



## Third-Party Fundraiser Procedures and Guidelines

One of the many ways to support Women of Style, Spirit and Success Inc. is by planning and/or sponsoring an event to raise funds for the agency. This kind of activity is called a "third-party" fundraiser. We have put together the following procedures and guidelines so all participating parties are clear on their role and responsibilities. If you have additional questions regarding third-party fundraisers, please contact: Marva Ballard, President/CEO of Women of Style, Spirit and Success Inc. at 901-452-8882 or [mgballard@womenofsss.org](mailto:mgballard@womenofsss.org).

### Types of Third-Party Fundraisers

- 1. A group or individual can host an event or sponsor an activity and make Women of Style, Spirit and Success Inc. the beneficiary.** *(Example: An organization hosts a fashion show and gives Women of Style, Spirit and Success Inc. a check for the net profits.)*
- 2. Women of Style, Spirit and Success Inc. can "piggy back" on an existing event, adding a third-party fundraising element, and receive the income produced from that element.** *(Example: A company has an annual party and asks their employees to bring donations of fabric or sewing notions or sewing supplies for Women of Style, Spirit and Success Inc. or a city has an annual marathon and the sponsor offers registrants the opportunity to get pledges for Women of Style, Spirit and Success Inc.)*
- 3. Invite Women of Style, Spirit and Success Inc. to cooperatively produce an event and share in the profits.** *(Example: A local business invites Women of Style, Spirit and Success Inc. to participate in an art auction or grand opening. Women of Style, Spirit and Success Inc. sends out press releases and provides volunteers to work at the event. In return, Women of Style, Spirit and Success Inc. receives a percentage of the proceeds from the event.)*

### Procedure

- 1. Submit a description of the event 90 days prior if you wish to have Women of Style, Spirit and Success Inc. cooperatively produce your event, or 30 days prior to obtain approval for a beneficiary or "piggy back" event.**
- 2. Include the following information in your description:**
  - A full description of the event (Women of Style, Spirit and Success Inc. is required to know what the event involves)
  - Date, time and location of the event
  - What is expected of Women of Style, Spirit and Success Inc. (volunteers, promotional assistance)
  - Anticipated costs and projected gross income of the event
  - Plans, if any, for corporate sponsorship and who prospective sponsors are
  - Contact information of the director(s) and coordinator(s) of the event
  - Contact the Women of Style, Spirit and Success Inc. to set up an appointment to discuss your event.

## Third-Party Fundraiser Guidelines

Women of Style, Spirit and Success Inc. has a set of guidelines that we ask all individuals and organizations to follow when fundraising on Women of Style, Spirit and Success Inc.'s behalf:

1. The Women of Style, Spirit and Success Inc. name and/or logo cannot be used to promote a third-party event without prior approval by Women of Style, Spirit and Success Inc.
2. All approved third-party fundraisers should submit copies of print materials which include the Women of Style, Spirit and Success Inc. logo/name prior to printing.
3. Women of Style, Spirit and Success Inc. asks that you do not organize a third-party fundraiser that includes lotteries, gambling, raffles or drawings without first discussing it with us.
4. Any fundraiser that requires any type of license should first be discussed with and approved by Women of Style, Spirit and Success Inc.
5. Keep accurate accounts of your event. Women of Style, Spirit and Success Inc. will not be responsible for any expenses incurred for a third-party fundraising activity.
6. The third-party fundraising activity should be one that does not conflict with the mission of Women of Style, Spirit and Success Inc. (if unclear, contact Women of Style, Spirit and Success Inc.).
7. Your third-party fundraiser should not conflict with an existing Women of Style, Spirit and Success Inc. fundraising event.
8. Women of Style, Spirit and Success Inc. does not insure any third-party fundraisers.
9. Contact us with any additional questions you may have.

## Examples of Third-Party Events

- House parties
- Spa events
- Fashion shows
- Wine Tastings, Black-Tie Events, etc.
- Car Washes, Craft Shows, Bake Sales, etc.
- Bike-a-thon, Walk-a-thon, Bowl-a-thon, Workout-a-thon, Dance-a-thon, etc.

## Women of Style, Spirit and Success Inc.

### Who We Are

Women of Style, Spirit and Success is a 501(c)3 nonprofit organization dedicated to improving the economic conditions for women and children.

### Our Mission

Our mission is to help women and girls learn the technology necessary to have successful careers, operate successful businesses and prepare for careers of the future.

## Event Description Form

Thank you for thinking of Women of Style, Spirit and Success Inc. as you plan your upcoming event. We appreciate your willingness to support our operations and the women and children we serve.

We ask all individuals and organizations to submit a Third-Party Fundraiser Event Description to us for approval prior to including Women of Style, Spirit and Success Inc. as a beneficiary of your event. This will help to clearly establish the parameters and expectations for all parties involved in the activity.

To assist you in presenting your third-party event to Women of Style, Spirit and Success Inc. we have created this Third-Party Fundraiser Event Description Form. You may also use the format below to create your own event description form. Third-Party Fundraiser Event Description Forms should be submitted for approval no later than:

- 90 days prior if you wish to have Women of Style, Spirit and Success Inc. cooperatively **produce** your event.
- 30 days prior to obtain approval for a **beneficiary** or **"piggy back"** event.

*(Please Type or Print)*

### PROPOSED THIRD-PARTY EVENT

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Location(s): \_\_\_\_\_

Detailed Event Description:

### EXPECTATIONS OF WOMEN OF STYLE, SPIRIT AND SUCCESS INC.

Please describe in detail the support expected from Women of Style, Spirit and Success Inc.. *(i.e. Volunteers- numbers, times, duties; Promotions – press releases, invitations, etc.)*

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# Event Description Form

## ANTICIPATED COST & GROSS INCOME OF EVENT

Anticipated Gross Income: \$ \_\_\_\_\_

Source(s) of Income: *(i.e. ticket sales, sponsorships, auction, etc.)*

\_\_\_\_\_

Anticipated Corporate Sponsor(s):

\_\_\_\_\_

\_\_\_\_\_

Anticipated Expenses:

\$ \_\_\_\_\_

Types of Expenses: *(i.e. printing, food, location, etc.)*

\_\_\_\_\_

\_\_\_\_\_

## EVENT ORGANIZERS

*Primary Contact:*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Day Phone: (\_\_\_\_) \_\_\_\_\_ Evening Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

*Secondary Contact:*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Day Phone: (\_\_\_\_) \_\_\_\_\_ Evening Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

# Event Description Form

## Women of Style, Spirit and Success Inc.' Third-Party Fundraiser Guidelines

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8. Women of Style, Spirit and Success Inc. does not insure any third-party fundraisers.
9. Contact us with any additional questions you may have.

I have read and agree to follow Women of Style, Spirit and Success Inc.'s Third-Party Fundraiser Guidelines.

X \_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Title

Your Third-Party Fundraiser Event Description Form will be reviewed upon receipt and you will be contacted to arrange a meeting to confirm Women of Style, Spirit and Success Inc.'s participation in this event.

Please forward this completed and signed form to:

**Marva G. Ballard, President/CEO**  
[mgballard@womenofsss.org](mailto:mgballard@womenofsss.org)