

# Wigs 4 Kids

Helping the self-esteem of children

## Third Party Fundraiser Policy

Wigs 4 Kids welcomes and encourages fundraising efforts by others, where it believes that the activity fits the Wigs 4 Kids missions and objectives. In order to co-ordinate a variety of fundraising efforts and avoid duplication, the CEO of Wigs 4 Kids must be informed of all proposed fundraising initiatives.

Wigs 4 Kids defines fundraising as a project undertaken by any individual, group, company or organization, for the purpose of raising funds for, or on behalf of, Wigs 4 Kids. **This policy covers any project that will:**

- Require the use of Wigs 4 Kids resources, including staff time, equipment and images that belong to Wigs 4 Kids; and/or
- Require Wigs 4 Kids to issue official receipts under its charitable tax number; and/or
- Be targeted at an audience outside the existing membership of the individual, group, company or organization that wishes to undertake the project.

**What is Third Party Fundraising?** - Third Party fundraising means that the execution of a fundraising activity is entirely undertaken by the third party fundraiser without the involvement of Wigs 4 Kids staff. The staff at Wigs 4 Kids may provide:

- Already published materials, such as flyers, photos, newsletter and logo
- Publicity support through publishing the event in our newsletters and website
- Review of press release information and other promotional items
- Possible attendance and support at the event (schedule and circumstances permitting)
- We cannot provide money for any expenses you may incur upfront.

Third Party fundraising must be in line with our mission, and information included in promotional materials must be reviewed by a staff member to verify accuracy. Wigs 4 Kids name and logo are unique brands of the organization. To authorize their use for fundraising Wigs 4 Kids must have a signed agreement with the sponsor. To consider such an agreement, we need a completed questionnaire for your proposed fundraising activity. It is the policy of Wigs 4 Kids, in most instances, to decline acceptance of a proposed fundraising activity that includes asking our staff or volunteers to take on the role of becoming a salesperson or publicist for a specific business or organization other than Wigs 4 Kids.

You will be required to follow all procedures laid out in the Third Party Fundraising Agreement provided to you by Wigs 4 Kids. A meeting will be scheduled before the event between a Wigs 4 Kids representative, the contact person for the event and all other necessary parties to go over all contents of the packet.

*We appreciate your interest in helping Wigs 4 Kids.*

30126 Harper Ave. • St. Clair Shores, MI 48082

Phone: 586-772-6656 • Fax: 586-772-6674 • [www.wigs4kids.org](http://www.wigs4kids.org)

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## Third Party Fundraiser Policy Agreement

*I have read Wigs 4 Kids Third Party Fundraiser Policy and hereby agree to honor this policy.*

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Signature of Contact Person

Title

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Printed Name of Contact Person

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Your Company or Organization

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Address

City

State

Zip

---

Phone

Cell Phone

Fax

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Email Address

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## Third Party Fundraiser Questionnaire

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 location and address of the event?

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Place

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Address

City, State, Zip

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

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

How will the event be advertised and how will it include Wigs 4 Kids name?

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

How much money do you expect to raise? \_\_\_\_\_

Explain how a participant or donor will receive a gift acknowledgement/thank you:

*(NOTE: Assuming all donors' names, addresses, and donation amounts are properly recorded on forms provided they will receive a tax receipt and formal thank you from Wigs 4 Kids.)*

Do you expect any donations to be over \$250? \_\_\_\_\_ How will funds be tracked and reported?

Please return this form to:

Wigs 4 Kids

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## THIRD PARTY PRE-EVENT INFORMATION

DATE OF CONTACT: \_\_\_\_\_

NAME OF CONTACT: \_\_\_\_\_

HOST SITE/ORGANIZATION/COMPANY NAME: \_\_\_\_\_

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

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

ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

EVENT DATE: \_\_\_\_\_ EVENT TIME: \_\_\_\_\_

NAME OF EVENT: \_\_\_\_\_

WHO IS YOUR TARGET AUDIENCE? \_\_\_\_\_

DESCRIPTION OF EVENT: \_\_\_\_\_

Will you need a representative from Wigs 4 Kids at your event? \_\_\_\_\_

How can Wigs 4 Kids help meet your expectations for the event? \_\_\_\_\_

Expected proceeds from event: \_\_\_\_\_

Please note: The full name, "Wigs 4 Kids", must be used in all materials pertaining to the event. Any media releases issued by your organization must include the Wigs 4 Kids information we provide. Event names may not be incorporated with the name "Wigs 4 Kids", as in "Wigs 4 Kids Silent Auction", but may use a second line to identify the relationship such as "Silent Auction to benefit Wigs 4 Kids".

Wigs 4 Kids Development staff must review all copy (e.g. brochures, advertisements, media releases, programs, etc.) If the Wigs 4 Kids logo is to be used, the Development staff must approve any layout and design. Please inquire about our graphic standards.