do it yourself fundraising MS

RAISING MONEY EVERYWHERE AND IN EVERY WAY!

Contact Information:

Name: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Email: _____

☐ **Cell** ☐ **Home** ☐ **Work Telephone: ( )** _____

Connect to MS:

- ☐ **I have MS**
- ☐ **I have a friend or co-worker with MS**
- ☐ **Relative: Child of person with MS**
- ☐ **Relative: Parent of person with MS**
- ☐ **Relative: Sibling of person with MS**
- ☐ **Relative: Spouse of person with MS**
- ☐ **Relative: Other**
- ☐ **Other**

Describe the activity:

Date event would be held: _____ **Time:** _____

Location: _____

☐ **Please mail me the DIY toolkit**
☐ **Please email me the DIY toolkit and download links**

Do It Yourself Fundraising Activity Guidelines

The National Multiple Sclerosis Society is extremely grateful for the efforts of all Do It Yourself Fundraisers who coordinate fundraising activities to benefit the Society. Your commitment moves us closer toward a world free of MS.

The National Multiple Sclerosis Society defines a Do It Yourself Fundraising (DIY) activity as any fundraising activity by a third-party (defined as any non-affiliated group or individual (including volunteers and employees), where the Society has no direct responsibilities and little or no staff involvement or planning.

PROMOTION

- The activity will be promoted and conducted in a manner to avoid the appearance of the Society endorsing any product, firm, organization, individual or service.
- The Society reserves the right to decline association with any third-party when it believes that such association or DIY activity may have a negative effect on the reputation of the Society.
- When possible, all DIY activities should establish a timetable and action plan a minimum of three months before the activity. A Society representative may provide guidance in the development of committee structure, marketing and deadlines.
- Any use of the name, National MS Society and logo must be approved by the Society before promotion begins.
- The official name, National MS Society logo and DIY logo should be appropriately used in conjunction with such an activity, but may not be altered in any way.
- The Society operates under the Better Business Bureau guidelines for charitable giving. In compliance with these guidelines, the Society requires full disclosure on all packaging, advertising or promotional materials when funds are raised through a consumer purchase or promotion (e.g. $1 from the sale of each item). All DIY fundraisers must comply with this requirement if applicable.
- Similarly, advertising, promotion and associated materials must state that the proceeds of an activity will benefit the Society, but should not imply or state that the
- Society is the host, sponsor or endorser. Any sponsor of the activity should be clearly identified and the amount or percentage of proceeds to be provided to the
- Society as the beneficiary should be stated: (i.e. The Elks Club, Bob's Variety, The Smith Family, is hosting X activity, "with 75% of net proceeds benefiting the National Multiple Sclerosis Society.")
- Promotional materials and/or advertisements cannot be purchased with Society funds and are the responsibility of the organizer.
- The Society reserves the right to decline endorsement of an activity if other non-profit organizations are beneficiaries and/or involved in the activity without mutual compliance.

- Please feel welcome to use the following content describing the National MS Society in marketing/promotional materials:

About the National Multiple Sclerosis Society

MS stops people from moving. We exist to make sure it doesn't. The National MS Society addresses the challenges of each person affected by MS by funding cutting edge research, driving change through advocacy, facilitating professional education, collaborating with MS organizations around the world, and providing programs and services designed to help people with MS and their families move their lives forward. We are people who want to do something about MS NOW, and are dedicated to achieving a world free of MS. Join the movement at nationalMSsociety.org.

Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at nationalMSsociety.org or 1-800-FIGHT-MS (344-4867).

LIABILITY

- The Society shall not be responsible, under any circumstance, for the promotion, set-up, pre-event, post-event or operational issues associated with a DIY activity. The organizer assumes all risk for expenses and liabilities, and agrees to indemnify, defend and hold harmless the Society from any and all claims, obligations or liabilities associated with the DIY activity.
- Should the organizer choose to serve alcohol, to minimize risk, we recommend you do so via a "cash bar". In addition, the availability of alcohol should not be promoted. The responsibility of serving the alcohol to attendees and/or participants should remain with a third party (for ex. restaurant or facility staff etc.). Proof of age is required and signs should be posted to that effect. Alternative means of transportation should be available to attendees and/or participants. The third-party organizer agrees to indemnify, defend and hold harmless the Society for any liability associated with the serving of alcohol at the DIY activity.
- Local municipalities and property owners will often times require third-party organizers to provide evidence of insurance particularly when the activity involves a specific number of participants/attendees. Third-party organizers of DIY activities shall not rely on the Society's insurance for the event. We recommend organizers comply with insurance requirements as you assume ALL risk associated with the activity
- DIY organizers are also responsible for obtaining applicable permits and licensing in use of all public facilities and/or properties through the appropriate municipality. The Society has no responsibility for obtaining applicable licenses and permits.
- To the extent that the DIY activity is physical in nature, the third-party organizer shall require all participants to execute event waivers that specifically release the Society from all claims relating the participation in the DIY activity.
- In some instances, organizers may become involved with various vendors in support of the activity. It is recommended that vendors provide evidence of insurance and include the organizer as additionally insured.

ACCESSIBILITY

- All DIY activities should be accessible to people with disabilities. The activity should take place at a location that meets ADA regulations.
- DIY organizers should promote and make arrangements for any special accommodation needs of participants, volunteers, and/or staff.

REVENUE GENERATION

- All promotional materials must clearly state the percentage of proceeds and/or the portion of the ticket price that will benefit the Society.
- The Society should receive all net proceeds within 30 business days of the conclusion of the activity and/or promotion.

RECORDS

- The Society should receive a list of targeted sponsors for the activity, before they are approached, to minimize overlap with other campaigns.
- The Society reserves the right to inspect all activity financial records and related expenses.
- The Society may request a list of all donors and sponsors who contributed cash and in-kind items to the activity.
- DIY organizers are responsible for tracking participants, sponsors and volunteers and mailing appropriate materials as needed.

TAX ISSUES

- The National Multiple Sclerosis Society is a charitable organization as defined under 501(c) (3) of the Internal Revenue Code. Any contribution to the Society qualifies as a deduction under Section 170 of the Internal Revenue Code.
- Difficulty could arise when an independent, outside organization wishes to raise money for the Society. If the payments are made to this independent organization and it is not a qualified organization, the payments will not be deductible for income tax purposes. If the payments are made directly to the Society then such payments are tax deductible.

I agree with the terms and conditions above.

_____ _____

Name Printed and Signature **Date**