Third Party Fundraiser Event

Resources and toolkit

Welcome

Thank you for choosing to support The Guthrie Clinic and our mission to help the communities we serve. As a not-for-profit organization, Guthrie relies on the generous gifts made by grateful patients, families, caregivers, community members and people like you!

We are incredibly grateful for your interest in hosting an independent third-party fundraising event. Your fundraising efforts will allow us to improve the services and resources available to serve the health care needs of the communities we are honored to serve.

This guide will provide information on how to both plan and host your event, and what resources are available to you.

Event Guidelines

We ask that until the application is approved, the fundraiser may not be promoted, and no announcements made.

Please note: Submitting this application does not guarantee approval. Each request will be carefully reviewed to ensure it aligns with our organization's mission, fits within the hospital's calendar, and meets other important criteria.

If expenses are greater than money raised by the event, the event organizer is responsible for those expenses. Proceeds must be received within 30 days of the fundraising date or campaign.

Your responsibilities

You are responsible for all fundraising efforts and logistics from inception to the day the check/donation is issued to The Guthrie Clinic. This includes obtaining all vendors (venue, entertainment, food/beverage, etc.), necessary permits or licenses, staffing/volunteers, securing auction items, drawing participants to the event and all fundraising aspects associated with your event.

What Guthrie can and cannot provide:

Can:

- Help finding the hospital, program or specialty area to benefit from funds raised at your event

- Logo for marketing materials (use of name and logo must be approved prior to use)
- Letter of endorsement to validate event authenticity
- Donation receipt for IRS tax purposes

May be able to provide:

- Staff member in attendance at the event
- Check presentation at or after the event
- A speaker at the event
- Media publicity

Cannot Provide:

- Mailing list of donors, partners, caregivers or vendors
- Letterhead or any type of stationary
- Insurance, liability coverage or permits
- Website or registration page
- Bank accounts or assistance processing or paying expenses
- Tax exemption for purchases or other uses

Event Naming Policy

Due to legal requirements The Guthrie Clinic or any of its affiliates may not be referred to and identified as the event host. For example, an event cannot be named “Guthrie ride for cancer” instead it should be titled “Ride for cancer benefiting Guthrie”.

Let’s get started!

- ✓ Start planning your event. Choose what you want to do, give it a cool appropriate name and be creative
- ✓ Determine a beneficiary. What hospital and/or fund will the event support?
- ✓ Get approved. All third-party events need to be reviewed and approved prior to moving forward with the event. Click here to apply.
- ✓ All marketing materials that include the Guthrie logo must be reviewed and approved prior to distribution and publication
- ✓ Promote and publicize. Determine your target audience and how you will promote the event.
- ✓ Organize logistics. Venue, food/beverage, tracking, payments, etc.

At your fundraiser

- ✓ Thank your attendees for their support. Every dollar makes a difference, be sure to thank your attendees for supporting your fundraiser.

- ✓ Take photos.

After your fundraiser

- ✓ Send in your donation. A single check from the event should be made payable to The Guthrie Clinic.

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Resource development

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- ✓ Send us photos. Pick a few of your favorite photos and tell us about your experience.
- ✓ Review your fundraiser. Congratulations! You successfully hosted a third-party fundraising event! Now it is time to talk through your successes and areas of opportunity for next year.