



Wildlands Conservancy

Third-Party Fundraising Guidelines

Wildlands Conservancy welcomes our community's initiatives to help further our conservation and environmental education mission. The organization is fortunate for the great generosity and support of people and organizations throughout the region. We are pleased to be the beneficiary of financial support as a result of Third-Party Fundraisers. Please review our policies and procedures so all participating parties are clear on their roles and responsibilities. If you have additional questions regarding third-party fundraising for Wildlands Conservancy, please contact our Vice President of Development & Communications at 610.965.4397, ext. 126.

Wildlands Conservancy defines a "Third-Party Event" as any fundraising activity by a non-affiliated group or individual, where Wildlands Conservancy has no fiduciary responsibilities and little or no staff involvement.

Wildlands Conservancy's ability to offer services for third-party fundraising events is limited by staff size and internal obligations. Wildlands Conservancy must commit its resources to the many internal fundraising events and initiatives already being offered to sustain our mission. We are able to provide the following:

- A letter of authorization to validate the authenticity of the fundraising event
- Informational brochures and materials about our mission and programs
- Attendance at the event to receive proceeds by a member of our staff, based on availability
- Use of our logo and name upon review and approval of event and materials
- Written tax receipts to donors who make checks payable to Wildlands Conservancy

Event Application and Approval

- Please review all Third-Party Fundraising Guidelines. Complete and submit a "Third-Party Fundraising Event Proposal Form" 90 days prior to your event date. This application is reviewed by the organization's Vice President of Development & Communications, President and Development Committee Chair to assure the proposal is within Wildlands Conservancy's guidelines and consistent with the mission.
- Approval must be obtained before any advertising is public for your event.
- Wildlands Conservancy reserves the right to withdraw approval at any time by giving 10 days' written notice.
- Prospective third-party organizations must be compatible with our mission and be in good standing within the Lehigh River watershed community. Any third-party which conflicts with our mission or values will not be approved.
- Events that compete or conflict with an already established or scheduled event to benefit Wildlands Conservancy will not be approved.
- Approval is specific and limited to you only. You agree that you will not assign, subcontract or in any way transfer any of your rights, obligations, duties or responsibilities under these Guidelines.
- Nothing in these Guidelines shall be construed to authorize you or any of your employees or representatives to act as an agent of, or to legally or financially bind, Wildlands Conservancy.

Marketing & Promotion:

- Third-party fundraising events may not be represented as events sponsored by Wildlands Conservancy. Publicity for your event may not imply that the event is sponsored or co-sponsored by Wildlands Conservancy or that we are involved as anything but the beneficiary. Example: your event should be promoted as “XYZ Event to benefit Wildlands Conservancy.”
- You may not use Wildlands Conservancy’s logo, mission statement, trademark or tag line without our written approval. The logo may not be altered in any way.
- All prospective businesses and individuals to be solicited must be submitted to Wildlands Conservancy’s Development & Communications Department prior to solicitation to ensure there is no duplication of underwriting efforts already underway by the Conservancy.
- All promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases must be reviewed and approved by the Director of Annual Fund & Communications at least two weeks prior to publicizing.
- Wildlands Conservancy is not obligated to promote the event to its donors and community through this contract.

Event Income and Expenses:

- You agree to pay all costs associated with conducting, advertising, and developing and printing promotional and marketing materials for the Event.
- If Wildlands Conservancy is not the sole beneficiary of your event, you must tell us the other recipients and the percentage that will be given to each.
- Wildlands Conservancy may receive funds from other similar promotions. Acceptance of your application and funds creates no exclusive rights for you.
- If requested, detailed accounting of the funds collected and expenses related to the event must be provided to Wildlands Conservancy 60 days after the event.
- Only checks payable to “Wildlands Conservancy” will be provided with a tax-deductible acknowledgement letter in accordance with IRS and state tax regulations. Promoters of third-party events must make this information clear to your donors. You should not state or imply that any funds given to you are tax-deductible, and you should not use the word “donation” because it implies that they are tax-deductible.
- Kindly submit documentation from individuals and/or businesses regarding financial donations or in-kind donations for Wildlands Conservancy records.
- Funds raised must be submitted, payable to Wildlands Conservancy, within 60 days of the event.
- For a period of one year after the Event, Wildlands Conservancy may inspect and audit your financial records and bookkeeping with respect to all Event funds collected.

Event Insurance, Liability and Tax Guidelines:

- You must obtain your own liability insurance to cover the event.
- You are responsible for obtaining all permits and licenses, especially those for raffles or games of chance. You must check with state and local government regulations for licenses for bingo, raffle, 50/50 draw and/or casino type games and activities. Wildlands Conservancy Sales Tax Exemption number is not able to be used by third-party event coordinators when purchasing goods and services.
- Coordinators must comply with all IRS regulations and registrations applicable to the event.
- You agree to comply with all federal, state and local charitable solicitation statutes, regulations and ordinances that affect or apply to you and the Event.
- You agree to indemnify, defend and hold Wildlands Conservancy harmless, including its directors, officers, employees, agents and volunteers, from and against any and all suits, claims, demands, liabilities, damages, costs and expenses (including reasonable attorneys’ fees) arising out of or relating in any way to the Event.



Wildlands Conservancy

Third-Party Fundraising Event Proposal Form

Contact Information:

Group/Organization/Individual: _____

Contact Person: _____

Contact Person Affiliation: _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

(daytime)

(evening)

E-Mail: _____

Proposed Event Details:

Name of proposed event: _____

Date(s) scheduled: _____ Time: _____ - _____

Location: _____

(venue and mailing address)

City: _____ State: _____ ZIP: _____

Event Web site (if applicable): _____

Briefly describe the event: _____

Event Details:

How will funds be raised (ex. Ticket sales, sponsorships, auction, raffle): _____

Anticipated event budget:

\$ _____ Anticipated event income

\$ _____ Anticipated event expenses

\$ _____ Anticipated net event revenue

Does your event require a license: _____ yes _____ no

(Please note that certain gaming events such as raffles or bingo require registration and licensing that vary by state)

How do you plan to market/publicize the event: _____

Please list all businesses you plan to solicit for cash or in-kind support. Attach separate sheet, if necessary: _____

Are there other beneficiaries of the event: _____ yes _____ no

If yes, please specify which organization and what % Wildlands Conservancy will receive:

Please describe what information and resources you would like from Wildlands

Conservancy: (ex. Staff day of event, promotional materials, etc.): _____



Wildlands Conservancy

By my signature below, and intending to be legally bound, I acknowledge that I have received the Third-Party Fundraising Guidelines (which are incorporated herein, as if fully rewritten), which have been read, understood, and will be adhered to. The Third-Party Fundraising Guidelines constitute the entire agreement and understanding between Wildlands Conservancy with regard to the Event and no amendment, modification or waiver of any of the terms or conditions of the Third-Party Fundraising Guidelines will be valid unless in a writing signed by both me or an authorized representative of my organization and an authorized representative of Wildlands Conservancy. I understand that my event is not considered an approved event until written approval of my application is received from Wildlands Conservancy. By publicly advertising Wildlands Conservancy as the recipient of proceeds for this event, I/we accept the obligation to provide the full amount of the indicated proceeds to Wildlands Conservancy within 60 days of the event.

Submitted by:

_____ (Print) _____ (Title/Organization)

_____ (Signature) _____ (Date)

Please return completed original to:

Development & Communications Department

Wildlands Conservancy

3701 Orchid Place

Emmaus, PA 18049

610.965.4397 • 610.965.7223

For office use only	
Accepted by: _____	
Date Accepted: _____	Date of Response: _____
Approvals: _____ VP, Development & Communications	_____ President
_____ Development Committee Chair	