

## DIY EVENT GUIDELINES

Thank you for your interest in hosting an event or promotion to benefit Muscular Dystrophy Association, Inc. (“MDA”). Individuals, organizations, or businesses can organize an event to raise funds for MDA as a DIY Fundraiser.

### What is a DIY Fundraiser?

A DIY Fundraiser is any fundraising activity that is organized and hosted by an independent individual, organization or business for the benefit of MDA—DIY Fundraisers are not official MDA events organized and supported by MDA. MDA does not reimburse for expenses related to DIY Fundraisers and cannot provide insurance or other event resources. There are dozens of activities that make great DIY Fundraisers—some require more planning to execute than others. Regardless, every DIY Fundraiser must follow the guidelines below.

### How MDA can support your DIY Fundraiser

- Planning—Click here to access MDA’s DIY Fundraiser Tools that includes flyers, save the date, a four-week fundraising guide and more. [MDA's DIY Fundraiser Toolkit](#)
- Implementation—Contact [yourway@mdausa.org](mailto:yourway@mdausa.org) to discuss your DIY Fundraiser
- Promotion—Download the MDA logo designed for use with your approved event [here](#). No other MDA logos are permitted for use with DIY Fundraisers.
- Post-Event—MDA will provide a digital thank you certificate that you can share with your event participants.

### DIY Fundraiser Guidelines

For purposes of these Guidelines, “you” means the individual, organization or business conducting the proposed event.

### Event Application and Approval

- After reviewing these Guidelines, please send your event details to [yourway@mdausa.org](mailto:yourway@mdausa.org) no less than four weeks prior to the event. MDA will contact you within five business days with a decision on your event. If your event is not approved, MDA may suggest changes that will result in an approval.
- MDA approval is required prior to advertising your event or making any public announcements. Once your event has been approved, you must notify MDA in writing of any significant changes.
- MDA may revoke its approval at MDA’s sole discretion. All references to MDA must be removed from your event. You agree to release MDA, its officers, directors, and employees from any liability arising from such action.
- Annual events must be reviewed and re-approved by MDA each year.

### Use of Name and Logo

- Fundraising activities and sponsors must be consistent with MDA's mission and values. Activities with a high risk of injury are strongly discouraged.
- You may not use the MDA name or logo or otherwise indicate to the public that an event is being held for the benefit of MDA without MDA's prior written consent. You must not state or imply that you are an agent, subsidiary, business associate, or partner of MDA.
- Publicity for your event may not imply that the event is sponsored or co-sponsored by MDA except to inform the public that "Proceeds from (event name) will benefit Muscular Dystrophy Association".
- MDA reserves the right to review and approve all promotional materials. Please send your proposed promotional materials to: [yourway@mdausa.org](mailto:yourway@mdausa.org).

### Event Expenses

- Any expenses incurred during a DIY Fundraiser are the sole responsibility of the event organizers. MDA will not be liable or responsible for any costs or expenses in connection with the event. You are personally responsible for expenses that exceed the amount raised.
- MDA encourages event organizers to reduce expenses by securing donated goods and services and negotiating reduced costs. However, if you receive donated goods or services, you must inform the vendor donating the goods or services that they are not donating directly to MDA but rather to you. MDA cannot provide in-kind donation letters for these items and services.

### Event Income

- You cannot open a bank account in the name of MDA.
- Checks payable to MDA must be sent directly to MDA's Chicago office.
- MDA can only provide tax receipts for donations made directly to MDA through MDA's online donation portal or by a check made out to MDA.
- You cannot retain any portion of the funds raised as profit or compensation for organizing the event.
- MDA is unable to provide tax advice on the eligibility of tax deductible contributions, and you are encouraged to consult with a tax professional.
- Kindly submit proceeds to MDA within 60 days of the event.

### MDA DIY Fundraiser Website

- Upon request, MDA may establish a website for your use to promote your event and solicit donations.
- Donations secured through an MDA DIY Fundraiser website are submitted directly to MDA and cannot be returned to the event organizers. This applies to all event types including ticketed events.
- You may be given limited access to the MDA DIY Fundraiser website to add pictures or event specific promotional content.
- MDA assumes the fiduciary liability for credit card processing fees associated with using the MDA DIY Fundraiser website and will not hold you liable for these fees.

- A partner utilizing MDA Systems and Software to enhance their fundraising program may, upon request, be provided donor information (name, address, email) for donor appreciation, incentives and employee related recognition and matching. The use of data will adhere to MDA's privacy policy with the express purpose being stewardship and appreciation for said campaign or initiative. The 3rd party supporter utilizing MDA's online fundraising platform may request a supporter listing by contacting MDA at [mdaonline@mdausa.org](mailto:mdaonline@mdausa.org)

### Event Insurance and Liability

- You are responsible for obtaining any necessary permits and clearances required by local and state government and complying with all applicable laws. You must comply with state and local rules and regulations governing charitable fundraising and gift reporting.
- Insurance is your responsibility. MDA will not obtain liquor licenses for DIY Fundraisers.
- All DIY Fundraisers should be accessible to people with disabilities. Ideally the event should take place at a venue that meets ADA regulations. You are expected to promote and make arrangements for any special accommodations.
- You agree to indemnify, defend and hold harmless MDA, its officers, directors, employees, agents and representatives, from any and all claims, demands, liabilities, expenses or other costs arising from your event.
- MDA assumes no liability in connection with your event and provides no representations, warranties or indemnifications to you and your event participants.