



Fundraising Event Guidelines

Three Square Food Bank is extremely grateful to the many people and organizations who wish to organize events to support our mission. However, only those Partner Fundraising Events which meet specific criteria and benefit Three Square will be considered for approval.

Each event will be reviewed on a case-by-case basis.

Definitions

Partner Fundraising Event – A fundraising activity by a non-affiliated group or individual, where Three Square has no fiduciary responsibilities and little or no staff involvement.

Event Organizer – Person, group organization or business hosting a fundraising event to benefit Three Square.

Event Application and Approval

Please review these Fundraising Event Guidelines. After reviewing these guidelines, please complete and submit the attached Fundraising Event Proposal Form for approval.

- Approval by Three Square must be obtained before you advertise or hold your event.
- Annual events should be registered with Three Square each year.
- Three Square reserves the right to refuse funds raised at unapproved event and activities.

Marketing and Promotion

- Partner Fundraising Events may not be represented as events sponsored by Three Square.

- Promotions for the event should reflect Three Square as a beneficiary and not conducting the event (i.e. “proceeds from the ABC Golf Tournament will benefit Three Square Food Bank”).
- All promotional materials related to an event benefiting Three Square must be reviewed and approved by Marketing and Development prior to distribution (e.g. flyers, press releases, tickets, brochures, posters, etc.).
- Any request for the use of the Three Square logo, name and images must undergo approval.
- If the partner plans to promote on social media, Three Square prefers the partner to create a post about their event. Three Square will then amplify the post on the platform we believe is suitable for such posts. (This will depend on the food bank’s marketing priorities for social media.)
- All references to Three Square in publicity and promotional materials for the event should refer to “Three Square” or “Three Square Food Bank”.
 - Do not change the color or alter the logo.
 - Do not refer to Three Square as “3 Square”.
 - Do not use Three Square images without giving photo credit to Three Square.

Event Expenses

- If you must buy goods or services for the event and expenses will be incurred, please consider the following:
 - Expenses incurred for conducting the event are the responsibility of the event organizer.
 - Three Square will not be liable for any costs or expenses.
- Three Square will not reimburse event organizer for the purchase of goods for a Partner Fundraising Event. No purchased goods may be charged to Three Square for any reason.
- Suggestions to reduce event expenses:
 - Secure donated goods and services.
 - Negotiate reduced costs.

Event Income

- The event organizers are responsible for maintaining accounting for the event.
- All donation checks must be payable directly to Three Square.
- Event organizer agrees to inform Three Square of any effort to recruit major financial underwriters to ensure there is no duplication of underwriting efforts already underway.

- Within 30 days following the event, organizers should submit funds payable to Three Square.

Event Insurance and Liability

- The event organizers are responsible for obtaining any necessary permits and clearances required by local and state government, complying with all applicable laws, and obtain appropriate insurance coverage as necessary.
- Three Square cannot be held liable for details associated directly or indirectly with the event, including, but not limited to: expenses, purchases, insurance or liability coverage.

How can Three Square help with your event?

- Three Square is extremely appreciative of the organizers who manage Partner Fundraising Events to benefit its programs; however, it is limited in the amount of assistance it can provide.

Three Square can provide the following:

- Advice and suggestions on event planning, as time allows.
- Approval of the use of Three Square name, logo and images.
- Amplify your promotion of the event, when appropriate, to the Three Square community through regular advertising venues such as our website, social media and internal communications.

Three Square is unable to provide the following:

- Assistance in soliciting donation, handling mailings, attending committee meetings, and recruiting attendees.
- Three Square's tax-exemption number for making any purchases related to your event.
- Guaranteed executives, Board Members, staff or volunteer attendance at the event.
- Access to donor lists or contacts.
- Responsibility of any nature or kind associated directly or indirectly with the event, including, but not limited to: expenses, purchases, insurance or liability coverage.
- Create organic social media posts for partner events. If the partner publishes posts promoting their event, Three Square will share it on the platform we believe is suitable.



Fundraising Event Proposal Form

Event Information

Point of contact: _____

Email: _____ Phone: _____

Name of business/organization: _____

Website: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip code: _____

Start date of event: _____ End date of event: _____

Will this event be annual: Yes: _____ No: _____

Location of event: _____

Name and Description of the event: _____

How will the event be promoted? _____

How is your business/organization benefiting from the event? _____

What is the estimated goal of funds raised during the event? _____
