

## Placer SPCA Third Party Fundraiser Questionnaire

Thank you for your interest in helping the Placer SPCA. Our volunteers and community members have many great fundraising ideas; however due to time limitations of the staff and the goals of the Fund Development Program, most fundraising events not already included in the annual Fund Raising Plan must be Third Party Events. In addition, it is the policy of the Placer SPCA, in most instances, to not accept an event or promotion that includes asking our volunteers to take on the role of becoming a salesperson or publicist for a specific business or organization. (Exceptions to this include the sale of Entertainment Books and Westfield Works Wonders tickets, as it is necessary for us to stay competitive with the numerous other nonprofits that also participate in these fundraising programs.)

What is a Third Party Event?

A Third Party Event means that the entire planning committee for the event must not involve staff members and that the event itself is entirely volunteer-driven. The staff at the Placer SPCA may provide:

- Already published materials, such as flyers, photos, newsletter and logo
- Publicity support through publishing the event in our newsletters and website
- Space to meet in our Education Room, if available
- In some instances, we may be able to provide you a list of our volunteers
- Review of press release information and other promotional items
- In some instances, attendance and support at the event

We cannot provide money for any expenses you may incur upfront.

Third Party Events must be in line with our mission, and information included in promotional materials must be reviewed by a staff member to verify accuracy.

The Placer SPCA name and logo have special meaning for people throughout Placer County. To authorize their use for fundraising, the Placer SPCA must have a written agreement with the sponsor. To consider such an agreement, we need answers to the following questions about your proposed event.

Please complete this form and return to: Placer SPCA, Fund Development, 150 Corporation Yard Rd., Roseville, CA 95678 or fax to 916-782-8655.

Your Company or Organization: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

What is the nature of the event or promotion?

Do you expect this event to be an ongoing, annual or one-time event?

What is the date and time of the event or range of dates for the promotion?

How will the event or promotion be advertised and how will it include the Placer SPCA name?

When and where will promotion occur? List specific media outlets if applicable (TV, radio and newspaper) and when press releases would be released.

How much money do you expect to raise?

Explain how participants or donors will receive gift acknowledgement/thank you's:

Do you expect any donations to be over \$250?

How will funds be tracked/reported?

Please print out, complete and submit to: Placer SPCA Fundraising, 150 Corporation Yard Rd., Roseville, CA 95678 or fax to 916-782-8655. If you have further questions, please contact the Fund Development Associate at 916-782-7722, x.102. Thank you for your support of the Placer SPCA.