

Team Captain Tools

Project HOPE Heroes



Welcome, Team Captains!

If you are planning a fundraising event then you are a team captain, and we are so grateful for your willingness to invest in the mission of Project HOPE. This toolkit has been designed as a supplement to the Fundraiser Toolkit to provide you with team captain specific tips. Be sure to also review the Fundraiser Toolkit that follows and use it in tandem with this document.

Should I register as a team captain or an individual?

If you plan to register host a fundraising event for Project HOPE it makes sense to register as a team captain.

What are the benefits of registering as a team captain?

If you are planning a pancake breakfast or community dance event, it doesn't look like and feel like a traditional team event, but it still makes sense to take advantage of the technology that is available to team captains:

- Invite people to join your event *and* participate in their own fundraising for Project HOPE.
- With a couple of clicks you can send messages to everyone who has registered on your team. This is a great opportunity to send event reminders and updates or encourage people in their individual fundraising.
- Track the progress of your event. Monitor how many people have registered and see whether they have done any personal fundraising.

Why should I form a team?

As a team captain, you can exponentially increase your impact to Project HOPE. Team Captains:

- Introduce people to the mission of Project HOPE by inviting them to become personally involved.
- Raise more money! If you invite 10 people to join you, then you will raise 10 times the money and Project HOPE will provide 10 times the care to vulnerable men and women, boys and girls around the globe.



Steps to Success

Step One: Login

Register online at our [website](#).

Step Two: Determine Your Fundraising Event

Run a marathon. Sell baked goods. Host a fundraising walk. Donate your birthday and collect donations instead of gifts. The options are as endless as your creativity.

Step Three: Set a Goal

Determine an appropriate personal fundraising goal. Remember, goals can always be updated by logging into your personal webpage. If you meet your goal quickly, increase it to encourage more giving.

Personal Fundraising Goal \$

Team Fundraising Goal \$

Step Four: Self - Support

Make a donation to your personal fundraising page. The size doesn't matter, but your willingness to donate confirms for friends and family that you are committed to our mission.

I will donate \$

Step Five: Update Team and Personal Fundraising Pages

Replace the existing text with your personal ask for support. Let potential donors know why you have chosen to Project HOPE and thank them in advance for their support. Your team page is the perfect place to share all of the information about your fundraising event. Then direct people to that page on promotional materials.

Steps to Success *(continued)*

Step Six: Plan and Promote Your Fundraising Event

It is time to start thinking logistics . when and where will your event be held? How will you raise money? How many volunteers do you need? How are you going to spread the word? Consider these questions:

- Will you plan the event with a committee or alone?
- Do you need any permits?
- Where will the event be held?
- What is your budget?
- How will you secure donations?
- How will you promote the event?
- How many volunteers do you need?

Step Seven: Recruit Participants and Request Donations

Question: What is the #1 reason people will support your fundraising efforts? **Answer:** Because they were asked!

E-mail, social media, text and personal conversations are all effective recruitment & solicitation methods. Take a few quick moments to brainstorm who you want to invite to attend your event or donate to your fundraising efforts. Consider the following lists of people who could be asked to support your fundraiser:

- Cell phone contact list
- Holiday card mailing list
- Sports team rosters
- Church Directory
- Facebook friends
- Co-workers

Name	Contact Information	Date of Contact	Date of Follow-Up
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Step Eight: Follow-Up, Follow-Up, Follow-Up!

Don't stop now! More lines [here](#).

Don't be afraid to send reminders to your friends and family. On average it takes 2-3 points of communication to secure a donation. Email inboxes get full and push your message out of sight. Make sure no one misses out on the chance to save lives simply because they forgot. A sample follow-up message is provided in your participant center.

Step Nine: Encourage and Motivate Team Members

Remind everyone that they can make a huge impact with three small steps: update their personal fundraising page, make a self-donation and send emails.

Online Fundraising Tools for Team Captains

This document focuses on the differences between the individual participant pages and team captain participant pages. For more information on your personal participant page, please see the Fundraiser Toolkit.

Logging In

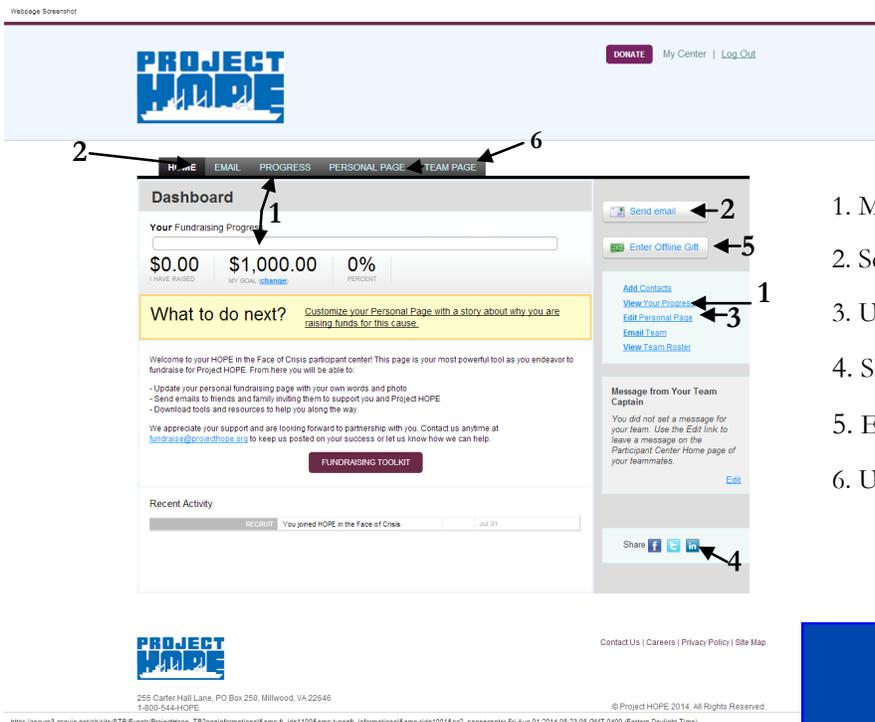
During the registration process you chose a user name and password. Click on the “Participant Center” link in your registration confirmation email or by visiting [our website](#).

Enter your login credentials and click “Log In”. If you forgot your username or password you can request information by following the “Forgot User Name” or “Forgot Password” links. Once logged in, you will be taken directly to your participant center.



Navigating the Participant Center

Your first view of the participant center will be the home page or “Dashboard”. From this page you can navigate through all of the tools the participant center offers.



1. Monitor your progress (3 places)
2. Send email (2 places)
3. Update your personal webpage (2 places)
4. Share your personal webpage via social media
5. Enter offline gifts like checks and cash
6. Update your team page

We are here to help!

Stacey Bowers

(540) 837.9521

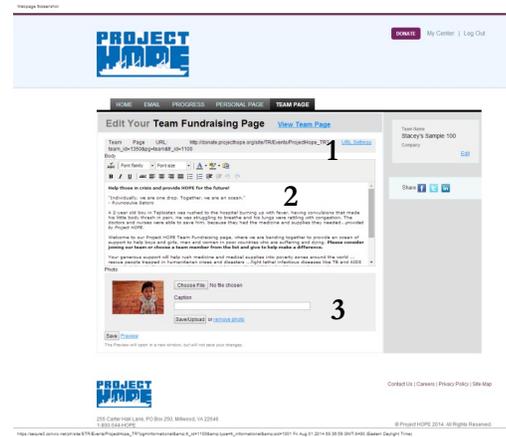
fundraise@projecthope.org

Online Fundraising Tools *(continued)*

Information on updating your personal webpage is available in the Fundraising Toolkit. In this document we will address how to update your team webpage.

Update Your Team Webpage

Choose “Team Page” from the participant center navigation bar. From here you can change your personal webpage url (1), edit the content of your team page (2), and add a personal photo (3).



Edit Your URL (1)

Click URL Settings and then add some identifying text, such as your last name or nickname to create a shortened URL address. Make note of your new URL so you can include it in social media posts and in letters and email messages.



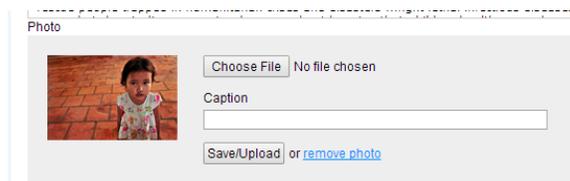
Personal Webpage Content (2)

This is your chance to tell people about why you chose to support Project HOPE and how you are planning to raise money in support of global health. Give all of your event details here and then direct potential attendees and participants to this site in your promotional materials.

Type directly over the text in section (2) of the above image. Click on “View Team Page” to preview how your team webpage will look to visitors.

Change Photo

Replace the standard photo with a personal or event photo by clicking on choose file and selecting the image from your computer. Photos must be smaller than 4MB. If you need to resize the image, try free online resources like <http://www.picresize.com/>.



Online Fundraising Tools *(continued)*

Sending Emails

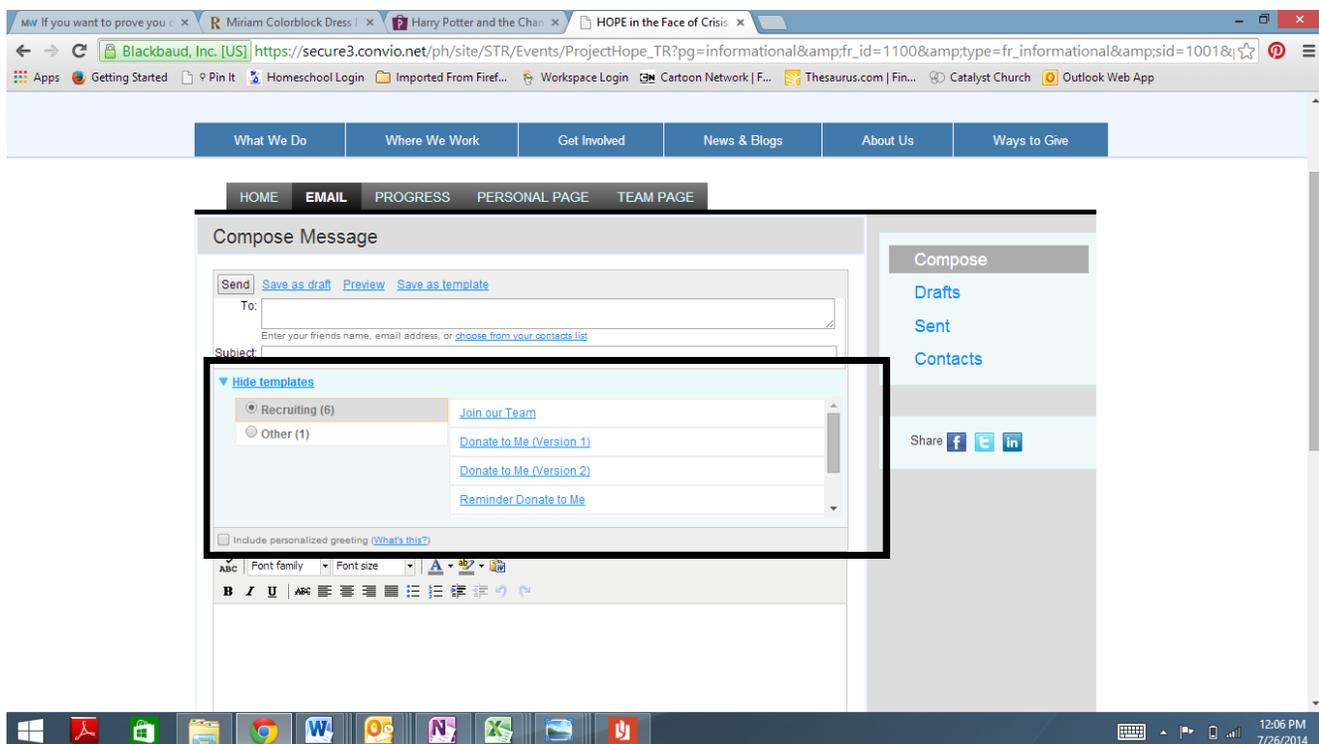
Spread the word about Project HOPE fundraising campaign or event by sending emails through your participant center. Start by clicking on the “Send Email” tab of the participant center navigation bar. From there you will see the option to compose a message, view draft and sent messages, and add or view contacts. Sending emails from the participant center is ideal for soliciting support, inviting people to join your team, sending reminders and saying thank you.

Composing Messages

Get started quickly by entering an email address in the “To” section and begin typing in the body of the message. Alternatively, you can click on “use template” to view a variety of sample message provided Project HOPE. Messages include:

- Join our Team
- Donation Request (2 versions)
- I am Donating my Birthday/Wedding/Anniversary/Other Event
- Donation Request Reminder
- Thank You for Donating

Check the “include personalized greeting” to have your messages automatically add a “Dear <First Name>” salutation. This feature only works if you are sending a message to your participant center contacts.



The screenshot shows a web browser window displaying the Project HOPE fundraising website. The browser's address bar shows the URL: https://secure3.convio.net/ph/site/STR/Events/ProjectHope_TR?pg=informational&fr_id=1100&type=fr_informational&sid=1001&l. The website's navigation bar includes links for "What We Do", "Where We Work", "Get Involved", "News & Blogs", "About Us", and "Ways to Give". Below the navigation bar, there are tabs for "HOME", "EMAIL", "PROGRESS", "PERSONAL PAGE", and "TEAM PAGE". The "EMAIL" tab is selected, and the "Compose Message" interface is displayed. The "Compose Message" form includes fields for "To:" (with a prompt to "Enter your friends name, email address, or choose from your contacts list") and "Subject:". A "Send" button is visible, along with options for "Save as draft", "Preview", and "Save as template". A dropdown menu for "Hide templates" is open, showing two categories: "Recruiting (6)" and "Other (1)". Under "Recruiting (6)", there are four template options: "Join our Team", "Donate to Me (Version 1)", "Donate to Me (Version 2)", and "Reminder Donate to Me". Below the template dropdown, there is a checkbox for "Include personalized greeting" with a link to "What's this?". The bottom of the screenshot shows the Windows taskbar with various application icons and the system clock displaying "12:06 PM 7/26/2014".

Potential Donor List

Name	Contact Information	Date of Contact	Date of Follow-Up
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Fundraiser Toolkit

Project HOPE Heroes

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HOPE's Mission

To achieve sustainable advances in health care around the world by implementing health education programs and providing humanitarian assistance in areas of need.

Providing HOPE For the Future

History and Vision

Project HOPE is an international medical nonprofit organization established 56 years ago with a mission of advancing health care around the world. Project HOPE has worked in more than 120 countries, improving global health through community education, training of medical providers, and the delivery of humanitarian assistance. Identifiable to many by the SS HOPE, the world's first peacetime hospital ship, Project HOPE now conducts land-based medical training and health education programs.

Project HOPE's focus is on sustainable rather than short-term health improvements and it is committed to working in partnership with local government agencies, other international nonprofits, and with the business sector to develop long-term solutions to complex health challenges.

Practice Areas

Today, Project HOPE has five practice areas:

- Women's and Children's Health
- Infectious Diseases (TB and HIV)
- Noncommunicable Diseases
- Health Systems Strengthening
- Humanitarian Assistance and Disaster Relief

Disaster Response

Project HOPE has played a crucial role in saving lives in regions hit by natural disasters over much of the last decade, in Haiti, Indonesia, Japan, China, the Philippines and other parts of Southeast Asia. While Project HOPE does respond in the short-term to hurricanes, typhoons, tsunamis, earthquakes and refugee crises, it also stays behind in disaster zones after the initial trauma has passed, to offer long-term support to often damaged health systems and communities.

Gifts In Kind

HOPE's Gift-in-Kind platform provides critically needed medicines, vaccines, medical supplies and equipment to promote quality health care around the world, particularly in response to natural disasters and humanitarian need.

Volunteers Change Lives

Volunteerism has been at the heart of Project HOPE's work since its beginning as a floating hospital ship, the SS HOPE, in 1958. Today, medical volunteers for HOPE participate in ship-based care in partnership with the U.S. Navy as well as land-based medical training and health education programs.

Did You Know?

Each year, nearly 7 million children under five years of age die from diseases, while more than half a million women die in childbirth – yet most of these deaths are preventable

Project HOPE has long been a leader in addressing the global upsurge of noncommunicable diseases – which kill more than 36 million people each year.

In 2013, 420 volunteers donated 8,332 volunteer days and \$3 million in donated services to help those in need around the globe.

Project HOPE Heroes

Project HOPE Heroes is an opportunity for people with a deep commitment to Project HOPE's lifesaving health education and humanitarian assistance programs to raise awareness and critical funds for vulnerable boys and girls, men and women around the globe.

You and your friends, family and co-workers can support Project HOPE by hosting a personal campaign, creating your own event or participating in an existing event.

Success Stories

Sending HOPE Through Dance

When the Ashland Dance Community in Ashland, Oregon heard about Typhoon Haiyan's terrible effect on the Philippines, they decided to use their skills and resources to help Project HOPE send aid.

The Dance Community dedicated one of their weekly community dances to a fundraiser in support of Project HOPE. The event featured an improvised dance piece and an eclectic mix of music played for attendees to dance to. Event participants made a minimum \$15 donation and \$1500 was raised to support HOPE's work.

50 Years of Success

The professional pharmaceutical fraternity, Lambda Kappa Sigma (LKS), has been planning third party events around the country for 50 years. Their annual HOPEWaLKS bring together fraternity members and local communities in support of HOPE's mission and values.

Last year, alone LKS raised **\$17,500!**



Minnesota Teen Makes HOPE Happen

Jenny is a freshman at the University of Minnesota, Rochester, where she majors in Diagnostic Medical Sonography. Once Jenny earns her degree, she hopes to use her medical training to volunteer with Project HOPE.

In the meantime, Jenny is spreading Project HOPE's message however possible. She raised \$1,075 to support Project HOPE's relief and recovery work by setting up a personal fundraising page on HOPE's website. "It's amazing," she said. "Once people have the opportunity to give, they will."



Steps to Success

Step One: Register

Register online at [INSERT WEBSITE].

Step Two: Determine Your Fundraising Event

Run a marathon. Sell baked goods. Host a fundraising walk. Donate your birthday and collect donations instead of gifts. The options are as endless as your creativity.

Step Three: Set a Goal

Determine an appropriate personal fundraising goal. Remember, goals can always be updated by logging into your personal webpage. If you meet your goal quickly, increase it to encourage more giving.

Personal Fundraising Goal \$

Step Four: Self - Support

Make a donation to your personal fundraising page. The size doesn't matter, but your willingness to donate confirms for friends and family that you are committed to our mission.

I will donate \$

Step Five: Update Personal Fundraising Pages

Replace the existing text with your personal ask for support. Let potential donors know why you have chosen to fundraise for Project HOPE and thank them in advance for their support. This is also the perfect place to share any pertinent event details.

Steps to Success, *continued*

Step Six: Plan and Promote Your Fundraising Event

It is time to start thinking logistics . when and where will your event be held? How will you raise money? How many volunteers do you need? How are you going to spread the word? Consider these questions:

- Will you plan the event with a committee or alone?
- Where will the event be held?
- How will you secure donations?
- How many volunteers do you need?
- Do you need any permits?
- What is your budget?
- How will you promote the event?

Step Seven: Request Donations

Question: What is the #1 reason people will donate to your fundraising efforts? **Answer:** Because they were asked!

E-mail, social media, text and personal conversations are all effective recruitment & solicitation methods. Take a few quick moments to brainstorm who you want to invite to attend your event or donate to your fundraising efforts. Consider the following lists of people who could be asked to support your fundraiser:

- Cell phone contact list
- Sports team rosters
- Facebook friends
- Holiday card mailing list
- Church Directory
- Co-workers

Name	Contact Information	Date of Contact	Date of Follow-Up
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Step Eight: Follow-Up, Follow-Up, Follow-Up!

Don't stop now! More lines [here](#).

Don't be afraid to send reminders to your friends and family. On average it takes 2-3 points of communication to secure a donation. Email inboxes get full and push your message out of sight. Make sure no one misses out on the chance to save lives simply because they forgot. A sample follow-up message is provided in your participant center.

Step Nine: Celebrate!

Congratulations—you made hope happen! Take a minute to bask in that joy. As you are wrapping up your event be sure to send thank you notes, pay any final bills and mail the remaining donations to Project HOPE, Attn: Lynn Jennings, 255 Carter Hall Lane , PO Box 250, Millwood, VA 22646

day 1



Donate \$25 to Yourself

day 2



Ask 5 Friends for \$10

day 3



Ask your Boss for \$20

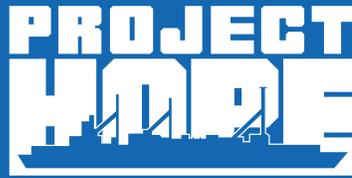
day 4



Ask 2 Family Members for \$25 Each

HOW TO RAISE \$200

in Less Than a Week



FOUNDED IN 1958

day 5



Ask 2 Neighbors for \$15

day 6



Ask a Co-Worker for \$25

Three Steps to Easy Money

STEP 1



Go First

Make a donation to your personal fundraising page. The size doesn't matter, but your willingness to donate confirms for friends and family that you are committed to our mission.

STEP 2



Personalize Your Fundraising Page

Replace the existing text with your personal ask for support. Let potential donors know why you have chosen to participate in a Project HOPE fundraiser and thank them in advance for their support. While you are there, drop in a personal photo to grab their attention.

STEP 3



Send Emails

This is the single most important action you can take to raise money! Send requests for donations to family and friends and enjoy watching how they respond.

DID YOU KNOW?
The average online gift is \$50!

Don't forget to say *Thank You*

Follow-Up, follow-Up, follow-Up!

On average it takes 2-3 email solicitations to secure a donation.

Online Fundraising Tools

Unlock the Potential of Your Participant Center

What is the Participant Center?

Every person who registers with a unique email address is given a personal fundraising webpage at which friends and family can make donations to your event or personal campaign. The participant center is the back end view of your personal webpage. From the participant center you can edit the text and pictures on your webpage, send donation request emails, monitor your progress and more.

Logging In

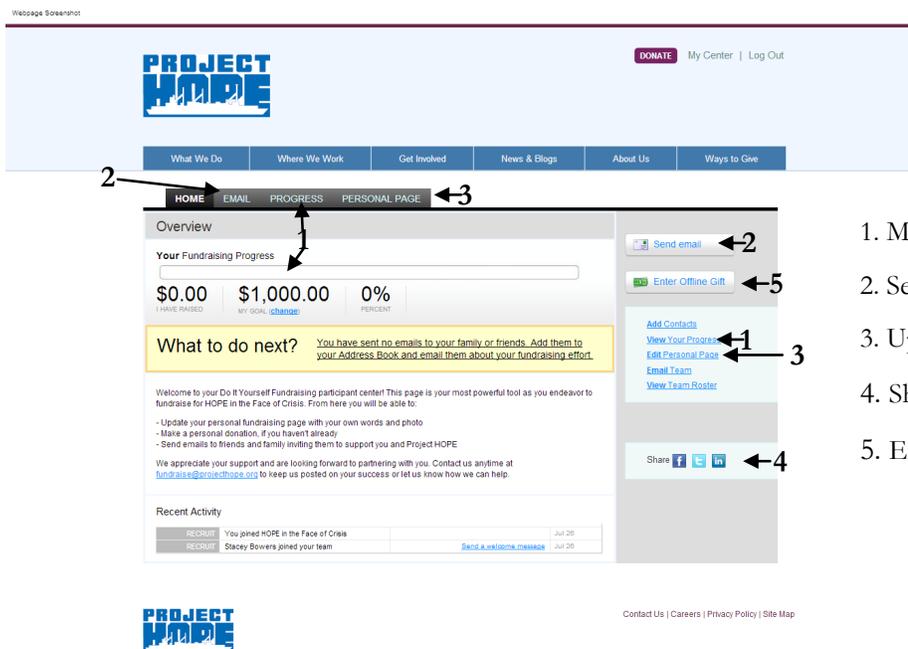
During the registration process you chose a user name and password. Click on the “Participant Center” link in your registration confirmation email or by visiting **[INSERT LINK]**.

Enter your login credentials and click “Log In”. If you forgot your username or password you can request information by following the “Forgot User Name” or “Forgot Password” links. Once logged in, you will be taken directly to your participant center.



Navigating the Participant Center

Your first view of the participant center will be the home page or “Dashboard”. From this page you can navigate through all of the tools the participant center offers.



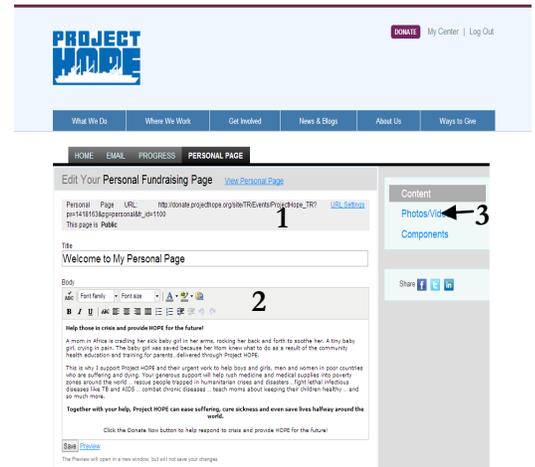
1. Monitor your progress (3 places)
2. Send email (2 places)
3. Update your personal webpage (2 places)
4. Share your personal webpage via social media
5. Enter offline gifts like checks and cash

Online Fundraising Tools *(continued)*

Research indicates that the combination of updating your personal webpage, making a personal donation and sending emails will yield the best possible results.

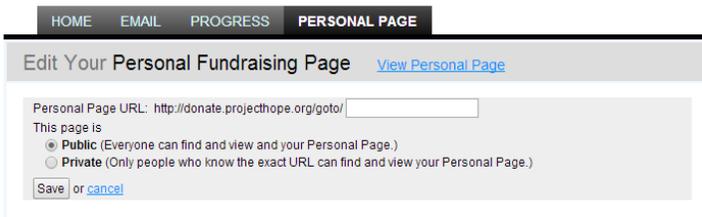
Update Your Personal Webpage

Choose “Personal Page” from the participant center navigation bar. From here you can change your personal webpage url (1), edit the content of your personal page (2), and add a personal photo (3).



Edit Your URL (1)

Click URL Settings and then add some identifying text, such as your last name or nickname to create a shortened URL address. Make note of your new URL so you can include it in social media posts and in letters and email messages.

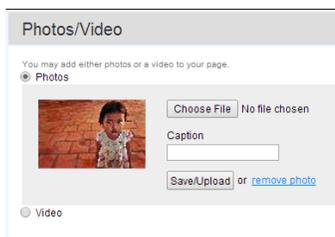


Personal Webpage Content (2)

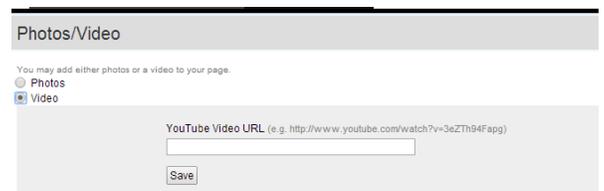
This is your chance to tell people about why you chose to support Project HOPE. What inspires you? That personal information helps donors connect with your passion for HOPE. If you are hosting an event you can also use your personal webpage to share event details.

Type directly over the text in section (2) of the above image. Click on “View Personal Page” to preview how your personal webpage will look to visitors.

Change/Add Photos or Videos (3)



Replace the standard photo with a personal or event photo by clicking on choose file and selecting the image from your computer. Photos must be smaller than 4MB. If you need to resize the image, try free online resources like <http://www.picresize.com/>.



To add videos, the original must be uploaded first to You Tube. Add the long link address that is found in the address bar on You Tube when viewing the video.

Online Fundraising Tools *(continued)*

Sending Emails

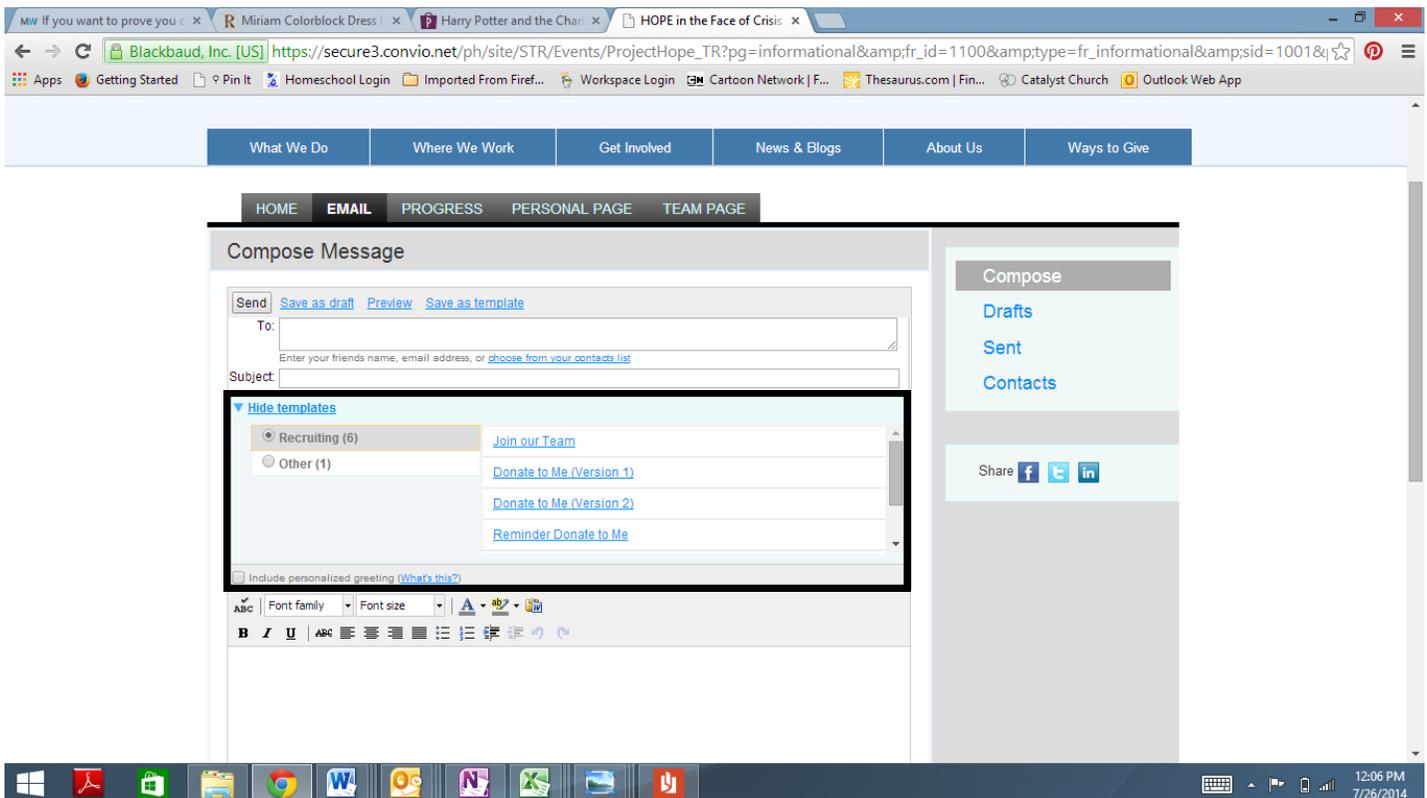
Spread the word about your Project HOPE fundraising campaign or event by sending emails through your participant center. Start by clicking on the “Send Email” tab of the participant center navigation bar. From there you will see the option to compose a message, view draft and sent messages, and add or view contacts. Sending emails from the participant center is ideal for soliciting support, sending reminders and saying thank you.

Composing Messages

Get started quickly by entering an email address in the “To” section and begin typing in the body of the message. Alternatively, you can click on “use template” to view a variety of sample message provided Project HOPE. Messages include:

- Donation Request (2 versions)
- I am Donating my Birthday/Wedding/Anniversary/Other Event
- Donation Request Reminder
- Thank You for Donating

Check the “include personalized greeting” to have your messages automatically add a “Dear <First Name>” salutation. This feature only works if you are sending a message to your participant center contacts.





Use Social Media to Make HOPE Happen

Did you know that fundraisers who connect their personal fundraising page to Facebook raise 40% more than those who don't? Add Twitter, Instagram, You Tube, Google+ and more to the conversation and you can see the potential.



Facebook

- Become a fan of Project HOPE on Facebook at <https://www.facebook.com/ProjectHOPEorg?ref=mf>
- Update your status at least **two times per week** with information about why you care about Project HOPE and what they can do to support you!
- Always include the link to your **Personal Fundraising Page** to make donating simple!
- Create a Facebook Event to help advertise for any events that you are planning. People can RSVP directly on the event page and/or share the information with their friends.
- Update your profile to include your **Personal Fundraising Page** link.



Twitter

- Follow Project HOPE on Twitter at [@projecthopeorg](https://twitter.com/projecthopeorg)
- Tweet about your fundraising progress, let followers know you are seeking donations.
- Always include the link to your **Personal Fundraising Page** in tweets.
- Update your profile to include your Personal Fundraising Page link.



Instagram

- Follow Project HOPE on Instagram at [@projecthopeorg](https://www.instagram.com/projecthopeorg)
- Post photos of event planning in action and event day. If you are running a marathon, snap a selfie while training. Anything that reminds you of Project HOPE is an opportunity to snap a picture and promote your fundraising efforts.
- Always include the link to your **Personal Fundraising Page** in your Instagram posts.
- Update your profile to include your Personal Fundraising Page link.

Tag It - Follow along by using [#makehopehappen](https://twitter.com/hashtag/makehopehappen) and [#projectHOPE](https://twitter.com/hashtag/projectHOPE) on all social media posts.



Ideas to Make HOPE Happen

Fundraising for Project HOPE can be as simple as asking friends and family to support your efforts or as complex as a community event with thousands of people. The options are endless, but we have provided a few to get your brainstorming process.

Personal Campaign

Fundraising really doesn't get any easier than asking friends and family to help you save lives through a donation to Project HOPE. Take advantage of the participant center online tools to send emails, utilize social media to spread the word or ask face-to-face. Whatever your preferred method of communication, you are guaranteed success with this tried and true fundraising campaign.

Twists on the Idea:

- Donate Your Birthday - Instead of gifts this year, ask for donations to your favorite charity. (It works for weddings, anniversaries and retirements too!)
- Honor a Loved One - Dedicate your fundraising efforts to someone who has impacted your life.

Accept a Challenge

What is on your bucket list? Use Project HOPE's dedication to vulnerable boys and girls, men and women around the globe as your inspiration to make it happen. The sky is limit when it comes to these type of fundraisers. Ideas include:

- Run a marathon, ride your bike 100 miles, train for a triathlon
- Pursue adventure by jumping out of an airplane or climbing a mountain

Plan a FUNdraising Event

Bring your community together in support of global health with a fundraising event that raises money through tickets sales, personal donations, raffles, auctions and more. Check out <http://www.fundraiserhelp.com/event-ideas-2/> for a lot of great ideas and tips. Here are just a few:

- Tournaments: Basketball, baseball, cornhole, bowling, dodge ball
- Musical Events: Open mic night, battle of the bands, competition, concert
- Food! Glorious Food! Events: chili cook-off, pancake breakfast, pig roast and luau, ice cream social
- Hobbies: craft show, motorcycle rides, dances
- Corporate: Dress down days, flower sales, office Olympics
- Service: Yard work for a donation, holiday gift wrapping, guest bartend, penny wars
- School Fundraisers: penny wars, duct tape a teacher to the wall, dunk tank
- Parties: movie night, game night, casino night

Action Plan

Complete	Launch Tasks	Responsible Person
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- Register for HOPE in the Face of Crisis
- Update personal web page
- Download tools & resources

Complete	Planning and Promotion Tasks	Responsible Person
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- Determine type of fundraising event
- Answer key questions
- Create promotional plan
- Post event information on social media sites

Complete	Fundraising Tasks	Responsible Person
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- Send emails to friends and family
- Follow-up with potential donors
- Contact potential corporate or in-kind event donors
- Request donations via social media

Potential Donor List

Name	Contact Information	Date of Contact	Date of Follow-Up
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Third Party Event Guidelines

Thank you for volunteering to Make HOPE Happen by raising funds for Project HOPE's lifesaving mission through a Project HOPE Heroes campaign. Any individual or organization (outside of Project HOPE) that hosts an event, promotion, sale or donation drive on behalf of Project HOPE is defined in this document as a "third-party fundraiser". In order to enhance the success of third party events while protecting Project HOPE's brand, donors and sponsors, the following policies must be observed.

General Guidelines

1. Fundraisers which benefit Project HOPE must reflect positively on its mission. Project HOPE reserves the right to decline any fundraising proposal that is not in line with our mission.
2. The third-party fundraiser is responsible for all vendor agreements, contracts, insurance and necessary permits for the event. Project HOPE will not assume any legal or financial liability for a third-party event.
3. Project HOPE reserves the right to approve any co-beneficiaries.
4. Project HOPE, any of its Board Members, or staff reserves the right to cancel the event at any time. Project HOPE will incur no liability for any such cancellation.
5. Third-party fundraising events must be fully executed by the third-party fundraiser(s). Project HOPE staff is available to provide fundraising coaching and recommendations during your planning process. However, due to limited staff resources, Project HOPE staff cannot plan or promote third-party fundraising events.

Financial Guidelines

1. Third-party fundraising events must be financially self-sustaining without contribution or financial risk from Project HOPE. Project HOPE will only accept the net proceeds from a third-party fundraising event. All third-party fundraising event expenses are the responsibility of the third-party fundraiser and must be paid before the proceeds are given to Project HOPE. Refunds or reimbursements will not be available after the donation made is Project HOPE.
2. Third-party fundraisers must fully and truthfully state the portion of the proceeds which will be donated to Project HOPE in all advertising, promotions and in all contact with donors, sponsors and participants.
3. The third-party fundraiser is responsible for all vendor agreements, contracts, insurance and necessary permits for the event. Project HOPE will not assume liability for a third-party event.



Marketing and Promotions Guidelines

1. Project HOPE is not a sponsor of third party fundraising events and should be listed as a “beneficiary” on all promotional materials.
2. Third-party event fundraisers are authorized to use the *only* the “Benefiting Project HOPE logo” available [\[insert link\]](#).



3. The third party fundraiser is responsible for all marketing, including writing and distributing press releases, PSA’s, Facebook postings, invitations, ads, etc.

Charitable Giving Guidelines

1. Unless your organization is a registered non-profit entity, donations made to it are not tax deductible.
2. Donations made directly to a third-party event can be used to cover the event’s expenses, but are not tax-deductible.
3. A donation solicited on behalf of Project HOPE is fully tax deductible only when it is made directly and entirely to Project HOPE, as we are the only agents who can verify that such a gift was made, and the nature of the gift, to the IRS. Donors wishing to receive a tax acknowledgment letter should provide their donation via check or online.



Third Party Event Guidelines

Thank you for volunteering to Make HOPE Happen by raising funds for Project HOPE's lifesaving mission through a Project HOPE Heroes campaign. Any individual or organization (outside of Project HOPE) that hosts an event, promotion, sale or donation drive on behalf of Project HOPE is defined in this document as a "third-party fundraiser". In order to enhance the success of third party events while protecting Project HOPE's brand, donors and sponsors, the following policies must be observed.

General Guidelines

1. Fundraisers which benefit Project HOPE must reflect positively on its mission. Project HOPE reserves the right to decline any fundraising proposal that is not in line with our mission.
2. The third-party fundraiser is responsible for all vendor agreements, contracts, insurance and necessary permits for the event. Project HOPE will not assume any legal or financial liability for a third-party event.
3. Project HOPE reserves the right to approve any co-beneficiaries.
4. Project HOPE, any of its Board Members, or staff reserves the right to cancel the event at any time. Project HOPE will incur no liability for any such cancellation.
5. Third-party fundraising events must be fully executed by the third-party fundraiser(s). Project HOPE staff is available to provide fundraising coaching and recommendations during your planning process. However, due to limited staff resources, Project HOPE staff cannot plan or promote third-party fundraising events.

Financial Guidelines

1. Third-party fundraising events must be financially self-sustaining without contribution or financial risk from Project HOPE. Project HOPE will only accept the net proceeds from a third-party fundraising event. All third-party fundraising event expenses are the responsibility of the third-party fundraiser and must be paid before the proceeds are given to Project HOPE. Refunds or reimbursements will not be available after the donation made is Project HOPE.
2. Third-party fundraisers must fully and truthfully state the portion of the proceeds which will be donated to Project HOPE in all advertising, promotions and in all contact with donors, sponsors and participants.
3. The third-party fundraiser is responsible for all vendor agreements, contracts, insurance and necessary permits for the event. Project HOPE will not assume liability for a third-party event.



Marketing and Promotions Guidelines

1. Project HOPE is not a sponsor of third party fundraising events and should be listed as a “beneficiary” on all promotional materials.
2. Third-party event fundraisers are authorized to use the *only* the “Benefiting Project HOPE logo” available from the download link in your participant center.



3. The third party fundraiser is responsible for all marketing, including writing and distributing press releases, PSA’s, Facebook postings, invitations, ads, etc.

Charitable Giving Guidelines

1. Unless your organization is a registered non-profit entity, donations made to it are not tax deductible.
2. Donations made directly to a third-party event can be used to cover the event’s expenses, but are not tax-deductible.
3. A donation solicited on behalf of Project HOPE is fully tax deductible only when it is made directly and entirely to Project HOPE, as we are the only agents who can verify that such a gift was made, and the nature of the gift, to the IRS. Donors wishing to receive a tax acknowledgment letter should provide their donation via check or online.