



Third-Party Fundraising Event



Photo Credit: [Bruno Bueno](#) from [Pexels](#)

Thank you for your interest in supporting PDX Diaper Bank! We're thrilled that you want to organize an event to benefit our mission. We welcome your initiative to help further promote awareness about [Diaper Need](#) and funding for our programs and services.

This guide is intended to help you structure a successful fundraiser in compliance with PDX Diaper Bank's requirements. The Special Event Proposal and License Agreement form (included in this packet) must be approved by PDX Diaper Bank prior to raising money on our behalf. Please review the following information carefully, as there are some guidelines we ask you to follow. Remember, we are here to help along the way!

Questions about your fundraiser? Email Myranda@PdxDiaperBank.Org
Questions about this guide and agreement? Email Rachel@PdxDiaperBank.org

Keep in Mind...

There are many different types/sizes of third-party fundraisers. For that reason, some aspects of this document might not apply to your particular event. That's okay! We simply want to provide all the necessary details.

What is a Third-Party Fundraiser?

A third-party fundraiser is an activity or event where monetary donations are collected by a nonaffiliated group or individual to benefit a nonprofit organization. The nonprofit has no fiduciary responsibilities and typically little or no staff involvement. **Some examples are:**

House parties	Themed parties/dinners
Benefit concerts/performances	Car washes
Bake/garage sales	Business-hosted fundraiser events
Wedding fundraisers	Special Event Fundraisers: Baby showers, birthday parties, anniversary celebrations, etc.

Organizer Responsibilities

You, the event organizer, are responsible for planning and obtaining support for your fundraiser from inception to the day donations are issued to PDX Diaper Bank. It is the duty of the organizer to develop logistics and acquire the venue, sponsors, publicity, prizes, entertainment, and staff necessary for a successful event, including its fundraising aspects. Your efforts must draw the majority of participants.

We look forward to answering your questions and providing support where we can. Larger events require planning; event organizers must demonstrate a willingness and ability to fully coordinate a successful effort in order for the event to be approved.



Check List for your Proposed Fundraiser

Please complete the following checklist with respect to your proposed fundraiser prior to submitting Event Proposal and Agreement to PDX Diaper Bank:

- Determine what the event will be and an appropriate name
- Select a date and location for the event
- Set a realistic goal in terms of the dollar amount you will raise
- Create an event budget, with estimate of revenues and expenditures (for larger events)
- Determine how funds will be raised e.g. selling tickets, conducting a silent auction, obtaining sponsors, selling products, or simply asking attendees to make a pledge.
- Determine who your audience is and how you will inform them of your event

Approval Process

Once the Event Proposal and Agreement is completed, please return the forms to PDX Diaper Bank for approval at a **minimum of two weeks prior to your event date**. Your submission will be reviewed by the organization, and a member of our staff will contact you with any questions and/or revisions.

Once your fundraiser is approved, you may use the PDX Diaper Bank name and logo in accordance with the terms of the Agreement and the guidelines herein. **You can expect a response within one week of receipt of the Agreement by PDX Diaper Bank.**

Using the PDX Diaper Bank Logo and Name

A copy of the PDX Diaper Bank logo will be attached to your approval email in .png or .jpeg format. Some instructions for using the organization's logo on marketing and event materials:

1. Please don't use logos found on the internet so we can provide you with the most current version.
2. When referring to PDX Diaper Bank in printed materials, please be sure that you use our complete and legal business name, PDX Diaper Bank.
3. Any products for your fundraiser which incorporate the PDX Diaper Bank logo (such as t-shirts) must be approved by the organization.
4. Any information you distribute, publish, or send out to the general public using the PDX Diaper Bank name or logo must be reviewed prior to such distribution. Before publishing, please send an electronic copy of all materials to: info@pdxdiaperbank.org.

Sharing the Message of PDX Diaper Bank

Please do not use the terms "needy" or "poor" when referencing the children, families, and individuals that PDX Diaper Bank supports. Utilizing language consistent with our mission throughout your fundraiser will support families navigating through financial hardship with hope, strength, and joy. Please communicate this important message to everyone involved in promoting your event. For events open to the general public, please share all marketing materials with us prior to their distribution.



Disclosing Your Donation to Event Participants

PDX Diaper Bank requires specific disclosure language for indicating how your fundraiser is benefiting the organization. Please include this language in all publicity that mentions PDX Diaper Bank. If you need assistance determining the appropriate language, please email rachel@pdxdiaperbank.org

You must clearly disclose how PDX Diaper Bank benefits from the sale of products or services when you state or imply that a charity will benefit from a transaction. Such promotions should disclose:

1. The actual or anticipated portion of the purchase price that will benefit PDX Diaper Bank (e.g., \$5.00 will be contributed to PDX Diaper Bank for every XYZ company product sold).
2. The duration of the campaign (e.g., the month of October).
3. Any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$20,000).

Donation Type	Sample Language
100% of funds collected will be donated to PDX Diaper Bank	"100% of ticket sales/registration fees/purchase price benefits PDX Diaper Bank."
If all the money minus your expenses on the event will be donated to PDX Diaper Bank, please state the minimum portion or percentage of the amount charged that will benefit PDX Diaper Bank.	"A minimum of \$_____ from every ticket sold will benefit PDX Diaper Bank." "Eighty percent of ticket sales will benefit PDX Diaper Bank."
If a specific dollar amount in the purchase of a product is going to the organization, state the dollar amount.	"For every _____ we sell on _____, \$100 will go to PDX Diaper Bank."

Unacceptable Fundraising Methods

PDX Diaper Bank policies prohibit our external fundraisers from telemarketing, conducting door-to-door solicitations, and some private website internet sales. Any proposals using these methods of fundraising will be respectfully declined. PDX Diaper Bank also reserves the right to choose not to affiliate with any event where fundraising methods do not complement the organization's mission.

Getting Business Donations or Sponsorships (If Applicable)

If you are planning to solicit business sponsors for your event, please provide us with a list of who you plan to approach. It is not our desire to limit your plans, but to protect potential existing relationships we may already have with businesses who already give directly to PDX Diaper Bank on a regular basis.

Resources Available to You

We recognize the hard work and dedication that goes into fundraising efforts, and we deeply appreciate your advocacy and assistance to raise awareness and funding for our mission. Thank you! We understand that you may benefit from additional resources to make your event a success. Because our staffing and capacity are limited, we must also do our utmost to ensure efficiency. We welcome proposed events at any donation level. We can provide the following additional resources (upon request) to external fundraisers that pledge to raise at least \$1,000:

1. An event listing on our online calendar of events
2. A staff or board member from PDX Diaper Bank to attend the event
3. Assistance contacting media or with press releases



Is A Guaranteed Minimum Contribution Required for My Event?

Not always. If you are planning a cause-related marketing fundraiser, where an individual or company will make a profit while giving a portion of the proceeds to PDX Diaper Bank, we may ask for a guaranteed minimum donation.

We may also ask for a guaranteed minimum if there is a risk that the expenses of your event will be so high that very little will be left for the organization. Because our own resources are limited, we may ask for a minimum guarantee before committing staff and/or volunteer resources to assist with or participate in the event.

Establishing these standards enables our staff to set priorities for fundraising efforts and to pursue other critical parts of our mission, such as diaper distribution, outreach, and public awareness. Guidelines also allow us to allocate resources to those parties who are willing to undertake the time and commitment required to organize, manage, and execute a successful fundraiser.

Checklist for Fundraiser Completion

After your event, we do have a few housekeeping items that will need to be completed for us in order to properly close out your event file within the guidelines provided by PDX Diaper Bank:

- Deliver funds to the organization within 30 days. You can mail donations to our P.O. Box, deliver donations in person, or we can arrange to pick them up from you. We rely on these funds to fulfill our mission, so please deliver them at your earliest opportunity.
- Complete a financial summary report, including income and expenses, with copies of purchase receipts for expenses exceeding \$500.
- Do not deposit any checks made payable to "PDX Diaper Bank" or attempt to open a bank account in the name of "PDX Diaper Bank." Please deliver all checks made payable to the organization to our office and we will deposit donations directly.

BUDGET WORKSHEET



Please complete this event budget and submit to PDX Diaper Bank along with your Agreement prior to holding your fundraiser. Certain categories may not apply to your event.

Anticipated Expenses	Dollar Amount	Anticipated Income	Dollar Amount
Supplies	\$	Ticket Sales/Entry Fees	\$
Postage & Shipping	\$	Pledges	\$
Equipment Rental	\$	Sponsorships	\$
Entertainment	\$	Sale of Goods (e.g. t-shirts, baked goods, etc.)	\$
Awards or Gifts	\$	Auction	\$
Insurance	\$	Consignment Items	\$
Cost of Goods Sold	\$	% of Proceeds (i.e. \$1/ticket sold)	\$
Advertising, printing and signage, etc	\$	Other (please specify)	\$
Facility Rental	\$		\$
Decorations	\$		\$
Food/Beverage	\$		\$
Other	\$		\$
Total Expenses**		Total Income	

Net Proceeds (Total Income minus Total Expenses)	\$
Total Anticipated Donation to PDX Diaper Bank	\$

** Events held to benefit PDX Diaper Bank are expected to keep their expenses to a minimum. PDX Diaper Bank will not be liable for costs or expenses, nor reimburse organizer for the purchase of goods. No goods may be charged to PDX Diaper Bank for any reason. Expenses incurred conducting a third-party event are the responsibility of the event organizer and hosting volunteers. Federal tax laws disallow third-party events from using the PDX Diaper Bank Tax Exemption number or Federal Employer Identification number when purchasing any goods or services from suppliers or vendors.

Terms and Conditions

Please read the license terms and conditions and agree to them by signing below:

- a. Event Organizer agrees to provide PDX Diaper Bank with all of the **net proceeds** from the Event, along with a written accounting of Event revenues and expenses (and supporting documentation for any expenses in excess of \$500), in a form acceptable to PDX Diaper Bank, within thirty (30) days after the Event. PDX Diaper Bank may audit the Event revenues and expenses, if necessary.
- b. The term of the license granted hereunder shall be from the date PDX Diaper Bank approves Event Organizer's proposal until the conclusion of the Event; provided, however, that PDX Diaper Bank has the right to terminate the license if it determines, in its reasonable discretion that the Event is or will likely be injurious to the organization.
- c. Any use of the Marks is subject to the prior written approval of PDX Diaper Bank. Accordingly, Event Organizer agrees to submit to PDX Diaper Bank for approval – prior to the production, distribution, broadcast, or publication thereof – all printed materials, publicity releases and advertising relating to the Event that mentions PDX Diaper Bank or contains the Marks.
- d. Event Organizer understands and agrees that the Marks: (a) may not be altered in any way, nor may they be sublicensed to any other person; (b) may not be used in connection with any telemarketing or door-to-door solicitations; and/or (c) may not be used in conjunction with terminology that is contrary to PDX Diaper Bank's mission (including phrases like "needy," "poor," etc.).
- e. Event Organizer agrees that any solicitations relating to the Event must specify at the point of solicitation, and in a manner acceptable to PDX Diaper Bank: (a) that PDX Diaper Bank is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit PDX Diaper Bank; (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution amount.
- f. In order to avoid inadvertently jeopardizing existing relationships between PDX Diaper Bank and its donors, Event Organizer agrees to receive approval from PDX Diaper Bank before soliciting corporations, businesses, or individuals for cash or in-kind donations relating to the Event.
- g. Event Organizer represents to PDX Diaper Bank that: (a) it will comply with all applicable laws during the planning, promotion and conduct of the Event; (b) all necessary insurance, licenses and permits will be obtained and will be in force through the conclusion of the Event; (c) the Event will result in no cost or expense to PDX Diaper Bank whatsoever, unless expressly agreed in writing to the contrary; and (d) it will indemnify and hold PDX Diaper Bank harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the Event.
- h. Nothing in this document shall be construed to authorize Event Organizer, or any of its employees or representatives, to act as an agent of PDX Diaper Bank. Thus, for example, Event Organizer may not open a bank account in PDX Diaper Bank's name, nor may it endorse or attempt to negotiate any checks made payable to PDX Diaper Bank, all of which must be promptly forwarded to PDX Diaper Bank for processing.

WE ARE DEEPLY GRATEFUL TO YOU FOR PROPOSING THIS EVENT TO BENEFIT PDX DIAPER BANK! IT IS BECAUSE OF CARING PEOPLE LIKE YOU THAT WE ARE ABLE TO CREATE OPPORTUNITIES AND

SUCCESS THROUGH DIAPERS. THANK YOU FOR HELPING CLOSE THE DIAPER GAP IN OUR COMMUNITY.

Please Note:

This Event Proposal and License Agreement will not become effective unless and until it is approved by PDX Diaper Bank, as evidenced by the signature of an authorized PDX Diaper Bank representative below.

Proposed By:

Approved By:

Signature of Event Organizer/Authorized Representative

Signature of PDX Diaper Bank Authorized Representative

Print Name

Print Name

Title

Executive Director
Title

Date

Date



P.O. Box 22613 Portland, OR 97269
Tax ID #45-5546960
www.pdxdiaperbank.org