

## Alumni Group Fundraiser Policies

Thank you for your interest in supporting the Penn State Dance Marathon! Because of our dedicated volunteers and supporters, THON is able to provide outstanding support to Four Diamonds children and families at Penn State Hershey Children's Hospital while funding innovative research in pursuit of a cure for childhood cancer.

In order to support you and your fundraiser to the best of our ability, please read the following procedures and guidelines regarding Alumni Group Fundraising and submit an application before proceeding with your event. If you have any questions, contact [alumni.group.fundraisers@thon.org](mailto:alumni.group.fundraisers@thon.org)

### Definition:

- Alumni Group Fundraisers are a subset of THON's Third-Party Fundraising program. An Alumni Group Fundraiser is defined as a Penn State Alumni Association Affiliate Group raising money on behalf of the Penn State Dance Marathon by hosting an approved fundraiser or event.

### Policies:

#### 1. Approval Process

- To become an Approved Alumni Group Fundraiser you must start by submitting an application. You are encouraged to submit your application at least six (6) weeks prior to the event.
- Each application will be reviewed on an individual basis. Generally, events will not be approved that:
  - Conflict with the mission of the Penn State Dance Marathon or reflect poorly on our organization.
  - Conflict with any entities or affiliates of The Pennsylvania State University.
- If the event is held annually, the event organizer must reapply each year.
- You will receive an email confirmation from THON when a decision has been made regarding your fundraiser.
  - You may be asked to make changes to your application and reapply before being approved.
- The THON Executive Committee reserves the right to revoke an event's approved status if the event violates the Alumni Group Fundraiser Policies.

#### 2. Company Sponsorship

- If an event chooses to have company sponsors:
  - Please provide the contact information of the companies in the application.
  - Company sponsors and event locations that reflect poorly on THON are prohibited.
  - THON is able to provide verification of beneficiary if requested by a company. This applies to approved fundraisers only.
- THON will not solicit company sponsors on behalf of any Alumni-Group fundraiser.

- iii. THON will not provide the names or contact information of our corporate or individual donors.

### 3. Contributions and Funds Raised

- i. Event proceeds must be postmarked within 30 days of the fundraiser.
- ii. If cash donations are received, funds should be transferred to a money order or a cashier's check made payable to the Penn State Dance Marathon.
- iii. Donations should never be transferred into a personal account.
- iv. All event proceeds should be mailed in one envelope to:

Penn State Dance Marathon  
Attn: Paige Schank  
227D Hetzel Union Building  
University Park, PA 16802

- v. Donations made directly to an event or event host are not tax deductible, unless the event host is a 501(c) 3 organization. Only donations made directly to the Penn State Dance Marathon will receive a tax-deductible receipt from THON.

### 4. Crediting

- i. Alumni Group Fundraisers may only credit organizations or independent dancer couples if the event is held during the Fundraising Window.
  - a) The Fundraising Window for THON 2016 is September 18, 2015 to February 20, 2016.
- ii. If a fundraiser chooses to credit an organization or independent dancer couple, the organization name and number must be included when the donations are turned in.

### 5. Expenses and Liability

- i. The event organizer is responsible for covering all expenses. THON will not reimburse any expenses.
- ii. It is strongly recommended that expenses do not exceed 45% of expected revenue.
- iii. THON is not liable for any injuries sustained by event coordinators, volunteers, participants, or any other individuals related to an Alumni Group event.
- iv. Event organizers must comply with all local, state and federal laws and obtain any necessary permits or licenses.

### 6. Marketing and Promotion

- i. Advertising materials may not suggest that the event is being sponsored, co-sponsored or produced by THON. Marketing materials must read, "[Name of Fundraiser] benefitting THON."
- ii. Alumni Group Events may not use FTK in the title of their event. For example, an event may not be named "Golf Outing FTK"

- iii. THON's logo is a registered trademark and cannot be used or altered. Use of THON's annual theme logo is also prohibited; this includes, but is not limited to, marketing and promotional materials and merchandise.
  - a) Approved events will receive the official THON Alumni Group Fundraiser logo as part of the Alumni Group Fundraising Kit.
    - I. This logo cannot be altered in any way and may only be used by approved fundraisers.
- iv. THON reserves the right to review and request a change to your marketing materials or promotional messaging.
- v. THON will not promote individual events on its social media accounts. Approved events will be listed on the Third-Party Fundraising page on THON.org. THON will use its social media accounts to direct followers to this page twice a month.

## How We Can Help:

1. If a fundraiser adheres to the previous guidelines and is approved, THON will:
  - i. Provide verification of beneficiary to a company sponsor, if requested.
  - ii. List the event on the Third-Party Fundraiser page on THON.org.
  - iii. Verify our tax-exempt status to any business or individual that makes a donation directly to THON.
2. Approved fundraisers will receive an Alumni Group Fundraising Kit which includes the following:
  - i. A starter guide with step-by-step instructions on how to host a successful fundraising event.
  - ii. THON's official Alumni Group Fundraiser logo
  - iii. "THON at a glance" factsheet that can be used to compile messaging points to promote your fundraiser.
  - iv. A one-sheet guide about how donations are impacting Four Diamonds children and families and how THON is playing a role in the fight against childhood cancer.
3. As a Penn State Alumni Group and an approved Alumni Group Fundraiser, you will have the unique opportunity to use an online giving page provided by THON. If you have any question regarding the use of this page, please contact [alumni.group.fundraisers@thon.org](mailto:alumni.group.fundraisers@thon.org)
  - i. How it works:
    - i. After your event has been approved, your individual online giving page will be created. It may take up to two weeks for the page to be completed.
    - ii. You will receive an email from THON when your page has been created and is ready for use.
    - iii. Any donation made using this page will be credited to your fundraiser.
  - ii. Post-Fundraiser:
    - i. After your event has taken place you will receive an email with the details of the donations generated by your Online Giving Page.
    - ii. The donation report will include donors' names, the donation range of each donor and the total amount raised by your Online Giving Page.

- I. Due to Penn State University's donor privacy policies, we cannot release the specific amount given by individual donors. For example, if John Smith donated \$75, your donation report would show he made a donation of \$1-\$100.
- iii. Terms of Online Giving Page Use:
  - i. The details provided in your application and any additional submitted information will be used for the Online Giving Page.
  - ii. Any additional information you wish to include or changes you would like to make to the page must be submitted and approved by the THON Executive Committee. The THON Executive Committee reserves the right to review and request changes to the materials provided for the Online Giving Page.
  - iii. You will not have direct access to change or update the content of the Online Giving Page.

### Post-Fundraiser:

- I. Please send all event proceeds within 30 days to:

Penn State Dance Marathon  
Attn: Paige Schank  
227D Hetzel Union Building  
University Park, PA 16802

2. Please include an outline of how you arrived at the total donation amount. A template is included in the starter guide, which can be found in the Alumni Group Fundraising Kit.

Total Proceeds	\$ _____
- Expenses	\$ _____
= Net proceeds	\$ _____
Amount/Percentage of net proceeds donated to THON	_____

Include the contact information (name, title, address, etc) of any company that made a donation directly to THON.

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**Thank you for supporting the Penn State Dance Marathon and our pursuit of a cure.  
Together, we will continue to make a difference in the life of a child.  
For The Kids. For The Fight. For The Cure.**