



Guidelines for Fundraising Events, Benefits and Promotions

Thank you for your interest in conducting a fundraiser to benefit Susan G. Komen® Louisiana. Donations to Komen Louisiana are extremely important in helping further our promise to save lives and end breast cancer.

Please read through these guidelines before completing the event application form attached. Depending on the nature of your event or promotion, not all of these guidelines may apply.

Once the event application form is completed, send it to our office via fax or email to the contacts provided. Once the form is received, it will be submitted for consideration and approval. Upon approval, you will then receive a Letter of Agreement.

We request that you do not print any materials or pursue any media publicity until you have received our written approval for your event.

Guidelines

Please note: Komen Louisiana gratefully accepts any donations from individuals and companies. The pink ribbon is the universal symbol for breast cancer awareness and may be used without our permission. If you wish to use the pink ribbon in conjunction with a general statement to promote your event, such as, "Funds will be used to support local breast cancer programs," no further paperwork or approval is necessary. **You may send your donation to the address shown on the event application form. However, if you wish to use any of the Komen branding materials, you must complete the event application form and receive approval.**

- ✿ Our name, and the good will associated with it, is our most important asset. Until you receive event/promotion approval in writing from Komen Louisiana, you should not use the Susan G. Komen® name, logo or marks.
- ✿ A letter of agreement must be negotiated and signed by both you and Komen Louisiana before you can begin planning or promoting the event. Once approval is received, you may use Komen's name logo and trademarks. References to the Affiliate in publicity and promotional materials should be:
 - Susan G. Komen® Louisiana (first reference)
 - Komen Louisiana (subsequent references)
- ✿ All promotional material related to an event benefiting the Komen Louisiana Affiliate must be reviewed and approved by the Affiliate prior to its production and distribution. This includes, but is not limited to invitations, press releases, newspaper or newsletter articles, etc.
- ✿ As a responsible steward of public funds, Komen believes that a reasonable percentage of the gross revenue from all fundraising events should be directed to the Affiliate. As a general rule, events that the Komen Louisiana Affiliate sponsors should be kept to an expense level of 25% of gross revenue. We request all organizations holding events on our behalf use this guideline.
- ✿ We also want to ensure that your event runs as smoothly and safely as possible. You are required to obtain all the necessary permits and insurance for your event and for the specific event location. The following entities must be added as additional insured on the liability policy for the event:

**Susan G. Komen® Louisiana
PO Box 14615
Baton Rouge, LA 70898**

Note: Another requirement for sporting events is a signed waiver/release from all participants.

- ✿ If a third-party sells an item as a fundraiser for Komen Louisiana, the item to be sold must be non-controversial in nature. In accordance with the Better Business Bureau Wise Giving Alliance's guidelines for charitable promotions, all advertising and promotional materials for your event must clearly disclose to the public the specific amount of money from the consumer's purchase that will be donated to Komen Louisiana. For example, "\$3 per ticket sold," "10% of the sale price of this product," etc.
- ✿ An important aspect of the Komen mission is to provide breast health education. When possible, you should publicize the Komen 1.877 GO KOMEN help line number and provide breast health education materials. The Louisiana Affiliate will provide these materials for your event.
- ✿ If your organization will recruit financial underwriters/sponsors in support of your event, you must provide those details on the event form to ensure there is no duplication of underwriting efforts that may be currently underway.
- ✿ In general, Komen Louisiana is not able to handle the administrative aspects of your event. Your organization must have the means to sell tickets, staff the event, send and track invitations, initiate publicity and commit the necessary funds for advertising. While we are grateful for your donation and wish to provide guidance about your event, we simply do not have the staff to assist with all administrative and promotional tasks.

When it comes time to make your donation...

- ✿ Please have participants make checks payable to the organization that is holding the event. Organizers of third party events specifically may not offer underwriters or donors the option of writing checks to Komen Louisiana for tax purposes.
- ✿ In order to fulfill our own accounting requirements, we request that you provide us the event proceeds and details of the accounting within 30 days after the conclusion of the special event.

Benefits for official Third Party Fundraisers:

- ✿ Use of name and logo of the Affiliate to promote the event/promotion
- ✿ Information posted on the Komen Louisiana website (www.komenlouisiana.org).
- ✿ Inclusion in Affiliate's e-newsletter sent to target audiences if timeframe is compatible with established e-newsletter distribution and if space is available.
- ✿ Free Affiliate educational materials provided for event (breast health brochures, shower cards, donation envelopes, etc.) if requested.
- ✿ A volunteer staffed Breast Health Education table at event if requested.
- ✿ A representative from Komen to speak at or just attend the event if requested.

Thank you for joining us in creating a world without breast cancer!