

CONDUCTING GIVEAWAYS

TO SUPPORT WOUNDED WARRIOR PROJECT



Many Wounded Warrior Project® (WWP) supporters contact us with interest in conducting an online or in-person giveaway as a means of raising funds and awareness in WWP's mission. While a giveaway seems like a fun and easy way to support WWP, here is some basic information to consider before you host a giveaway.

“GIVEAWAYS” ARE CONTESTS, SWEEPSTAKES AND SMALL GAMES OF CHANCE

There are three basic types of “giveaways”:



SMALL GAMES OF CHANCE AND LOTTERIES:

While lotteries and small games of chance go by many names (e.g., raffles, 50/50s, scratch-offs, giveaways, etc.), these promotions have three main elements: 1) **Chance** – a random drawing of eligible entries; 2) **Consideration** – or a cost to participate; and 3) **Prize** – something of value won. Only governmental entities and nonprofits (with additional licensing requirements) can conduct small games of chance.



SWEEPSTAKES:

Sweepstakes are among the most common giveaway promotions. These still include the elements of Chance and Prize but must also include a free method of entry (removing the element of Consideration seen in lotteries). Sweepstakes are highly regulated by state governments, particularly if they are used as a method of raising funds or awareness for a charity. You should consult with an attorney to understand how to conduct your sweepstakes without violating the law.



CONTESTS:

Games of skill (contests) can be won based on individual talent rather than luck. While these promotions may still include Consideration and a Prize, they remove the element of Chance. Like sweepstakes, skill games and contests are regulated by many states and require disclosures about judging criteria, among other things. You should consult an attorney to understand how to conduct your contest without violating the law.

OTHER CONSIDERATIONS

★ **Will WWP help me organize a contest or sweepstakes?** Because contests and sweepstakes are so highly regulated, WWP is not able to dedicate the resources that would be needed to help you conduct a contest or sweepstakes. If you wish to support WWP through this type of giveaway promotion, you should register your fundraiser through our [community fundraising site](#) and work with your attorney or a professional sweepstakes administrator to ensure that the promotion meets applicable laws.

★ **Can I use WWP's nonprofit status to conduct a raffle or other small game of chance?** WWP does not allow individual supporters to use WWP's name, tax ID, or tax status to obtain small games or chance licenses or enter into other legal documents on behalf of WWP.

★ **Can I use WWP's logo if I conduct a giveaway?** When you register your promotion through our [community fundraising site](#), you will receive a license to use our “Proud Supporter of Wounded Warrior Project” logo, along with other information and assets you can use to promote your giveaway in support of WWP.

★ **Is there disclaimer language I should use when conducting a giveaway?** Yes, if you choose to support WWP through a contest or sweepstakes, please include the following disclaimer: “Wounded Warrior Project, Inc. (WWP), is not a sponsor, administrator, or prize provider for this promotion. Questions should be directed to [insert supporter's contact information]. Trademarks of WWP are used with permission. All rights reserved.”