



Guidelines for Third-Party Fundraisers

Hospice Austin welcomes our community's initiatives to help further promote awareness and funding for our programs. However, due to limited staff time, Hospice Austin must commit its resources to the number of internal fundraising events already being offered to sustain services. By taking on a fundraiser, a third party assumes the responsibility for creating a successful event without a significant level of assistance from Hospice Austin.

If you are interested in conducting and organizing a third-party fundraiser to benefit Hospice Austin, please observe the following guidelines:

- All proposed fundraising activities must be approved by the Director of Development and/or Fund Board to assure the proposal is within Hospice Austin's guidelines and consistent with our mission
- Prospective fundraisers must be compatible with our mission and be in good standing within the Central Texas community
- All prospective businesses and individuals to be solicited must be submitted to Hospice Austin's Development Department prior to solicitation.
- Proposals submitted by a third party must clearly and specifically state the terms of service, attendance, and work of Hospice Austin advocates and staff members
- Hospice Austin will not solicit participation from our donors/clients in any third-party events beyond notifying them of the event details, such as time, date & place
- All media and public communication mentioning Hospice Austin, our mission, work and logo must be approved by Hospice Austin's Communication Coordinator
- Hospice Austin reserves the right to protect the privacy of its clients, donors, volunteers, staff, and all others affiliated with Hospice Austin
- A donation solicited on our behalf, whether the donation is an item or cash, is tax-deductible only when it is made directly and entirely to this agency. This information must be made explicitly clear in promotion of the event or campaign
- In order to align with our fundraising guidelines, we ask that no more than 25% of gross revenue generated be used to cover expenses

Generally, the following events or campaigns will not be approved:

1. Events/campaigns falling in close proximity to a Hospice Austin event
2. Events/campaigns that rely heavily on the use of Hospice Austin staff and/or volunteers
3. Events/campaigns which require Hospice Austin to sell tickets, coupons, etc.
4. Events/campaigns that require significant attendance from Hospice Austin staff and/or volunteers
5. Events/campaigns that require a large response from our mailing list, to generate the majority of revenue
6. Benefits involving the sale of tickets or merchandise on the "remit or return" plan, or that employ salespeople on a commission basis
7. Ongoing campaigns which promise the public that a percentage of profits will go to Hospice Austin, unless documented and verifiable

Third-Party Fundraising Information

Sponsoring Individual/ Organization: _____

Contact Name: _____ Title: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Date of event: _____ Time: _____

Location: _____

Event Description: _____

What is your estimated revenue for this event? _____

What percentage of revenue will be used for expenses? _____

Please list any other charitable organizations that will benefit from this event: _____

Will businesses be contacted for donations (in-kind/monetary)? Yes No

If yes, please list prospects for Hospice Austin to review: _____

How will Hospice Austin receive proceeds from the event? _____

Do you plan to use Hospice Austin's names, logo, or program information in promoting the event?

Yes No

If yes, please list prospective materials you plan to create for Hospice Austin to review:

What types of promotion do you plan to use? (fliers, newsletters, radio etc) _____

Can Hospice Austin provide you with materials on our programs to display at your event?

Yes No

Please describe any additional involvement you would require from the staff of Hospice Austin for your event.

Additional comments:

Signature: _____

Date: _____

Please return this form to Hospice Austin for approval:

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Thank you for supporting Hospice Austin!