



Third Party Fundraiser Packet

Thank you in advance for your desire to host a third party fundraiser for Maggie's Wigs 4 Kids of Michigan. We have been helping improve the self-esteem of the children we serve since 2003, and third party fundraisers are one of the very important ways that we are able to achieve our mission.

What is Third Party Fundraising? – Third Party fundraising means that the execution of a fundraising activity is entirely undertaken by you. Although Maggie's Wigs 4 Kids of Michigan may provide already published material, publicity support, review of promotional items, and possible attendance and support at the event (schedule & circumstances permitting), this event will be managed entirely by you or your team.

Before becoming a third party fundraiser with Maggie's Wigs 4 Kids of Michigan, there's some important information you should know and agree to:

- All fundraising is in alignment with the missions and objectives.
- and logo are unique brands of the organization. To authorize their use, Maggie's Wigs 4 Kids of Michigan needs to have a signed agreement and completed questionnaire for your proposed fundraising activity.
- Maggie's Wigs 4 Kids of Michigan has the right 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 Maggie's Wigs 4 Kids of Michigan.
- We do not provide money for expenses you may incur upfront.

Enclosed you will find our Third Party Fundraising Agreement, bio for our Founder & CEO, Maggie Varney, a brochure about Maggie's Wigs 4 Kids of Michigan with a 6-minute DVD, and our Year Review.

We thank you again for your interest! We hope we can partner with you very soon and look forward welcoming you into our family. Please contact us at 586-772-6656 for more information.



Third Party Fundraiser Event Questionnaire

NAME OF CONTACT: _____ Date: _____

HOST SITE/ORGANIZATION/COMPANY NAME:

ADDRESS _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

NAME OF EVENT: _____

EVENT DATE: _____ EVENT TIME: _____

Will this event to be ongoing, annual or one-time event? _____

Event Location: _____

TARGET AUDIENCE _____

What is the nature of the event or promotion? Please describe.

Will you need a representative(s) at our event, and how can we meet your expectations?

Where will the event be advertised and how will it include Maggie's Wigs 4 Kids of Michigan name?
Please list specific media outlets and when press releases would be sent.



How much money do you expect to raise and how will funds be tracked and reported?

How will a participant or donor will receive a gift acknowledgement/thank you?

Please document all donors' names, addresses, and donation amounts on forms provided and they will receive a tax receipt and formal thank you from Maggie's Wigs 4 Kids of Michigan.

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

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

Third Party Fundraiser Policy Agreement

501 (C) (3) EIN: 20-0374667

I have read Maggie's Wigs 4 Kids of Michigan Third Party Fundraiser Policy and hereby agree to honor this policy.

Signature of Contact Person

Title

Printed Name of Contact Person