



I. Third Party Fundraisers

Third Party Fundraisers are sponsored by individuals or organizations other than the DSAM. We are grateful that others want to help support the DSAM mission and we welcome, encourage, and appreciate fundraising events/projects that benefit our programs and services.

All individuals and organizations will submit a Fundraiser Proposal Form (See Attached) for approval prior to including DSAM as a beneficiary for an event. This will help to clearly establish the parameters and expectations for all parties involved and avoid duplications of solicitations of corporate, foundation, individual, or association sponsors. The Fundraiser Proposal should be submitted for approval no later than sixty (30) days prior to the event. The DSAM will notify the applicant of the status of the approval within seven (7) days of receiving it. Third parties are prohibited from setting up a separate bank account in DSAM's name in conjunction with a fundraiser. The DSAM reserves the right to disassociate itself from any event or project not in compliance with its policies, procedures, or guidelines. Any special fundraising event/project considered must meet all applicable local, state, and federal laws and regulations.

The DSAM may assist the third party fundraiser by:

- Giving permission to use the DSAM logo
- Advertising to families in monthly newsletter, e-newsletters, website or other means of advertising as deemed appropriate by the DSAM
- Providing DSAM materials as requested
- Assistance in the design of materials/flyers
- Guidance and suggestions with event planning as requested
- Pursuing media coverage

II. Use of DSAM logo, letterhead or name to solicit funds

It is important that DSAM staff, volunteers, and Board members avoid duplications of solicitations of corporate, foundation, individual, or association sponsors that can damage established relationships, make the DSAM look unprofessional, make it difficult to track donations, and reduce the strategic "targeting" of the donor. All of these have the potential to lead to reduced contributions.

On the other hand, the DSAM recognizes that personal contacts with donors are ideal, and any attempt to reduce the autonomy of volunteer fundraisers may be frustrating and inefficient.

Therefore, any persons, family or group that solicits cash, in-kind or other donations on behalf of the DSAM is required to submit the name, company and address of their potential contacts to the Executive Director, who will check for duplication, generate the request letter with approval from the volunteer fundraiser and encourage personal contact following receipt of the letter. The DSAM will not distribute letterhead to volunteer fundraisers except with permission from the Executive Director.