

# Third-Party Event Guidelines

Planning your third-party event.



RESEARCH



PREVENTION



HOPE



AMERICAN FOUNDATION FOR  
Suicide Prevention

# Good Guidelines for Good Fundraisers

*Thank you for your interest in raising money to support AFSP! In this short guide, you'll find... basic tips to get you started, and some answers to questions. We hope this will help point you in the right direction, but if you ever have any questions, please email [development@afsp.org](mailto:development@afsp.org).*

**Choose the right event for you.** If this is your first event, make sure that you choose an event that you are familiar with. For example, if you're a golfer, consider a golf outing. If you're a natural hostess, consider a dinner party.

**Make it easy, keep it simple.** That way you can focus on what matters most, rather than details and logistics.

**Big or small, it all helps.** Anyone who takes the time to raise money for AFSP is appreciated. You decide the size of event that makes sense for you.

**Stretch yourself creatively, and be sure to have fun.** We want this to be enjoyable for you!

**Here are some ideas to get you started...**

- |                    |                        |
|--------------------|------------------------|
| "Taste of" Events  | Golf Outing            |
| Bake Sale          | Holiday Wrapping       |
| Bowl-a-thon        | Office "Jeans" Day     |
| Carnivals          | Pennies for Prevention |
| Concession Stands  | Reception/Auction      |
| Craft Auction      | Restaurant Openings    |
| Dinner Party       | Softball Tournaments   |
| Fashion Show       | Used Book Sale         |
| Fitness Challenges | Wine Tasting           |

# Good Guidelines for Good Fundraisers

**Once you have chosen your event, consider these steps. Not all will apply depending on the event you're creating.**

**Plan a timeline.** When will your event be? How much time do you need to plan the details, and get the word out?

**Make a simple budget.** Include both income and expenses. Make sure that you have an understanding of the cash flow, so you can cover your expenses with the income from the event. You may be able to find sponsors to support your event, and local businesses that will offset some of your costs by donating goods, services, and auction items. If you're making a sponsorship package, be sure to include in-kind donations as a possibility.

**Organize committees.** If you're holding a larger event, consider creating committees to share the workload and delegate event tasks. Committees may include Marketing & PR, Silent Auction Donations, In-Kind Donations, Logistics, Set-Up/Clean-Up, Raffle Ticket Sales and Registration.

**Check your local and state guidelines to see if your event requires liability insurance.** You can get simple, cost-effective, one-time event insurance. Below are some options:

- [www.specialeventinsurance.com](http://www.specialeventinsurance.com)
- [www.theeventhelper.com](http://www.theeventhelper.com)
- <http://www.kandkinsurance.com/sites/events/Pages/Short-Term-Special-Events.aspx>

**Doing a raffle?** Make sure you seek appropriate state gaming licenses for your [state](#).

**Get the Word Out.** Make sure that your publicity materials are completed early and you start to get the word out about your event as soon as possible. Consider beginning to publicize your event 2-3 months in advance.

**Fundraise Online.** Use our web tools to create your own personal fundraising page. It's fast and easy to do, it will support getting the word out about your event, it will make it easier for you to reach donors, and will make it easier for them to donate. Go to [www.afsp.org/personalcampaigns](http://www.afsp.org/personalcampaigns) to get started.

**Have fun!** If the experience is enjoyable for you, the committee, and the participants, it is more likely that it will become an annual endeavor, allowing you to raise more funds for a cause that is close to your heart!

# Guidelines for Creating Your Own Events

*Here is more specific information about the common aspects of planning an event.*

## **MARKETING & PROMOTION**

Promotional materials must clearly state that your event is raising funds for AFSP—that AFSP is a beneficiary, and not conducting or sponsoring the event. For example, “proceeds from the XYZ Golf Tournament will benefit the American Foundation for Suicide Prevention.”

Promotional materials should be clear about the approximate percentage of proceeds that will be donated.

## **EVENT EXPENSES**

If you must buy goods or services for the event and expenses will be incurred, please consider the following:

- Expenses incurred for conducting the event are the responsibility of the hosting volunteers and the organizer of the event.
- Event expenses must be less than twenty five percent (25%) of the total amount raised.
- AFSP will not reimburse organizer for the purchase of goods for a third-party event. No goods may be charged to AFSP for any reason.
- AFSP will not be liable for any costs or expenses.

To reduce event expenses, we suggest seeking donated goods and services, and negotiating for discounts and reduced costs.

## **EVENT INCOME**

- The event organizers are responsible for maintaining the accounting for the event.
- All donation checks must be payable directly to AFSP.
- A Donation Form template is available in the Resources section of your Personal Fundraising page.
- Only checks payable to AFSP, and cash donations clearly labeled with the donor’s information, will be provided with a tax deductible acknowledgement letter in accordance with IRS and state tax regulations.
- If you are deducting expenses before sending net proceeds to AFSP, you should not state or imply to your donors that any funds given to you are tax deductible, and you should not use the word donation because it implies that they are tax deductible.
- AFSP cannot solicit sponsors for your fundraising event and does not provide any donor or volunteer contact information.
- AFSP must receive all net proceeds within thirty (30) days of the conclusion of the event. Please send a check made payable to The American Foundation for Suicide Prevention (AFSP).

AFSP, Attn: Data Entry Coordinator  
120 Wall Street, 29<sup>th</sup> Floor  
New York, NY 10005

# Guidelines for Creating Your Own Events

## **EVENT INSURANCE & LIABILITY**

- The event organizers are responsible for obtaining any necessary permits and clearances required by local and state government and complying with all applicable laws, and also obtain appropriate insurance coverage as necessary.
- All responsible parties (including event vendors) must provide evidence of liability/property insurance applicable to the activities of the event. AFSP reserves the right to request to be listed as additional insured.
- AFSP cannot be held liable for details associated director or indirectly with the event, including, but not limited to: expenses, purchases, insurance or liability coverage.
- If alcohol is to be served, a B.A.S.S.E.T.T. certified server must be present at all times.
- AFSP reserves the right to decline association with any person or organization at any time when it believes that such association may have a negative effect on the image of AFSP.
- Should circumstances warrant, AFSP may at any time direct you to cancel your event. You hereby agree to cancel the event, if so directed, and further agree to release AFSP and its directors, employees and volunteers from any and all liability and connection to said event.

## **HOW CAN AFSP HELP WITH YOUR EVENT?**

AFSP is extremely appreciative of the organizers who manage third-party events to benefit its programs, but it is limited in the amount of assistance it can provide a third-party event.

### **AFSP will do it's best to provide the following, as time and resources allow:**

- Advice and suggestions on event planning.
- Limited existing promotional AFSP promotional and education materials for your events such as signs, AFSP generic banners, and brochures.
- Acknowledge and provide tax receipts for contributions made payable and submitted to AFSP.
- Use of the official tag line "Proceeds of this event benefit the American Foundation for Suicide Prevention."

### **AFSP is unable to provide the following:**

- Responsibility of any nature or kind associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage.
- AFSP's tax exemption number for making any purchases related to your event.
- Guaranteed volunteer, Board Member, or staff attendance at the event.
- Assistance in soliciting donations, handling mailings, attending committee meetings, recruiting attendees, and collecting monies.
- Access to donor lists or contacts.

***The American Foundation for Suicide Prevention (AFSP) thanks you for your interest in hosting an independent third-party fundraising event to benefit AFSP. Events such as yours are important to the Foundation's efforts to raise funds and awareness within our communities.***

# About AFSP

AFSP is the leading national not-for-profit organization exclusively dedicated to understanding and preventing suicide through research, education and advocacy, and to reaching out to people with mental disorders and those impacted by suicide.

**To fully achieve its mission, AFSP engages in the following five core strategies:**

- Fund scientific research
- Offer educational programs for professionals
- Educate the public about mood disorders and suicide prevention
- Promote policies and legislation that impact suicide and prevention
- Provide programs and resources for survivors of suicide loss and people at risk, and involve them in the work of the Foundation

**Since its founding in 1987, AFSP has:**

- Mobilized and connected tens of thousands of people who have lost a family member, loved one, or friend to suicide;
- Reached thousands of individuals who are at risk for suicide, as well as those who love and care for them;
- Attracted the participation of members of the scientific and clinical communities, who conduct groundbreaking research on suicide and its prevention with support from AFSP;
- Established 65 local chapters, with more in the process of forming;
- Educated hundreds of local communities about suicide and how to prevent it;
- Created a public policy and lobbying arm by merging successfully with an existing national policy organization, thus enabling AFSP to press for legislation and policies at the federal, state and local levels that advance the goal of preventing suicide;
- Substantially increased our funding from individual donors, including the thousands of highly motivated individuals who participate in our Out of the Darkness Walks;
- Educated reporters and the media about how to best cover suicide; and  
Communicated with hundreds of thousands of individuals through our website, social media, brochures, speakers and efforts to generate press coverage.

For more information about AFSP, visit [www.afsp.org](http://www.afsp.org)

Contact AFSP's Development Department:

[development@afsp.org](mailto:development@afsp.org)

212-363-3500 x2044



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