



American Autoimmune

Related Diseases Association, Inc.

GRASSROOTS FUNDRAISING GUIDELINES & THIRD-PARTY AGREEMENT

American Autoimmune Related Diseases Association (AARDA)



Thank you for considering the American Autoimmune Related Diseases Association (AARDA) as a beneficiary of your grassroots fundraising or awareness-raising activity(ies). We appreciate your desire to make a difference in the lives of the people we serve every day. To assist your efforts, AARDA may be able to provide a limited level of support, depending on the size, scope and timeframe of your event/project.

This packet contains the following:

1. **Third Party Event Agreement** for grassroots fundraising and awareness-raising activities. Please review these guidelines carefully.
2. **A Third Party Proposal Form.** This form should be completed and returned to our headquarters: AARDA, 22100 Gratiot Avenue, East Detroit, Michigan 48021.
3. **Frequently Asked Questions list.** This list is designed to aid you in planning your event. Please review the FAQs before submitting your proposal.
4. **Examples** of previous grassroots events that have been successful.

Although AARDA actively encourages Third Party fundraising and awareness events, we must approve all such events in advance. This is an important safeguard in preserving the integrity of AARDA and our commitment to donors.

We appreciate your interest in raising funds and awareness for AARDA, and we look forward to assisting you. Please email dpatrick@aarda.org with any questions you may have.



Special Event & Project Guidelines

All special events and projects must be approved by AARDA before any organization, group or individual may announce, publicize or stage an event using our name. Due to confidentiality commitments, AARDA cannot release its mailing or email lists for the solicitation of funds or participation in your event.

AARDA reserves the right to approve only those events which represent AARDA 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, AARDA may choose to opt out as a beneficiary of an event or project at any time with no obligation.

PROCEDURES:

- A. AARDA WILL be able to provide the following support to an approved sponsoring organization, group or individual:
 - Logo (*see guidelines on page 5*)
 - Endorsement Letter
 - AARDA informational materials
 - Online page for donations to AARDA
 - Event posted on facebook.com/Autoimmunity or twitter.com/aardatweets (for events where 100 percent of the net revenue will benefit AARDA)
 - If your event raises more than \$1,000 it will be listed in our annual report.

- B. AARDA WILL NOT be able to provide:
 - Liquor license
 - Bank accounts or processing of expenses
 - Press releases for events
 - Raffle License
 - Speakers
 - Financial support



- C. The sponsoring organization, group, or individual will submit events to AARDA at least 90 days prior to the event. If special circumstances apply, please advise AARDA.
- D. Checks collected must be made payable to AARDA and mailed to our headquarters at the following address: AARDA, Attn: Grassroots, 22100 Gratiot Avenue, Eastpointe, MI 48021.
- E. Cash and onsite credit/debit card donations must be receipted, with a copy to the donor and a copy for AARDA. We issue tax receipts and thank-you letters based on these receipts. AARDA will supply 2-part receipt forms.
- F. Grassroots organizers must have Internet access to enable timely communication between the organizer and AARDA.

Special note: AARDA cannot assume any liability for an event conducted on its behalf.



USE OF LOGO AND/OR NAME

The logo and/or name of American Autoimmune Related Diseases Association may be used as a part of an event only after approval has been granted by AARDA.

The AARDA name and logo are service marks of the Autoimmune Diseases Association and cannot be used without written permission. With approval of use, a logo will be provided by the AARDA special events staff.

When the AARDA logo is shown as the beneficiary of events sponsored by external organizations, groups or individuals, only the following wording is acceptable:

1. An event benefiting American Autoimmune Related Diseases Association.
2. (Event name) benefiting American Autoimmune Related Diseases Association.

The following rules must be adhered to when using the AARDA logo:

1. The logo is no smaller than 7/16" high.
2. The elements of the logo must remain the same and type and graphics cannot be added.
3. Special effects, such as shadows, outlining, beveling, blurring, etc...cannot be added.
4. The proportion must remain the same.
5. The logo cannot be surrounded with a box or shape.



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AGREEMENT

I/We have read and understand all of the Third Party Agreement and special 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 copy for your records.

Name: _____

Signature: _____

Date: _____

Please complete the Third Party Agreement and the Third Party Proposal Form in their entirety, sign, date and return to:

American Autoimmune Related Diseases Association
ATTN: Grassroots Events
22100 Gratiot Avenue
Eastpointe, MI 48021
FAX: (586) 776-3903
aarda@aarda.org

If you have any questions about the Third Party Agreement, or the Third Party Event Proposal Form, please email aarda@aarda.org.



THIRD PARTY EVENT/PROJECT PROPOSAL FORM

PROPOSED

Event/Project: _____

Date(s)/Time: _____

Location: _____

Sponsoring Organization/Business: _____

Contact Person: _____

Title: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

E-Mail: _____

My event is a: Fundraiser Awareness Event
(select at least one)



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Event Description:

Have you held a fundraiser/awareness event before? Yes No

If Yes, please describe:

How will you raise money for this event?
(Please provide promotional details - You may provide an attachment):

How will donations/revenue to collected?

How will donations/revenue be sent to AARDA?

Have you formed a committee to help organize this event? Yes No

Estimated number of committee members: _____



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How will you publicize this event? (Please provide promotional details - You may provide an attachment):

Attendance Goal: _____
Fundraising Goal: \$ _____
Projected Expenses: \$ _____
Estimated Gift to AARDA: \$ _____

*Please attach a proposed **budget** for your event. Be as specific as possible. Also specify which, of any, costs you expect to be underwritten or donated as gifts in kind.*

Is AARDA the sole beneficiary of the proceeds? Yes No

If not, please explain:

Do you plan to seek in-kind gifts, donations or sponsorships from local businesses? Yes No

If yes, please provide a list of potential businesses:



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Why did you choose to do a special event for AARDA?

Please complete Third Party Proposal Form in its entirety, sign and date the Third Party Event Agreement and return to:

American Autoimmune Related Diseases Association
Attn: Grassroots Events
22100 Gratiot Avenue
Eastpointe, MI 48021
FAX: 586-776-3903

If you have any questions about the Third Party Event Agreement, or the Third Party Event Proposal Form, please email aarda@aarda.org.



Frequently Asked Questions:

When will I know if my fundraiser/awareness event has been approved?

You will be notified by AARDA within five to seven business days of proposal submission. We cannot endorse fundraisers that do not fit our mission and reserve the right to review and request additional information before acting on a proposal.

May I use AARDA's name and logo?

Once your fundraiser or project is approved and you have signed the Third Party Event agreement, we will send you a logo to use for your promotional materials. AARDA must approve anything using our name and logo before it is printed or distributed. This includes web sites and social media.

Will someone from AARDA help me plan and run my event?

AARDA can provide support materials but cannot manage your fundraiser.

May I use AARDA's federal tax identification number?

AARDA's federal tax identification number may be provided only to verify its tax-exempt status as a beneficiary.

Can AARDA issue tax receipts to my donors?

AARDA will provide a tax letter for all donations made to the American Autoimmune Related Diseases Association (AARDA). Donations made online will receive an automatic tax receipt. For cash donations, the event coordinator will be responsible for documenting donor names and addresses so that tax receipts may be issued to cash donors.

To whom should checks be made payable?

Checks must be made payable to American Autoimmune Related Diseases Association or AARDA.



May I have a raffle at my event?

AARDA cannot provide or lend its raffle license to your event. You may conduct a raffle only if you hold a raffle license and the raffle is compliant with your state's Department of Gaming regulations.

Will AARDA provide items for my auction?

You are responsible for securing any items for auctions. AARDA will provide you with a formal endorsement letter to assist you as you seek support for your auction, fundraiser or project.

Can AARDA send a press release or solicit media coverage for my event?

You are welcome to contact local media regarding your event. AARDA cannot write or distribute any press releases for your event or solicit media coverage on your behalf. AARDA may post your event on our Facebook page and calendar, on Twitter, and may publish it in our newsletter.

Will AARDA design any promotional materials for my event?

You may use our logo to create any promotional materials within our usage guidelines (see page 5), but AARDA cannot provide design service. AARDA banners with our logo may be provided to you upon request, if available.

Does AARDA provide insurance for my event?

AARDA cannot assume any liability for an event conducted on its behalf.

Will AARDA find volunteers for my event?

You are responsible for finding and coordinating volunteers for your event.

How do I pay the expenses from my event?

AARDA cannot fund or financially support grassroots fundraisers or awareness events. You are responsible for covering all expenses. Some may be reimbursed by AARDA. It is your responsibility to check with AARDA beforehand.



Examples of Events:

The grassroots events listed below were held to benefit the mission of AARDA:

- 1) "5 for the 50" 5K fundraiser
- 2) Mooovin' On 5K fundraiser, Jackson County Farm Bureau Women's Committee
- 3) Scavenger Hunt fundraiser, Mrs. Colorado International
- 4) Kappa Kappa Gamma KK Glee Talent Show
- 5) Longaberger Basket Bingo
- 6) 50 Cents for 50 Million - series of small fundraisers
- 7) Linking Together for a Cure Golf Outing
- 8) Denims and Donations - Dress Down Day

Additionally, some performers and business owners donate a percentage of sales of a CD, download, performance or product to AARDA especially during the month of March, which is National Autoimmune Diseases Awareness Month.

At least two DON'Ts:

We ask that you DON'T create your own T-shirt to sell. AARDA sells AARDA-branded and approved T-shirts through our online store. We prefer that people purchase these items with our messaging.

We ask that you DON'T create a Facebook page, Eventbrite page or any crowd funding page for your event, as this detracts from AARDA's social media and online presence. We prefer that online fundraising be done through our channels. Your event should direct participants to either www.aarda.org or www.facebook.com/Autoimmunity.