



Third-Party Fundraising Toolkit



Our Mission

To create opportunities that empower families to collaborate, thrive, and succeed in building strong and stable households, neighborhoods, and communities.



Third-Party Fundraising Information

Thank you so much for your interest in supporting COTS by hosting a fundraising event. Your generous efforts and support will provide hope help and housing for families experiencing and overcoming homelessness. Proceeds from your fundraising event will directly assist those in need in establishing self-sufficiency and breaking the cycle of poverty for the next generation and beyond.

What is a Third-Party Fundraiser?

A third-party event is a fundraiser which community members organize to raise funds on behalf of a cause or charity. These events are hosted by or paid for by the beneficiary, but the proceeds generated support the mission of the selected charity.

Fundraising Ideas

Event fundraiser options are endless, from concerts to barbeques, garage sales, car washes or happy hours. We encourage you to be creative and personalize your fundraiser to what works best for you.

Birthdays and Celebrations

Ask friends and family to donate to COTS instead of giving gifts.

Workplace Campaigns

Payroll deductions, employee happy hours, casual dress Fridays. Ask your employer if they match your donations.

Tournaments

Basketball, golf, volleyball, board games, and more! Set up a tournament of your choice to raise money for COTS.

Store Sales or Ticket Proceeds

Love shopping for a cause? Donate a percentage of store sales or event ticket sales to COTS, to make every purchase go even further.

School Events

Talk to your school about donating a portion of ticket proceeds from sporting events or theatre productions to COTS.

Guidelines for Successful Third-Party Sponsored Fundraising

- To ensure that all proposed fundraising events and activities fall within COTS guidelines and comply with all regulations pertaining to fundraising for a nonprofit organization, we kindly request that all Third-Party Fundraising Event Proposals be **submitted at least four weeks prior to the scheduled event for review and final approval**. Each proposal will be carefully reviewed for compatibility and alignment with COTS's mission, goals, and objectives.
- In order to use COTS's branding (i.e. name, logos, images, letterhead etc.) for the purposes of soliciting prizes, favors, sponsorships, underwriting, or cash donations from another organization, group, or individual in order to support or promote the event or activity **prior written permission and approval must first be obtained from COTS**.
- The third-party responsible for the event intended to benefit COTS must agree to indemnify and hold COTS blameless for any and all risk and claims that may arise as a result of the event. **COTS is not responsible for any liabilities, liability insurance, losses, debts or expenses arising from the event or event promotions**.
- COTS assures the privacy of those we serve – children, individuals, and families; therefore, no current or former client of COTS may be contacted or exploited in connection with the fundraising event or activity without COTS involvement.
- COTS will not purchase advertising to promote third-party fundraising events or activities. COTS will advertise the event via its social media platforms one (1) time, possibly more, if time and scheduling allows.
- COTS cannot guarantee media coverage for third-party fundraising events or activities. **Any contact with the media must be coordinated with COTS**.
- COTS will not solicit prizes or money for third-party fundraising events or activities.
- COTS cannot serve as the fiscal agent for third-party events or activities.
- Third-party fundraising event or activity sponsors and their volunteers must comply with all federal, state, and county laws and regulations, as

well as local municipality ordinances including but not limited to registering with the appropriate agencies, purchasing insurance, following IRS rules of disclosure, and obtaining required licenses (such as a raffle license) or permits.

- When possible, COTS employees and/or volunteers will be available to work or appear at third-party events or activities. **Requests for COTS staff or volunteer assistance at the event should be made as far in advance of the event or activity as possible.**
- In order to avoid any over-lapping or duplication of fundraising efforts, **third-party fundraising sponsors must coordinate with and request permission from COTS before soliciting any individual, organization, foundation, or business for financial or other considerations in support of the fundraising event or activity.**

DONATIONS

- The anticipated amount or the percentage of monies raised that will benefit COTS must be clearly stated in all pre- and post-fundraising advertising or announcements so donors can realize what percentage of their donations will directly benefit COTS mission.
- **A minimum of fifty-percent (50%) of the gross proceeds of the event must be donated to COTS.** A financial report must be presented with the proceeds within ten (10) days of the event's conclusion via online, email, or delivery to COTS administrative office.
- Donors to third-party fundraising events who request a receipt for their donation must make checks payable to COTS and provide an email or standard mailing address. Credit card donations can be made online through COTS's online donation page. A thank you letter and receipt will be emailed. Cash donations collected at the third-party fundraising event or activity must be delivered to COTS administrative office with a list of the donors, their email or standard mailing address, and the specific amount of their donation. Donations will be processed and thank you letters and receipts will be emailed. Unspecified cash donations will be collected as an anonymous gift.
- **A donation solicited on COTS behalf, whether the donation is monetary or *in-kind, is tax-deductible only when it is made directly and entirely to COTS.**
**An in-kind donation is a donation of goods, materials, skills, or labor.*

COTS reserves the right to decline or cancel participation in a third-party fundraising event for any reason at any time.

COTS *may*:

- Offer advice and event planning expertise
- Provide material support when it is available
- Approve and provide branding/logo usage
- Help promote the fundraising event or activity through COTS website, social media, and other online resources
- Provide a letter of authorization and validation for the fundraising event or activity

COTS *CANNOT*:

- Guarantee event attendance by anyone
- Assure ticket sales, and monetary or in-kind donations
- Provide third-party or donor tax exemption information
- Provide third-party fundraising event or activity sponsorship, funding, or reimbursement of associated expenses
- Provide donor, client, vendor, volunteer, or staff mailing lists or other contact information
- Be held responsible or liable for any and all claims that may arise as a result of a third-party fundraising event or activity

Thank you for support of COTS' mission to alleviate homelessness by providing an array of services that enable people to achieve self-sufficiency and obtain quality affordable housing. COTS also exists to advocate for long-term solutions to the problems of homelessness. We hope your special event is a great success!

AGREEMENT

With my signature below, I certify that I have read and understand the rules and policies for conducting a third-party sponsor event or activity. I assure that COTS name and associated logos will be properly used, funds will be handled and accounted for in a responsible manner, fundraising will be conducted in a method that is consistent with the public image of COTS and that those associated with the event or activity will act in accordance with all municipal, state, and federal laws. I understand that at any time COTS can withdraw its consent for the event or activity at any time and for any reason.

Signature of Contact Person/Responsible Party

Event Date

Print Name: _____

Print Name of Organization: _____

Please keep a copy of the policy and completed application for your records.



Third-Party Fundraising Proposal Form

This form serves as a branding agreement between the Sponsor and COTS for the purpose of setting forth the terms and conditions of our relationship in respect to the fundraising event described below. **Please return this form to COTS for event approval four (4) weeks prior to scheduled event.**

Contact Name:

Organization Name:

Address:

City:

State:

Zip:

Phone:

Email:

Website:

Event Information

Name of Event:

Event Date(s):

Event Time(s):

Event Location:

Estimated financial donation to be raised for COTS:

Estimated number of event participants and attendees:

Please describe your fundraising event or activity including all parties involved with the event.

Please describe how you will promote your event (e.g. social media, advertising). NOTE: You must submit copies of materials to be used such as invitations, flyers, brochures, signs, and advertising content before issuing, publishing or distributing these materials:

Would you like COTS to supply you with any informational materials detailing our programs and services? Yes No

What type of presentation and assistance, if any, are you requesting from COTS?

Please tell us why you chose to support COTS in our efforts to help families establish self-sufficiency and break the cycle of poverty for the next generation and beyond.

With my signature below, I certify that I have received a copy of COTS Third-Party Fundraising Event Guidelines, and agree to the terms and conditions outlined.

Signature of Contact Person/Responsible Party for Event Date

Print Name:

Please keep a copy of the policy and completed application for your records. Please return the signed agreement page and proposal form:

Mail to: Development Department
 COTS

2211 E. Jefferson Ave, Ste 400
Detroit, MI 48207

Or email to: Jané Riley at jriley@cotsdetroit.org

