



## Third Party Fundraising Guide

Thank you for hosting a fundraising event benefiting Children's Center for the Visually Impaired (CCVI)! By hosting a third-party fundraiser, you are helping raise the much-needed funds to assist children and families in need. We hope the following information will be helpful as you plan your event.

### CCVI Mission Statement

To prepare children with visual impairments, including those with multiple disabilities, to reach their highest potential in the sighted world.

### What is a Third-Party Fundraiser?

Any individual or organization that organizes and hosts an event, promotion, sale, or donation drive on behalf of CCVI is defined as a "third-party fundraiser." If you are interested in hosting a fundraiser, please submit a completed Third-Party Fundraiser Proposal [here](#).

### Third-Party Event Guidelines

To enhance the success of third-party fundraising events and to avoid conflicts with CCVI's donors, corporate sponsors, or other events already planned, the following policies should be observed:

1. The host is considered the fundraiser organizer, and is responsible for organizing, promoting, and executing the event. The third-party fundraiser must submit a Third-Party Event Application to CCVI's Development Department at least 30 days in advance of the proposed event date. If multiple events are proposed, a proposal must be submitted for each.
2. Third-party fundraisers must be financially self-sustaining without contribution from or financial risk to CCVI. CCVI will only accept the net proceeds of a third-party fundraiser. All third-party event expenses are the responsibility of the third-party event organizer. CCVI is not responsible for and cannot reimburse for expenses incurred as part of a third-party fundraiser.
3. The third-party fundraiser must submit all publicity and promotional material containing CCVI's name and/or logo to CCVI's Development Department for review and approval prior to publication and distribution of these materials. CCVI will provide guidelines, agency materials, and tax acknowledgments. CCVI will also assist in promoting the fundraiser via social media.
4. CCVI is committed to protecting the privacy of its students, families, donors, volunteers, and staff. CCVI will not sell or share any donor names or contact information.
5. CCVI retains the right to decline any event if it conflicts with its mission, fundraising efforts, or event calendar.

### Planning a Third-Party Fundraiser

1. Identify the type and purpose of the fundraiser you would like to host.
  - a. Who is your audience? Will participants be adults, children, or both?
  - b. What is the message?

- i. To raise funds, awareness, etc.
2. Determine your fundraising goals.
  - a. How much money would you like to raise?
  - b. How will funds be raised?
    - i. Tickets, raffle, auction, donations
3. Plan out the time, date, and location.
  - a. What time of year will your fundraiser be held? Check community calendars and CCVI's availability so that your fundraiser does not conflict with existing events.
  - b. Will the event be virtual, hosted at a business, held at an individual's home?
4. Create a timeline.
  - a. Include the necessary steps and tasks that need to be completed each week leading up to the fundraiser.
  - b. Communicate often and clearly with those you are working with.

### Examples of Third-Party Fundraisers

- Art Auction/Exhibition
- Bake Sales
- Book Sales
- Car Washes
- Concerts
- Craft Sales
- Garage Sales
- Happy Hours
- Parties
- Restaurant Night
- Wine Tasting

For questions or more information on third-party fundraisers, please contact CCVI's Development Department at [development@ccvi.org](mailto:development@ccvi.org). We appreciate your interest in supporting CCVI's programs and services!