



# Friends of the SLU Liver Center Third Party Event Packet

## ***Mission Statement:***

*The mission of the Saint Louis University Liver Center is to study liver disease and apply new technologies discovered by basic research to the medical care of patients with liver disease. Through this mission the Saint Louis University Liver Center encourages and supports important biomedical research into liver disease; addressing major local, national and international needs, through a cohesive group of researchers from different disciplines involved in liver research.*

*The Friends of the SLU Liver Center raise money to support the research efforts of the SLU Liver Center for the treatment and cure of liver diseases and to promote understanding and awareness of liver disease.*



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**[www.friendsoftheshlulc.org](http://www.friendsoftheshlulc.org)**

Third party events are perfect for those interested in contributing to benefit the Friends of the Liver Center. These events are ideal for businesses, schools, or other local groups looking for a way to give back to their communities and gain recognition at the same time. If you are interested in contributing on a consistent basis please contact the Friend’s Executive Director to receive more information on our fundraising campaign.

***Thank you for your interest in the Friends of the Saint Louis University Liver Center (FOSLULC). We are very grateful for the many requests from organizations and individuals who wish to hold a special event, promotion or sale to benefit the Liver Center.***

**EVENT CRITERIA**

1. Events/promotions must maintain the integrity of FOSLULC. In addition, the event/promotion must also maintain public goodwill and trust
2. Event proposals will be submitted 15 days in advance of the proposed event. Any changes within the 15 day period must be reported to FOSLULC immediately; changes will be approved on a case-by-case basis.
3. Event Coordinator must be over the age of 18, present at the event and responsible for meeting all event requirements
4. FOSLULC will not be liable for any costs associated with the event/promotion (including rentals, printing, postage, security, licensing, permits or other fees, taxes, etc.).
5. **Sponsor will handle media and publicity.** Requests for assistance for media and publicity will be handled on a case-by-case basis. Any use of FOSLULC's name or logo must be approved in advance by FOSLULC. Event Sponsors may not list FOSLULC as a co-sponsor or beneficiary without advance permission. FOSLULC must approve any promotional materials displaying our logo.
6. Events that involve a percentage of gross collection or amount per transaction shall specify the total percentage or specific amount per transaction before the event occurs.
7. Any donations of money or items must be turned into FOSLULC within one week of event completion. All donations must be signed off by the Executive Director.
8. Any person desiring to **track volunteer hours** may do so, but all hours must be signed-off by the FOSLULC Executive Director.
9. Each event/promotional activity shall be in compliance with all state and federal laws and regulations.
10. All promotions, agreements, contracts and permits required by City Ordinances or otherwise will be the responsibility of the sponsor.

**FOSLULC INVOLVEMENT**

The Friends appreciate your willingness to plan a third part event organized on behalf of the Friends of the Saint Louis University Liver Center, yet there are limitations to our involvement in the planning and execution of a third party event. The Friends staff and volunteers cannot provide support to plan and promote events. FOSLULC will provide you with feedback on any ideas/plans and give you as much information as possible. Staff and volunteers may attend a third-party event. Requests for a Friends representative at the event will be handled on a case-by-case basis and is determined by Friends staff and board member availability, which cannot be guaranteed.

FOSLULC is **not** able to:

- Provide mailing lists
- Pay for any costs associated with your event
- Send a generated e-mail, mailing or fax to promote an event
- Ensure attendance at your event

**APPROVAL PROCESS**

To ensure a successful event please read this packet thoroughly. In an effort to better support third party events and track event progress the "Third Party Event Application" needs to be completed and returned at least 15 days prior to the event. Based on the information provided, staff will review the proposal and contact you as soon as possible to discuss the proposed event and our level of participation. Before you begin planning, please keep in mind: approved activities must maintain the Friends of the Liver Center's reputation and standards of integrity, credibility and community responsibility. Each third party event will be considered by the FOSLULC Executive Director.

Generally, the following events will **not** be approved:

- Events located in close proximity to another FOSLULC event
- Events that require FOSLULC to sell merchandise, tickets, coupons, etc
- Events that require significant attendance from FOSLULC staff and volunteers
- Events associated with businesses/individuals known to conduct themselves in a manner not compatible with the FOSLULC mission

**USING THE FOSLULC NAME AND LOGO**

Once the "Third Party Event Application" is completed and approved, we are happy to provide you with the use of our name and logo. We do require all materials containing our name and logo to be approved prior to print/distribution. Logo usage is limited to the approved third party event and cannot be used for any other purposes before, during or after the event.

All materials must clearly indicate that the event is not sponsored by FOSLULC. When promoting the collection of donations/funds for FOSLULC, you may want to use one of the following phrases:

- "Proceeds from this event will go to the Friends of the SLU Liver Center." (You can also use the term "partial proceeds" if appropriate.)
- "Your ticket purchase helps support the Friends of the SLU Liver Center."
- "The {name of your event} will benefit the Friends of the SLU Liver Center."

It is extremely important that the organization's name be spelled properly and that you are careful not to distort the logo image. Always refer to the organization as the Friends of the SLU Liver Center.

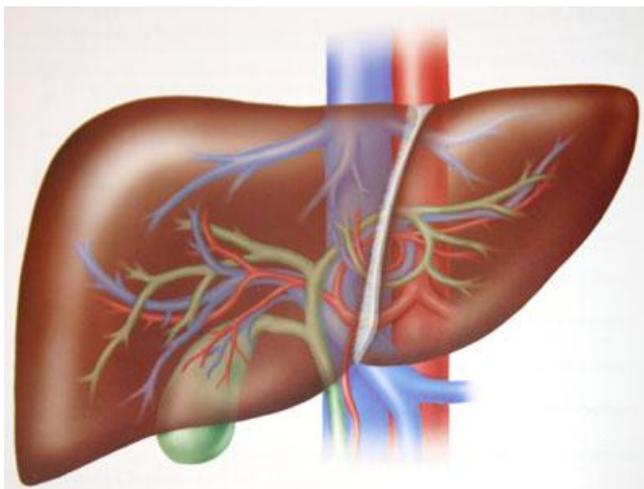
## *How to make your event a success!*

- Plan ahead! The sooner you begin the process, the more time you have to execute your ideas.
- Promote your event! Call radio DJ's and local reporters and ask them to promote the event! A free and easy way to promote your event is through community calendars.
- Get help! Solicit your friends, family and co-workers to help you with your event! The more help you have, the smoother your event will run!

## *Here are some ideas!*

DRIVES	EVENTS	SALES
Bottle/Can Drive	Art/Craft Shows	Garage Sales
Donation Drive	Chili Dog Cook Off	Bake Sales
Food Drive	Denim Friday/Hat Day	Raffle Sales*
Ink Cartridge Drive	Penny Wars	Concession Sales
Cell Phone Drive	Gift Wrapping	Used Book Sales
	Trivia Night	BBQ's

\*Games of Chance: Any games of chance, such as a raffle or 50/50 draw, require a license and require that special guidelines be followed. Please advise us in advance if you are planning on holding any such games.



**Check out these Websites for more ideas....**

[www.fundraising-ideas.org](http://www.fundraising-ideas.org)  
[www.fundraiserhelp.org](http://www.fundraiserhelp.org)  
[www.fundraiserinsight.org](http://www.fundraiserinsight.org)



### Sponsorships & Asking for In-Kind Donations

We are pleased to say that over the years we have received generous donations of goods and services from the community. As I am sure you can imagine, we need to take great care to foster our relationships with our supporters, including yourself. To avoid duplicate solicitations, we ask that you get prior approval from us before asking a business or company for a donation of goods or services for your event. Once we have had a chance to discuss who you plan to approach for support, we can provide you with a third party request letter. This letter states that we are aware that you are raising funds or awareness in support of our organization.

### Publicity

You have worked hard, so try to get some publicity! If your event is benefiting a charity, you are able to promote it for free in the local media. There are a variety of avenues that you can follow:

- **Newspaper & TV community calendars:** community calendars require a sentence or two about the event. Make sure the important information is included (event name, date, time, location, charity & contact). The deadline for the newspapers is usually around a week before the print date. You can phone them directly to find out. Make sure you provide your contact information so they know how to reach you if they have questions.
- **Online community calendars:** some of the television stations have online calendars and anyone is welcome to post event information on their Web site.
- **Radio mentions:** many of the local radio stations will try to air community announcements that benefit a charity. Email or fax a short description of your event or a public service announcement three weeks ahead of time and it may get picked up.
- **Press releases:** If you are doing something really unique and different, you could get a story in the paper. Write a press release about your event and email or fax it to the appropriate media and/or reporter approximately a week before the event. When working with the media, it is important to respect their deadlines.

If you have any questions about promoting your event or would like a listing of media contacts, please contact the Friends of the SLU Liver Center's Executive Director directly at 314-576-3078.

### Charitable Tax Receipts

There are many complex and changing regulations around the distribution of charitable tax receipts. This includes donations of money, in-kind items and services. Issuing an inappropriate charitable tax receipt can put our charitable tax status in jeopardy so **please do not promise any kind of receipt to anyone**. FOSLULC will be responsible for the distribution of charitable receipts in the appropriate circumstances. Just for your information – we can issue tax receipts for donations only if we have the full name and address for each donor and if the donation is made **directly** to our organization. Please contact the Friends office to discuss charitable tax receipts.

### Thank You Letters

It is important to thank everyone who was involved with your event, especially donors and volunteers. We suggest that you send your thank you letters or cards out within one week of your event. If you would like a sample thank you letter, please let us know.

**THIRD PARTY EVENT APPLICATION**

*(Please submit this form within 15 days prior to event start.)*

**CONTACT INFORMATION**

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

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

City/State/Zip: \_\_\_\_\_

Event Coordinator: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**GENERAL EVENT INFORMATION**

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

Event Description: \_\_\_\_\_

Date(s): \_\_\_\_\_ Time(s): \_\_\_\_\_

Location & Address: \_\_\_\_\_

Is this event open to the public? Yes / No Will you seek community sponsorships? Yes / No

**PAST EVENTS**

Have you organized a FOSLULC third-party event previously? Yes / No

If yes, briefly describe the event: \_\_\_\_\_

How much money was raised? \_\_\_\_\_

**FINANCIAL INFORMATION**

How will you generate revenue for FOSLULC?  Ticket Sales/Entry  Drawing/Raffle  
 Auction  Donation Drive  Other \_\_\_\_\_

If generating income through Ticket Sales/Entry Fee, please indicate what percentage will be donated? \_\_\_\_\_

Anticipated event revenue? \_\_\_\_\_ Will this be an annual event? Yes / No

**LOGO AND NAME USE**

How do you plan to use the FOSLULC logo?

Print  Web  Television  Other \_\_\_\_\_

Number of pieces estimated using FOSLULC logo: \_\_\_\_\_

Where will the materials be distributed? \_\_\_\_\_

I hereby understand, agree and submit the following on behalf of the organization listed above:  
Friends of the SLU Liver Center will not assume any legal or financial liability for the above referenced event.  
Furthermore, we understand and agree that FOSLULC must approve, prior to printing and distribution, any use of its name or logo

\_\_\_\_\_  
Coordinator Date

\_\_\_\_\_  
Executive Director FOSLULC Date

