



New England Division Third-Party Benefit Activities Guidelines for Organizers

Since everyone knows someone who has been affected by cancer, many organizations and individuals want the opportunity to make a difference by raising funds for the American Cancer Society. Here are some guidelines that should prove helpful for you as you plan your activities.

Getting approval

- An American Cancer Society staff person (a regional director for income development) will need to review and pre-approve the benefit. A wide variety of federal and state laws apply to fundraising efforts, and it's important for everyone to be aware of both the legal requirements and the American Cancer Society's own event standards.
- The event coordinator needs to sign a third-party benefit form. (This is not the case if the event is part of a Relay For Life® team's fundraising efforts.)
- If the event will also benefit organizations other than the American Cancer Society, it will need to be pre-approved by the appropriate Society regional vice president.

Our financial policy

- The American Cancer Society provides receipts only for donations directly received by the American Cancer Society.
- The American Cancer Society is responsible for depositing all checks made out to the American Cancer Society.



- Bank accounts may not be opened by anyone in the American Cancer Society's name.
- State sales tax exempt certificates can be used only by American Cancer Society staff to give to vendors who sell goods and services directly to the Society.

Fundraisers with up-front costs are discouraged

- Initiatives to purchase and resell food, books, and other items are discouraged. Experience has shown that fundraisers with up-front costs are not as effective at raising money for the mission of eliminating cancer. A better option is the sale of something with costs covered by donors: for example, a bake sale, sale of handcrafted items, yard sale, or resale of donated items.
- Endurance fundraisers (such as a cross-country bikeathon) often incur high expenses. These expenses should be paid by the participants so that pledges can fund the important mission of the American Cancer Society.
- The Internal Revenue Service allows a donor to deduct only that portion of a gift above the "fair market value" of the goods or services received. For example, if someone would pay \$15 for a similar item in a store, only \$5 of a \$20 contribution would be eligible for a tax deduction. (Please consult your personal tax advisor with specific questions about your planned activity.)
- Experience has shown that most people are happy to contribute to the fight against cancer with a check to the American Cancer Society. Virtually everyone knows someone who has been affected by cancer, and most are happy to help – if you ask!

Drawings vs. raffles

- Raffles – where tickets are printed and sold over a period of time – are governed by a variety of state and federal laws. Due to the complexities of these legal requirements, raffle fundraising is strongly discouraged.
- Under no circumstances should a raffle permit be taken out in the American Cancer Society's name. These permits are limited and reserved for raffles conducted by the Society's raffle business unit. Inappropriate use of raffle permits might jeopardize the more than \$1 million raised in New England by the raffle business unit each year.
- Drawings – where tickets are sold at a single site on one day – are regulated differently than raffles and are often permitted. Please check with a local Society staff member, since laws vary by state and sometimes even by city or town.

Making and using promotional materials

- The American Cancer Society logo or letterhead may not be used for third-party events. (If your event is a Relay For Life team fundraiser, the Relay For Life logo may be used. Please consult your local Society staff member for more information.)
- If you wish to cite the American Cancer Society by name as a beneficiary of the event in printed materials – press releases, print, broadcast, or electronic advertising, Web pages, emails, or any other promotional venues – please have the materials reviewed and approved by a Society communications staff member prior to publication.
- If a percentage of the event proceeds is to benefit the American Cancer Society, please state the percentage in all event materials.

Cookbooks and recipes

- Occasionally, supporters will collect local recipes, have them printed for free, and offer a cookbook for a contribution. Approximately one-third of cancers are related to nutrition, body weight, and physical activity. If the cookbook mentions the American Cancer Society as a beneficiary, it's important to also include a printed statement that the recipes have not been evaluated or endorsed by the Society.

Our tobacco policy

- The American Cancer Society strongly recommends that, like all Society-sponsored activities, third-party activities be smoke-free.

Insurance

- The American Cancer Society cannot issue insurance coverage or certificates.

Publicizing the event

- American Cancer Society communications staff members need to pre-approve all benefit press releases and publicity appearances.
- Publicity for a benefit, in which the name of the American Cancer Society is used, cannot conflict with publicity for a pre-existing Society event in the same unit or region.

Confidentiality

- Due to our confidentiality guidelines, we are unable to share our donor lists.



Benefit Agreement Form

General Information

Contact Name _____

Address _____

Phone (Home) _____ (Work) _____ Email _____

Event Name _____

Date and time _____

Event Location _____

Event description _____

Facility name _____

Street address _____

City or Town _____

Financial Information

Expected benefit to the American Cancer Society:

\$ _____

Participant fee (if any) \$ _____

This is a net gross estimate.

Will you be soliciting corporate donations for this event? Yes No

I acknowledge that the American Cancer Society is a beneficiary of this event and not an event sponsor. I have read and will adhere to the American Cancer Society Third-Party Benefit Activities Guidelines and all policies of the American Cancer Society. I understand that the American Cancer Society will not be held liable for any injuries or damages that may occur at this event.

Signature _____ Date _____

Your Organization's Letterhead

Community Calendar Listing

Name of your organization
Address

Contact: Name
Phone number of contact

Calendar Listing
For Immediate Release through (date of fundraiser)

(Organization, group) to Hold Fundraiser to Benefit American Cancer Society

(City, State) – Join your community in the fight against cancer! Participate in the (your organization/club) (title/type fundraiser) to take place on (day, month, date, year). All proceeds from the event will be donated to help fund the American Cancer Society's programs of research, education, advocacy, and patient service. For more information or to register for the event, please call (name of organizer) at (phone number) or email at (email address).

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Your Organization's Letterhead

General Press Release

Name of your organization
Address

Contact: Name
Phone number of contact

For Immediate Release
Date of Release

(Organization, group etc) Holds Fundraiser to Benefit American Cancer Society

(City, State) – The (your organization/club) recently joined in the fight against cancer by hosting a (type of fundraiser) on (date) at (location) to benefit the American Cancer Society. The event raised \$_____, which will help fund the Society's programs of research, education, advocacy, and patient service.

"Quote from organizer/participant on what the event did for the community/organization/participants and why they chose to support the American Cancer Society," said (individual's name), (president of club or chair of event).

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer through research, education, advocacy, and service.

For cancer information 24 hours a day, seven days a week, contact the American Cancer Society at 1.800.ACS.2345 or www.cancer.org.

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Your Organization's Letterhead

Press Release for Check Presentation

Name of your organization
Address

Contact: Name
Phone number of contact

For Immediate Release
Date of Release

(Organization, group etc) Presents Check to American Cancer Society

(City, State) – The (your organization/club) recently joined in the fight against cancer by hosting a (type of fundraiser) on (date) at (location) to benefit the American Cancer Society. (Name of participant) of (your organization/club) and (name of participant) of (your organization/club), pictured above from left to right, presented a check for \$_____ to (staff person's name and title) from the American Cancer Society. All proceeds from the event will help fund the American Cancer Society's programs of research, education, advocacy, and patient service.

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Your Organization's Letterhead

Press Release to Accompany Photo

Name of your organization
Address

Contact: Name
Phone number of contact

For Immediate Release
Date of Release

(Organization, group etc) Holds Fundraiser to Benefit American Cancer Society

In the enclosed photo, from left to right, (name of participant) of (your organization or club) and (name of participant) of (your organization or club) enjoy a recent (type of fundraiser) which raised \$_____ for the American Cancer Society.

Proceeds from the (type of fundraiser) will be donated to the American Cancer Society to fund their programs of research, education, advocacy, and patient service.

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Photo Tips

These simple photo pointers will help you publicize the fundraiser you are holding to benefit the American Cancer Society.

- Select two people – one to serve as the photographer and one to assist the photographer.
- Provide the photographer with a camera that has flash capabilities.
- Request that the assistant write down the name of each person in the picture, as well as that person's hometown.
- Try to combine residents of the same town in a single picture.
- Remind the photographer to center all people in the picture and to take note of the background against which the picture is set.
- Make sure any picture selected for the press is clear, with each person easily identifiable.
- Try to send the picture and a photo press release to the press within ten days of the event.

