



## Community Fundraiser Event Guidelines and Proposal Form

Students Against Destructive Decisions (SADD) thanks you for your interest in becoming a Community Fundraiser and hosting an independent third-party fundraising event. Events such as yours are important in our efforts to raise funds and awareness to ensure our teens have the most up-to-date prevention programming and tools, opportunities for to develop leadership skills and make tangible change at the local, state, and national level.

Please read and understand the following guidelines and complete a Community Event Proposal Form. All events must be approved by SADD. This is an important safeguard to preserving the integrity of the SADD name and our commitment to fulfill our mission in a cost-efficient and effective manner.

SADD is a family-focused organization; therefore, we encourage events that are appropriate for all ages.

Mail, fax, or email a signed copy of the Community Event Proposal Form to:

SADD, Inc.  
201 Boston Post Road West  
Ste. 202  
Marlborough, MA 01752  
Fax: (508) 859-1924

**Scan or Email:** [rbirt@sadd.org](mailto:rbirt@sadd.org)

If you have any questions about the Community Fundraiser Event Form or hosting an event please contact us at [info@sadd.org](mailto:info@sadd.org).

Thank you for considering the SADD as the beneficiary of your event. Your effort and support will help us continue our mission of, *empowering teens to stand strong against destructive decisions.*

Sincerely,  
SADD National Team

**HOW TO GET STARTED AS A COMMUNITY FUNDRAISER!**

Please read and understand the following guidelines then complete a Community Fundraiser Event Proposal Form at the end of this packet and submit for approval at least 30 days prior to your tentative event date. The application for approval to conduct a fundraising event to benefit SADD exists to make this process as efficient and straightforward as possible and to assure the success of your event.

Before any event can be held, SADD must approve your application. Your request will be reviewed and a written response provided within 14 days of receipt. SADD reserves the right to request additional information prior to approving a planned event. SADD also reserves the right to deny application and/or withdraw approval of any third-party event if for any reason; we feel that any aspect of the event may have a negative effect on the mission, credibility, or reputation of SADD.

The third-party event organizer must seek approval from SADD to repeat the event in each succeeding year.

**EVENT APPROVAL CRITERIA**

SADD will approve all fundraisers and sign the agreement with the third-party event organizer(s) based on compliance with the following:

1. Consistency of the third-party event with SADD mission and values
2. Positive marketing/public relations exposure
3. Capability of the organizer to manage a third-party event

There are four short sections to the third-party fundraising guidelines. These are in place to ensure everyone is operating according to the IRS rules for charitable events, the SADD name and logo maintains its integrity, and that all expectations are understood up-front to help you plan and make your event go as smoothly as possible.

- 1. STUDENTS AGAINST DESTRUCTIVE DECISIONS (SADD) NAME AND LOGO USAGE**
- 2. FINANCIAL ACCOUNTABILITY, TAX RULES, AND EXPECTATIONS**
- 3. LIABILITY AND CANCELLATION**
- 4. MEDIA, PROMOTION, AND OUTREACH**

## ➤ STUDENTS AGAINST DESTRUCTIVE DECISIONS (SADD) NAME AND LOGO USAGE

- SADD does not endorse products, firms, organizations, individuals, or services. Accordingly, your event(s) must be promoted and conducted in a manner that avoids any statement or appearance of an endorsement by the SADD.
- Third-party events may not contain “SADD”, “Students Against Destructive Decisions” in the title. Rather, SADD must be identified as the beneficiary of the event in any materials. If not participating SADD-owned and operated event, or organizing a SADD community signature event, you should create an event name that is unique to your event. For example, organizers should not name an event the “**The SADD Smith Auto Dealers 5K.**” Instead, it should be named “**The Smith Auto Dealers 5K**” to benefit SADD.
- Although we may provide SADD materials featuring the SADD logo for use in your event or in correspondence, you may not create your own materials using SADD corporate trademarks. Upon proposal approval, permission to use the special SADD “Proud Supporter” logo will be granted to all third-party fundraisers for the term of the agreement. The logo will be supplied in electronic format to you by the Special-Event Fundraising Department and any use of the logo must meet standards of usage below:

*Without exception, the SADD “Proud Supporter” logo must remain intact and unaltered in all forms of use. Approved color variations include black and white or using exact corporate colors as supplied by SADD AND logo placement on any form of media must be secondary to the name or title of the third-party event to show appropriate ownership of the third-party event.*

## ➤ FINANCIAL ACCOUNTABILITY, TAX RULES, AND EXPECTATIONS

- SADD will not be financially responsible for any third-party events. SADD is not able to provide funding, pay expenses, or cut a check back to the event organizer as reimbursement for expenses paid. The sponsoring organization/individual may not incur any financial or other obligations on behalf of SADD.
- Third-party event organizers may not establish a bank or other deposit or transaction account in the name of SADD. If payments are made to the organizer and the event organizer is not an IRS qualified organization, the payments will **not** be deductible for income tax purposes, and SADD is prohibited from providing donation acknowledgments. If the payments **are made to SADD**, a donation acknowledgement will be generated. Donations to SADD are typically tax deductible, though you should consult your tax advisor.
- SADD sales tax exemption(s) (on purchases) cannot be extended to any event or fundraising effort.
- The Better Business Bureau and many Attorneys General state that events should cost no more than 35 -40% of the income raised at an event. We request that third-party fundraisers strive to operate within that range.
- The third-party will submit one check totaling the event net proceeds, made payable to SADD, Inc, within thirty (30) days following the event. Please include a note identifying the event. **Mail net proceeds to: SADD Development Office, 255 Main Street, Marlborough, MA 01752.**
- Under no circumstances will the organizer keep any portion of the net proceeds as profit or compensation for organizing the event.

- SADD does not participate in or allow any events that are associated with gambling, raffles, or casino nights. SADD does allow silent and live auctions based on approval.
- SADD will not consider fundraisers that involve agreements with any organization or individual to raise funds on a commission, bonus, or percentage of funds raised.
- SADD does not approve events based on soliciting donations at places of business or other establishments, door-to-door solicitations, canvassing, telemarketing, or the like. If you wish to fundraise on behalf of SADD, please consider participating in one of the exciting SADD-owned and operated events or one of SADD's "Community Signature Events," or hosting your own fundraising event.
- If SADD will not be receiving all of the net proceeds from the event or promotion, then the third-party must discuss this with SADD and the exact percentage of the proceeds to benefit SADD must be stated clearly on all advertising, promotional and print collateral.
- Third-party events should not be based upon cause-marketing campaigns or promotions, percentage of sales, or other longer-term, corporate fundraising efforts. If a **company** wishes to provide philanthropic support for any type of promotion that drives sales or traffic, there is a minimum commitment/guarantee of \$10,000 and additional corporate/cause-marketing agreement terms will apply. (See Corporate and Cause Guidelines).

#### ➤ **LIABILITY AND CANCELLATION**

All third-party Event Organizer(s) must:

- Comply with all federal, state and local laws applicable to any event, including fundraising rules and regulations
- Provide periodic status reports on an agreed-upon basis
- Provide reasonable notice of any third-party event cancellation
- Be responsible for any financial losses or unsettled accounts
- Determine the extent of and obtain its own liability insurance for the event sufficient to cover any claim that may arise out of the event. *SADD will not provide our liability insurance for third-party events regardless of special circumstances that may arise.* The third-party event organizer agrees to indemnify and hold the SADD harmless from and against any and all losses, damages, costs, attorney's fees, expenses, and liabilities incurred in connection with, or with the defense of, any claim or action or proceeding arising out of or incurred in connection with the event
- Obtain all permits and/or licenses necessary for fundraising in the city in which the event is to occur
- For larger events with venue agreements, The Director of Strategic Partnerships must see all copies of permits and approve them prior to approval of the event
- Obtain and submit a letter from the main point of contact at the venue or host of the event [confirming agreement with the event date, time, and location of the event, as well as understanding that the event is third-party hosted by an independent event host] to the SADD Director of Strategic Partnerships prior to approval of the event
- Inform invitees and participants that the event is not produced, supervised, or sponsored by SADD and that the SADD is neither responsible nor liable for any acts or omissions related to the event

➤ **MEDIA, PROMOTION, AND OUTREACH**

- SADD's staff role is to support the approval of third-party events. SADD can also provide certain logos, materials, and other supporting documents, as appropriate
- SADD staff, students, and state affiliates typically do not attend first-year, third-party events due to multiple existing events run by SADD annually. SADD staff, students, and state affiliates may be invited to attend certain events at the discretion of the Special Events Department
- SADD will not solicit sponsors or auction items for your fundraising event—and does not provide any donor, volunteer, or celebrity contact information, mailing lists, press contacts, press releases, or formal advertising
- SADD is unable to commit to posting your event on any of our social media pages; however, once approved, please feel free to post your event on our social media pages and if the opportunity arises, SADD's social media specialists will forward or promote
- We reserve the right to display any photos or quotes from individuals participating in all events on our website, social media pages, bulletin board, posters, brochures, and/or promotional materials
- The Special-Event Fundraising Department must be informed of and approve all press and media coverage for 3rd Party events
- SADD does not provide campus or any of its corporate space for third-party events



**COMMUNITY EVENT PROPOSAL FORM**

Email, mail, or fax form to:  
SADD, 201 Boston Post Road W, Ste 202  
Marlborough, MA 0175  
Email: [info@sadd.org](mailto:info@sadd.org) | Fax: 508-859-1924

Date: \_\_\_\_\_

**EVENT DESCRIPTION**

**EVENT NAME:** \_\_\_\_\_

**EVENT ORGANIZER:** \_\_\_\_\_

**EVENT TYPE** \_\_\_\_\_ Golf Tournament \_\_\_\_\_ Dinner Event \_\_\_\_\_ Sports Event \_\_\_\_\_ In-Home Event

\_\_\_\_\_ Other (please describe) \_\_\_\_\_

**EVENT DESCRIPTION** (short description that can be used by SADD):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**EVENT LOCATION/ADDRESS:** \_\_\_\_\_

\_\_\_\_\_

**EVENT DATE:** \_\_\_\_\_ **EVENT HOURS:** \_\_\_\_\_

**PROJECTED ATTENDANCE:** \_\_\_\_\_

**FUND RAISING GOAL:** \_\_\_\_\_ **EVENT ESTIMATED COSTS:** \_\_\_\_\_

**PLEASE LIST PREVIOUS EVENTS FOR SADD:**

\_\_\_\_\_

Will any other organizations benefit from this event? If so, please name and describe the extent to which they will benefit: \_\_\_\_\_

What percentage of the funds raised will be donated to SADD?: \_\_\_\_\_

**MAJOR SPONSORS:** \_\_\_\_\_

SADD would appreciate a list of sponsors/businesses you plan to solicit for support (donations, products, or services) to ensure existing SADD sponsors are not asked again for support.

## CONTACT INFORMATION

EVENT ORGANIZER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

WEBSITE URL: \_\_\_\_\_

SOCIAL MEDIA SITES: \_\_\_\_\_

ALTERNATE CONTACT (IF APPLICABLE): \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

Approval to promote on SADD website/Social Media using above event description? Yes \_\_\_\_\_ No \_\_\_\_\_

## PUBLICITY AND PROMOTION

SADD requests the review of all promotional material intended for public release and dissemination.

Please indicate the types of promotional activities you will be utilizing to promote this event:

(Press releases, flyers, website announcement, t-shirts, etc.)

---



---



---

***Please notify Event Manager if any information changes***

***I/we have read these SADD Community Fundraiser Third-party Event Guidelines and I/we agree to adhere to these guidelines in planning and implementing our event. I/we understand the guidelines are not comprehensive and that all decisions, including safety precautions, remain my/our full responsibility. I/we understand that SADD does not accept any liability or responsibility associated with the event.***

***Signature of Event Organizer (s)*** \_\_\_\_\_

\_\_\_\_\_

**FOR SADD USE ONLY**

**DATE COMPLETED PROPOSAL RECEIVED:** \_\_\_\_\_ **APPROVED: YES** \_\_\_ **NO** \_\_\_ **DATE:** \_\_\_\_\_

**NOTES:**

**STAFF MEMBER ASSIGNED:**