



THIRD PARTY FUNDRAISING INTEREST FORM

Name of Fundraising Activity/Event: _____

Organizer: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

1. Third party event description:

2. Proposed date(s) of event:

3. Location of the event:

4. Who will this event target (youth, adults, men, women)?

5. Will this event include a raffle?

6. How will Children's Leukemia Foundation of Michigan benefit from this event?

7. How does your group expect to benefit from the event?

8. How do you plan to promote/create exposure for the event?

9. Projected income and expenses from this event?

10. Projected number of people in attendance?

11. Will there be corporate and/or in-kind sponsorship involved?

12. Projected donation to Children's Leukemia Foundation of Michigan?

Return form to Children's Leukemia Foundation of Michigan (248-530-3000)
Email: info@leukemiamichigan.org
Fax: 248-530-3042



Thank you for your interest in holding a Third Party Event for Children's Leukemia Foundation of Michigan (CLF)!

What is a Third Party Event?

A Third Party Event may be hosted by an individual or an organization in support of Children's Leukemia Foundation of Michigan. These events are planned and run independently from involvement by CLF. Individuals or groups who plan to hold a Third Party Event for the benefit of CLF patients and families and plan to use CLF's name or logo need to be approved by our office. We appreciate all event requests and wish we could assist with each of them, however, our small staff does not allow for a high level of involvement by CLF. To start the process, please fill out our [Third Party Event Interest Form](#).

Getting Started on your Third Party Event:

1. Complete the [Third Party Interest Form](#)

We will then review your request and assign a contact from CLF.

2. Information about the Organization

Please ensure that you have the most up to date information about CLF before you start discussing your event with friends and family members. You can find information about CLF on our website, www.leukemiamichigan.org or by calling 248.530.3000.

3. Form a Planning Committee

After you have submitted your interest form and your event has been approved by CLF, put together a group of friends, family members and co-workers to help you plan and execute your event. If you need guidance on the different areas needed within a committee please feel free to ask your CLF contact.

4. Your CLF Contact Can Help!

Although CLF is not able to run your event, they are seasoned event planning professionals and are available to help with questions you may have throughout the process. Please keep your contact up to date with any new information before, during and after your event.

5. Follow the Policies and Guidelines listed on the next few pages

CLF policies are vital to the success of your event as well as our organization, please review and follow them carefully. Remember, if you have any questions please ask your CLF contact.



Liabilities, Responsibilities and General Policies

Children's Leukemia Foundation of Michigan highly appreciates your support and hopes you have a very successful event.

By submitting your fundraising idea, you agree to assume all risks and liabilities associated with the proposal and hold harmless Children's Leukemia Foundation of Michigan's entities, directors, employees, and successors from and against all claims, damages, liabilities, costs and expenses, and personal injuries or damages to property that may occur in conjunction with your proposed event.

- Organizers are responsible for all costs associated with the Third Party Event. CLF is unable to provide financial assistance at any point throughout planning or execution.
- No bank accounts in the name of Children's Leukemia Foundation of Michigan can be set up. All checks should be made out to Children's Leukemia Foundation of Michigan and sent to our office within 30 days of the event (we will send donor acknowledgments for all donations, if names and addresses of donors are provided).
- Children's Leukemia Foundation of Michigan is able to process credit card charges from your event (credit card slips are available upon request).
- A license and/or insurance may be required for your event; the organizer is responsible for obtaining these documents (information on license and insurance documents can be obtained from your CLF contact).
- The Third Party Event Interest Form must be submitted at least 60 days prior to the start of your fundraiser.
- We'd like to include photos of your event on our website, if appropriate. A waiver is required to be filled out by each participant attending the event for the protection of the organizer as well as CLF. Waiver forms will be provided by CLF upon request.
- All written or printed materials containing Children's Leukemia Foundation of Michigan's logo must be submitted to your CLF contact for approval before public use.

Sponsorship and In-Kind Donations

- Children's Leukemia Foundation of Michigan cannot solicit monetary or In-Kind sponsorship for your Third Party Event (CLF can provide an example sponsorship/In-Kind letter, upon request).
- If you are pursuing sponsorships or in-kind donations, a list of intended solicitations must be submitted to CLF prior to engaging in solicitation.
- Children's Leukemia Foundation of Michigan cannot provide any donor or patient family contact information to the organizer under any circumstances.
- Monetary and in-kind donations will help ensure the Third Party Event is able to generate the most revenue while eliminating significant expenses.



Raffle and 50/50 Requirements

Raffle or 50/50 drawings, require a special license. Please inform your CLF contact if you plan to hold one of the above events, Children's Leukemia Foundation of Michigan will work with the state to ensure the license is obtained on your behalf. CLF requires a minimum of eight weeks advance notice to secure a raffle license.

The following information is required for raffle license:

- Address of drawing
- Time of day the drawing will take place (can take place over a period of hours)
- Day the drawing will take place
- Total value of prizes

Two weeks following the raffle you must provide CLF the outcome of your drawing to be submitted to the state of Michigan.

Publicity, Language and Logo Usage

- On event advertising, Children's Leukemia Foundation of Michigan is to be named as the beneficiary. For example, the title should be promoted as "(Name of your event)Benefitting Children's Leukemia Foundation of Michigan," or "Proceeds from this event will benefit Children's Leukemia Foundation of Michigan"
- Children's Leukemia Foundation of Michigan should always be mentioned in full name at least once in any promotional material; once it has been named in full, it can be shortened to CLF. Proper format of first use is Children's Leukemia Foundation of Michigan (CLF).
- You CLF contact must review and approve all promotional materials prior to use.
- When looking to promote the event, here are some ideas CLF recommends:
 1. **Children's Leukemia Foundation of Michigan's website:** CLF is willing to promote your third party event on our website and will provide your participants with access to our fundraising pages (web site tutorials can be provided upon request).
 2. **Children's Leukemia Foundation of Michigan email blasts:** CLF is willing to promote the third party event to our database through our email blast system once all of the relevant information is provided.
 3. **Online community calendars:** several media outlets have online calendars that allow anyone to post event information.
 4. **Press Releases:** Depending on the event, CLF may provide assistance in press release distribution.
 5. **Newspaper and Radio:** Many newspaper and radio stations are willing to promote local charity events. Email or mail the community events contact or call the specific media outlet with information about the event.



Acknowledgement Letters

- Children's Leukemia Foundation of Michigan will provide tax appropriate acknowledgement letters to all donors, if we are provided with their correct mailing address.
- CLF does not provide acknowledgement letters to in-kind sponsors you may obtain; you may choose to do so yourself. CLF can provide in-kind forms to be sent with the acknowledgement letter upon request.
- A sample acknowledgement Letter can be provided upon request.

Collecting Funds

- All donors should make checks payable to Children's Leukemia Foundation of Michigan. Please send all net proceeds to Children's Leukemia Foundation of Michigan within 30 days of the conclusion of your event. Please provide all mailing information for acknowledgement letters.

All donations can be sent to:

Children's Leukemia Foundation of Michigan
5455 Corporate Drive, Suite 306
Troy, MI 48098

We truly appreciate your support!

If you have any questions or concerns please contact Children's Leukemia Foundation of Michigan at 248.530.3000 or info@leukemiamichigan.org.

GOOD LUCK!