

## Guidelines for Third-Party Fundraisers

The Doug Flutie, Jr. Foundation for Autism welcomes our community's initiatives to help further promote autism awareness and funding for our programs. However, due to limited staff time, The Doug Flutie, Jr. Foundation must commit its resources to the number of internal fundraising events already being offered to sustain services. By taking on a fundraiser, a third-party assumes the responsibility of creating a successful event without a significant level of assistance from The Doug Flutie, Jr. Foundation

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If you are interested in conducting and organizing a third-party fundraiser to benefit The Doug Flutie, Jr. Foundation for Autism please follow these guidelines:

- All actions for a proposed fundraiser must be approved by the Director of Marketing and Events and/or Executive Director to assure the proposal is within The Doug Flutie, Jr. Foundation's guidelines and consistent with the mission
- Prospective third-party organizers must be compatible with our mission and be in good standing within the community
- Dependent on fund availability, The Doug Flutie, Jr. Foundation cannot promise to incur expenses to assist in third-party proposals
- All prospective businesses and individuals to be solicited must be submitted to The Doug Flutie, Jr. Foundation's Director of Marketing and Events prior to solicitation
- Use of The Doug Flutie, Jr. Foundation's logo, name and mission must be approved by the Director of Marketing and Events and/or Executive Director
- The Doug Flutie, Jr. Foundation will not solicit participation from our donors in any third-party events beyond notifying them of the event details, such as time, date & place
- All media and public communication mentioning The Doug Flutie, Jr. Foundation, our mission, work and logo must be approved by The Doug Flutie, Jr. Foundation
- The Doug Flutie, Jr. Foundation reserves the right to protect the privacy of its donors, volunteers, staff and all others affiliated with The Doug Flutie, Jr. Foundation
- A donation solicited on behalf, whether the donation is an item or cash, is fully tax-deductible only when it is made directly and entirely to Foundation. This information must be made explicitly clear in promotion of the event or campaign
- As recommended by our fundraising guidelines, we ask that no more than 25% of gross revenue generated be used to cover expenses

Each request will be considered individually. Generally, the following events or campaigns will not be approved:

- Events/campaigns falling in close proximity (time, location and date) to a Doug Flutie, Jr. Foundation Event
- Events/campaigns that rely heavily on the use of The Doug Flutie, Jr. Foundation's staff, volunteers and/or founders
- Events/campaigns which require The Doug Flutie, Jr. Foundation to sell tickets, coupons, etc.
- Events that require significant attendance from The Doug Flutie, Jr. Foundation staff and/or volunteers, or response from our mailing list, to generate the majority of the revenue
- Benefits involving the sale of tickets or merchandise on the "remit or return" plan, or one that employs salespeople on a commission basis
- Ongoing campaigns which promise the public that a percentage of profits will go to The Doug Flutie, Jr. Foundation, unless documented and verifiable

For more information regarding organizing a third-party fundraiser, please contact Kerri Kennedy Blume, Director of Marketing & Events at 508-270-8855 or [kerri@flutiefoundation.org](mailto:kerri@flutiefoundation.org)

## Third-Party Fundraising Information Form

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Time: \_\_\_\_\_

Location: \_\_\_\_\_

Event Description: \_\_\_\_\_

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What is your estimated revenue for this event? \_\_\_\_\_

What percentage of revenue will be used for expenses? \_\_\_\_\_

Please list any other charitable organizations that will benefit from this event:

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Will businesses be contacted for donations (in-kind/monetary)?    YES                    NO

If yes, please list prospects for The Doug Flutie, Jr. Foundation to review:

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How will The Doug Flutie, Jr. Foundation receive proceeds from the event?

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Do you plan to use The Doug Flutie, Jr. Foundation's name or program information in promoting the event?    YES                    NO

If, yes please list prospective materials you plan to create for The Doug Flutie, Jr. Foundation to review:

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What types of promotion do you plan to use? (flyers, newsletters, radio, etc.)

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Can The Doug Flutie, Jr. Foundation provide you with materials on our programs to display at your event?

YES            NO

Please describe what additional involvement or roles you would like from the staff of The Doug Flutie, Jr. Foundation for your event

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Additional Comments:

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Signature: \_\_\_\_\_

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

**Please return this form to The Doug Flutie, Jr. Foundation for approval:**

**The Doug Flutie, Jr. Foundation for Autism  
Attn: Kerri Kennedy Blume  
P.O. Box 767  
Framingham, MA 01701  
Fax: 508-270-6868**

**Thank you for supporting The Doug Flutie, Jr. Foundation!**