



## Third Party Special Event Guidelines

**Thank you for choosing Covenant House Michigan as the recipient of your fundraising event!**

Third-party special events complement our fundraising efforts by supporting our mission of providing homeless youth with shelter, educational and vocational programs. The following document with outline some important steps in organizing a successful third-party event.

### **What are Third-Party Events?**

Covenant House Michigan produces several agency-wide special events over the course of a year. These are planned by the Development Department and usually involve inviting our donors, guest, and/or the community. A **third-party event** is one planned by an individual or group outside of the staff parameters of the organization whereby the proceeds are donated in a lump sum to Covenant House Michigan.

### ***Steps for planning a Third-Party Event:***

#### **Brainstorm**

Think about the type of event you would like to organize, the manageable size of people you could organize, whether you need to put together committees, who is your audience, your desired venue and your desired fundraising goal. All of these components are very important and should be evaluated throughout the brainstorming process.

#### **Contact Covenant House Michigan**

Once you have decided on the event, complete the Event Proposal Form and submit to Covenant House Michigan for review. If you have immediate questions or need assistance in filling out the form, please do not hesitate to contact the Development Department by telephone at (313) 463-2007 or by email, [ibenson@covenanthouse.org](mailto:ibenson@covenanthouse.org). You will receive a final written agreement between you/your organization and Covenant House Michigan.

#### **Enlist Support**

Attempt to enlist as much support as possible at the front-end of the event. We suggest forming a committee and divide into sub-committees so your dedicated and enthusiastic volunteers can each have a role to play in the project.

#### **Establish your Goals**

Set attainable financial goals by creating a realistic and measurable budget with sources of both expenses and income. Attempt to acquire as many donations as possible-reduced costs result in realizing higher net proceeds for your event. Be aware of your progress-revisit your goals frequently to assess your progress.



## Third Party Special Event Guidelines

### **Set a Date**

Determine an appropriate and convenient time and location for those participants that will be attending. Check other event calendars including the Covenant House Michigan's calendar of events to ensure there is no conflict.

### **Logistics**

Covenant House Michigan would be pleased to review the logistics of your event. We will provide you with information and support you in the areas of gift/tax receipting, budgeting, sponsorships and donations.

Covenant House Michigan will need to receive a list of targeted sponsors for the event before they are approached to minimize overlap with other agency events and/or fundraising campaigns that may be underway.

Covenant House Michigan can provide information materials promoting the organization, our mission and our goals and accomplishments. Advance notice is required regarding the quantity of materials needed for the event.

Event organizers are responsible for obtaining all permits especially those specific for raffles and/or games of chance.

### **Marketing and Promotion**

The event will be promoted in a manner to avoid statement or appearance of Covenant House Michigan endorsing any product, firm, organization, individual or service.

Any group or individual wishing to use Covenant House Michigan's name or logo on any materials, including advertising, must receive Covenant House Michigan's approval prior to production.

Covenant House Michigan must approve all promotional materials, including but not limited to advertising, letters, brochures, flyers and press releases prior to production or distribution. These materials are important to the success of your event and we would like our partnership to be as successful as possible.



## Third Party Special Event Guidelines

### **Collecting Money**

Covenant House Michigan will need to receive a complete accounting of all funds collected and expenses related to the event. We reserve the right to inspect all event financial records.

Covenant House Michigan is not financially liable for the promotion and/or staging of third-party events.

Any group or individual that is donating a **PORTION** of their net proceeds rather than the full amount must state exactly how much, either in a percentage or a specific dollar amount on all promotional materials.

Under no circumstances should third-party event revenue and expenses flow through Covenant House Michigan. Only the net proceeds from the event are to be processed by Covenant House Michigan.

The sponsoring group or individual must handle all monetary transactions for the special event or promotion and to present the proceeds to Covenant House Michigan within 60 days of the completion of the event.

The preferred method of payment is a check or money order payable to Covenant House Michigan. Attached to the payment should be a list of donors and donations of materials and supplies.

### **Thank you**

The success of your event needs to be shared! Ensure acknowledgement and thanks are generously given to everyone who supported the event and let them know how much their contribution(s) were appreciated.

### **Begin Planning for Next Year . . .**

Review and evaluate the success of the event and begin strategies for next year.

### **Most of all, HAVE FUN!!!**

Covenant House Michigan appreciates your time, talent and effort in raising money for our organization. The youth we serve thank you—we couldn't do it without dedicated supporters such as **YOU!**