support the event, promotion, or sale **unless by agreement with Easter Seals Oklahoma**. In addition, Easter Seals Oklahoma will not solicit prizes for your event.
4. Easter Seals Oklahoma must approve all promotional materials with our name or logo, including but not limited to advertising, letters, brochures, flyers, and press releases prior to production or distribution.
5. Contributions to Easter Seals Oklahoma are tax-deductible less the value of goods and services received. Items sold at your event (i.e. raffle tickets, t-shirts, etc.) are not tax-deductible. The company/organization organizing the event will receive the credit and receipt for total donation. Individual tax receipts can be provided to donors upon request with proper documentation of donation (copy of check, credit card receipt, etc.)
6. Event organizers must obtain their own liability insurance to cover the event. Easter Seals Oklahoma is not financially liable for the promotion or staging of Third Party Fundraisers.
7. Under no circumstances should Third Party Fundraiser revenue and expenses flow through Easter Seals Oklahoma's books. Only the final net proceeds from the event are to be processed by Easter Seals Oklahoma. Easter Seals Oklahoma should receive a complete accounting of all funds collected and expenses related to the event. All net proceeds should be received within 60 days of the event unless noted otherwise.

**Reminder:** Please do not move forward with your event plans until you have been notified of our decision.

**Submit your proposal and direct questions to:** Lauri Monetti, Development Director  
Easter Seals Oklahoma  
701 NE 13<sup>th</sup> Street  
Oklahoma City, OK 73104  
405-239-2525, [lmonetti@eastersealsoklahoma.org](mailto:lmonetti@eastersealsoklahoma.org)

**Thank you for your support of Easter Seals Oklahoma.**



## Easter Seals Oklahoma Third Party Fundraiser Proposal and Contract

Contact Name \_\_\_\_\_

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

1. Please describe the event or promotion in detail. Please include dates, locations, times, etc. Please enclose your event or promotional plan and any marketing materials.
  
2. Please list all parties involved with the event (individuals, organizations, media, etc.)
  
3. What is the total amount of revenue you estimate will be generated from the event? How much will be donated to Easter Seals Oklahoma?
  
4. Please outline how you will promote the event. Include any details for print, TV, radio, internet, paid advertising, brochures/flyers, signs or banners, direct mail, or other methods.
  
5. Please include any other pertinent information.
  
6. Why did you choose Easter Seals Oklahoma?

We have received Easter Seals Oklahoma's Third Party Fundraiser Guidelines and agree to comply in connection with (name of event) \_\_\_\_\_ scheduled for (date of event) \_\_\_\_\_.

**I understand and agree to comply with the rules and regulations for conducting a Third Party Fundraiser:**

\_\_\_\_\_  
Event Organizer Signature Date

\_\_\_\_\_  
Name of Business/Organization

\_\_\_\_\_  
Contact Name (printed)

**Easter Seals Oklahoma Approval**

\_\_\_\_\_  
Lauri Monetti, Development Director Date