



## **GUIDELINES FOR PARTNER EVENTS**

The Pink Zone is extremely grateful to individuals and organizations who wish to organize events and fundraisers to support our mission. We are able to continue to serve women and their families battling breast cancer because of fundraisers like yours. These guidelines have been developed to make this process as efficient and straightforward as possible and to ensure the success of your event.

### **Event Names and Use of Logo**

All fundraisers will not promote the Pink Zone as the organizer of the event but rather the beneficiary. It is our goal to protect the name, image, value, and mission of the Pink Zone therefore we are unable to “officially” endorse your event. Example: NOT “Pink Zone Golf Tournament,” instead “ABC Organization Golf Tournament benefiting the Pink Zone.” The Pink Zone will provide a logo for use in promotional material. We ask that the Pink Zone review and approve all promotional materials prior to printing and distribution to ensure accuracy of our logo.

### **Publicity and Advertising Your Event**

The Pink Zone will work with you to promote and publicize your event using our website and social media accounts. Please note that we are unable to share e-mail or mailing lists of donors, sponsors or constituents.

### **Availability of Staff**

Pink Zone has a staff of one, so we are unable to attend all events. However, we are happy to try and find a volunteer in your area to represent or speak on behalf of the Pink Zone. We do ask for at least 2 weeks’ notice prior to the event to try to secure a volunteer’s attendance.

Please be aware that we are unable to:

- Sell tickets and/or create the audience for your event
- Solicit sponsors or prizes for your event
- Guarantee attendance by any dignitaries
- Pay event expenses from proceeds

### **Donations**

These simple guidelines are designed to increase your credibility and success in fundraising efforts on behalf of the Pink Zone. Following these steps will help to minimize any accounting problems during and after your event.

- The Pink Zone accepts donations by: cash, check, or money order.
- All checks must be made payable to Pink Zone.
- For security, redeem cash and money orders for a bank cashier’s check prior to submitting to the Pink Zone.
- It is recommended that you send your donation in a traceable format – registered mail, FedEx or UPS.

- If you are interested in your fundraising efforts only supporting one of our beneficiaries, it must be indicated at the time you submit your donation. We will be sure to credit that beneficiary with your donation and let them know of your special request.
- We ask that all proceeds be submitted to the Pink Zone within 30 days following the event in order to ensure accounting accuracy. Send donations to:  
Pink Zone, 19 Colonnade Way, Suite 117, #110, State College, PA 16803

### **Tax Receipts, Records and Acknowledgements**

- Be sure to personally thank everyone who helped make your event a success – the donors, the volunteers and the sponsors.
- Official tax receipts are only generated by the Pink Zone. Please contact us should you require an in-kind acknowledgement receipt. Note that we will need to know the name, address, and amount of money donated or type and value of service or item provided.
- Be sure to keep full and accurate records of your expenses and profits from the event and remember to save them securely.
- Donations by cash will be acknowledged provided the Pink Zone receives the name, address and amount of money donated.
- Donations by check will be acknowledged to the name and address on the check.
- Please be aware that the following items are not tax deductible: raffles, bids on silent auction items or payment for gaming-style activities.

### **Community Fundraising Guide**

This section is full of helpful hints and suggestions to use when planning an event. Keep in mind that there is no limit for what you can do, these are just a few ideas that have been done successfully in the past. Please feel free to approach the Pink Zone with any other ideas. We are happy to help!

#### Ideas for Fundraisers

- **Local Shops:** Make a list of places where you are regular customers--such as beauty salons, spas, restaurants, gift shops, etc. Ask merchants to set aside a day/week/month to donate a percentage of sales or sales of pink items to the Pink Zone; post a donation box (provided by the Pink Zone) at check-out counters; hold an Open House and donate proceeds from silent auctions or raffles to the Pink Zone.
- **Sports Events:** Do you play, coach or have a passion for a sport? Create a breast cancer awareness night at your next game to benefit the Pink Zone. You can sell t-shirts made just for that night, donate a portion of ticket sales, or even have the players, coaches and officials wear pink!
- **Dress Down Days:** Talk to your employer and local corporations about holding a “dress down day” where employees donate a specified amount (for example, \$5) to the Pink Zone and in return are able to wear a pink outfit or jeans to work on a certain day. Pink ribbon stickers can be worn by those employees who participate, indicating that they are wearing pink/jeans for breast cancer awareness.

### **Volunteers and Committee Members**

Who is the busiest person you know? Ask them to help plan your event! The old axiom holds true: busy people know how to get things done. Don't assume they already have enough on their plate: these are the people who know how to prioritize their time. Who do you know that knows “everyone?” Ask them to help you put a committee together to make the event a

success! Who is a breast cancer survivor? Local survivors are great advocates for your efforts and will put a face to the meaning behind the event.

### **Sponsors**

Where do you regularly spend money? Think about places where you often shop or eat and are considered a “regular customer.” Local owners of businesses are often receptive to supporting ideas of their customers. What businesses in your area have a particular interest in the theme of your event? These could be businesses who employ a large number of women, whose products are used by women, or have supported a breast cancer event in the past. For example, if you are holding a bike ride to benefit the Pink Zone, a local bike shop might support your efforts with a donation.

### **After the Event**

The Pink Zone loves to share photos and information from events on our website and on our social media accounts. Please send us your digital pictures after your event, and let us know how everything went!

### **Thank You!**

The success of the Pink Zone is due largely to the efforts of community members like you. We thank everyone who so generously gives their time and talents to create these unique events! We couldn't do it without you! If you have any questions when planning your event, please contact Erin Tench, Executive Director at the Pink Zone, at 814-380-2856 or [erin@pennsylvaniapinkzone.org](mailto:erin@pennsylvaniapinkzone.org).