



Autism Society

Southeastern Wisconsin

THIRD PARTY FUNDRAISING PROPOSAL PACKAGE

Thank you for considering Autism Society of Southeastern Wisconsin (ASSEW) as a beneficiary of your fundraising activities. We appreciate your efforts to help make a difference in the lives of members of our community that have an autism spectrum disorder. Our special events team works to provide third party events with varying levels of support and can work with you individually to offer assistance as you plan and hold your fundraiser or project.

This packet contains the following:

1. A copy of the **Third-Party Event Agreement** for third party fundraising activities. Please review these guidelines and policies carefully.
2. A **Third-Party Proposal Form**. This form should be completed and returned to our ASSEW office at: Autism Society SE WI, 3720 N. 124th Street, Suite 0, Wauwatosa, WI, 53222
Attn: Rechelle Chaffee
3. A list of **Frequently Asked Questions**. It is designed to aid you in planning your event. Please review the FAQ before submitting your proposal.

As a final note, although ASSEW actively encourages third party fundraising events, we must approve all events in advance. This is an important safeguard in preserving the integrity of ASSEW and our commitment to donors.

We appreciate your interest in fundraising for ASSEW, and we look forward to working with you. Please call us with any questions you may have.

Sincerely,

Rechelle Chaffee

Executive Director

rechelle@asew.org

414-988-1267

AGREEMENT AND GUIDELINES

ASSEW has created these guidelines for all special events proposed by external organizations, groups or individuals to raise funds for ASSEW. All special events must be approved by ASSEW before organizations, groups or individuals may announce, publicize, or stage an event. Due to confidentiality requirements, ASSEW cannot release member, donor, employee, physician, volunteer, or other mailing lists for the purpose of solicitation of funds or participation in your event or project.

ASSEW reserves the right to approve only those events which represent ASSEW appropriately, forecast acceptable expense/revenue ratios, offer total net revenue or an appropriate allocation of net revenue. We reserve the right to review and request additional information before acting on a proposal. If circumstances warrant, ASSEW may choose to opt out as a beneficiary of an event or project at any time with no obligation.

PROCEDURES

- A. ASSEW will be able to provide the following support to the sponsoring organization, group or individual:
 - Logos
 - Endorsement letter
 - ASSEW informational materials
 - Event posted on assew.org
(for events that 75% or more of revenue benefits ASSEW)
 - If your event raises more than \$500 your event will be listed
In our annual donor report
- B. ASSEW WILL NOT be able to provide the following support:
 - Liquor licenses
 - Bank accounts or processing of expenses
 - Press releases for events
- C. The sponsoring organization, group, or individual will submit event proceeds to ASSEW within 60 days of the event, unless a member of the foundation staff previously approves a different date.

Special Note: ASSEW cannot assume any liability for an event conducted on its behalf.

USE OF LOGO AND/OR NAME

The logo and/or name of ASSEW may be used as part of an event ONLY AFTER APPROVAL HAS BEEN GRANTED by ASSEW.

The ASSEW name and logo cannot be used without written permission. With approval of use, a logo will be provided by ASSEW special events staff. When the name Autism Society of Southeastern Wisconsin is shown as the beneficiary of events sponsored by external organizations, groups, or individuals, only the following wording is acceptable:

1. (Event name) benefitting Autism Society of Southeastern Wisconsin.

ASSEW requests that the following rules are adhered to when using the ASSEW logo:

1. The logo can only appear in full color or a black image on white background where color is not available.



2. The elements of the logo must remain the same and type and graphics cannot be added.

Agreement

I/we have read and understand all of the Third-Party Event guidelines stated above and agree to comply with all rules as stated. Please print your name, sign, and date this form and retain a photocopy for your records.

Name (Please Print): _____

Signature: _____

Date: _____

Rechelle Chaffee Autism Society of Southeastern Wisconsin 3720 N. 124 th Street, Suite O Wauwatosa, WI 53222 rechelle@assew.org
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Please complete Third Party Proposal Form in its entirety, sign and date the Third-Party Event Agreement and return to Rechelle Chaffee via mail or scan and email them.

If you have questions about the Third-Party Agreement, or the Third-Party Event Proposal form, please call (414) 988-1267.

THIRD PARTY EVENT PROPOSAL FORM

Proposed Event/Promotion: _____

Date(s)/Time: _____ Location: _____

Sponsoring Organization, Business _____

Contact Person: _____ Title: _____

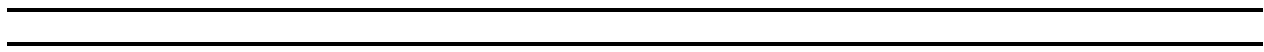
Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____ E-mail: _____

Event Description: _____



Have you held a fundraiser for us before? _____ Yes _____ No

If YES, Please Describe _____

How will you raise money through this event? Please provide promotional details/or plan (can be attached) _____

Estimated number of participants: _____

How will you publicize this event? Please provide promotional details/or plan (can be attached) _____

Fund-raising goal: _____

Is ASSEW the sole beneficiary of proceeds? _____ Yes _____ No

If not, please explain: _____

Do you plan to seek gifts or donations or sponsorships from local businesses? _____ Yes _____ No

If YES, please provide a list of potential businesses _____

Why did you choose to do a special event or promotion for ASSEW? _____

Please complete Third Party Proposal Form in its entirety, sign and date the Third-Party Event Agreement and return to Emily Condon via mail or scan and email:

Rechelle Chaffee
Autism Society of Southeastern Wisconsin
3720 N. 124th Street, Suite O
Wauwatosa, WI 53222
rechelle@assew.org

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Levels of Fundraising Support for Your Event

	Tier 3 \$3000+	Tier 2 \$1,000-2,999	Tier 1 \$0-999
Marketing			
Event Logo			
Designing Sponsor Posters and Signage			
Creation of Online Sign-Up and Payment Collection			
Feature in Email Update			
Donation of Raffle Basket			
Flyer of Event/Invite			
ASSEW Program Flyer			
Promotional Materials about ASSEW and/or Autism			
Promotional Giveaway (events in 2022 only)			
Promote on Social Media and Facebook Page			
ASSEW Website			
Facebook Shoutout of Appreciation	Dedicated Page	Header Advertisement	Header Advertisement
Raffle and/or Auction Support			
Use of Auction and/or Raffle License			
Template Letter for Solicitation of Auction and/or Raffle Items			
Auction and/or Raffle Reporting to State	ASSEW Handles		
Tax Acknowledgement Letter/Email for Auction and/or Raffle			
Day of Event Support			
Staffing at Events	2 Staff Members	1 Staff Member	
Staff Member Takes Photos at Event			

Interested in hosting an event?

Contact Rechelle Chaffee, Executive Director at (414) 988-1267 or rechelle@assew.org

*Print of all marketing materials is handled by host – we provide printable art files only.

Key	
	= Tier 3 Support
	= Tier 2 Support
	= Tier 1 Support
	= No Support