



Dear Friends,

Thank you so much for your interest in raising support for Mercy Corps. The agency greatly values your efforts and looks forward to a continued relationship.

We hope that you will review carefully the enclosed documents that can assist you in the successful organization and structure of your event. Although not every item will apply to each fundraiser, they will define clear guidelines to help participants avoid some potential problems and unnecessary bureaucracy. Enclosed you will find:

- Policy for Approving Community Fundraisers
- Application and Plan for Community Fundraising Events or Affiliations
- Indemnification Agreement
- Community Fundraising Tracking Form & Survey
- Press Coverage Checklist

The first item, “Policy for Approving Community Fundraisers,” is meant to be used as a guide to help you select which fundraiser is best suited for your goal. While Mercy Corps welcomes all ideas that help raise awareness of the organization, there are a few select fundraisers that will not be approved as explained in this document. If you feel your idea falls in one of these categories, please rethink your objective and modify the fundraiser accordingly.

Please review and complete the “Application and Plan for Community Fundraising Events or Affiliations.” This document will serve as our official record and primary source of information regarding your event, and help you with some logistical considerations.

Lastly, the “Indemnification Agreement” is a form that holds the sponsor of the event responsible and safeguards any director or person employed by Mercy Corps from any legal claims in relation to the fundraiser.

Before Your Event

Please mail or fax the following completed documents to Minda Seibert:

- Application and Plan for Community Fundraising Events or Affiliations
- Signed Policy for Approving Community Fundraisers
- Signed Indemnification Agreement

Address:

Minda Seibert
Community Relations Officer
Mercy Corps
3015 SW First Avenue
Portland, OR 97201

Telephone: (800) 292-3355, ext 405 or (503) 796-6800.

Fax: (503) 542-9089

E-mail: mseibert@mercycorps.org

After Your Event

1. Fill out the Mercy Corps Community Fundraising Tracking Form & Survey.

- Note: Contributions are Tax-Deductible. *If individual donors would like a receipt from Mercy Corps, donors should ideally make their donation in the form of a personal check payable to Mercy Corps. They may also list designation if desired in the memo line of the check.*
- Also: If your event is held in December, please ensure that gifts and accompanying documentation are received in the Mercy Corps' office before the final business day in December, or postmarked by the post office by that date. This will ensure that donors are eligible for tax benefits in the calendar year that they made the gift.

2. Please send the following in ONE ENVELOPE within 30 days of your event to Minda Seibert at the address above:

- Total Contributions Raised
- Community Fundraising Tracking Form
- Community Fundraising Survey

3. Thank each donor and supporter.

Thank you in advance for your time and effort. We truly appreciate your support. Should you have any questions about community fundraising policies, or require additional support or information, please contact me at (800) 292-3355, ext 405, or (503) 595-8005, ext. 405 or mseibert@mercycorps.org.

Best of luck with your event!

Sincerely,

Minda Seibert
Community Relations Officer



Policy for Approving Community Fundraisers

The following information provides guidelines for community fundraisers who wish to raise awareness of Mercy Corps' programs as well as funds to meet mission-oriented efforts. These guidelines must be followed to ensure use of Mercy Corps' (MC) name and logo for events that benefit our programs; to assure that MC is held harmless legally for these community events; and to ensure that these events are produced in a manner that supports our reputation.

A community fundraising event or appeal can be defined as any fundraising initiative brought forward by an individual, group, or business unaffiliated with MC that wishes to raise money through an event or association that is organized, executed, and resourced by the external party.

Community fundraisers need to complete a short **Application and Plan for Community Fundraising Events or Appeals**. Please be aware that certain events and appeals cannot be approved due to state law, or due to non-accordance with the values and mission of MC. If you are unsure whether your event can be approved, please contact Minda Seibert at (800) 292-3355, ext 405 or (503) 796-6800.

MC personnel will evaluate the submitted forms and applicants may be invited to make a brief presentation. Failure to fully disclose personal or business interests that bring financial benefits to the community fundraiser, whether direct or indirect, are grounds for MC's withdrawal.

Please note that it is the responsibility of the community fundraisers to communicate to donors what their donations will be used for and to thank the supporters. Community fundraisers are also solely responsible for the planning and execution of the event. MC can assist with event know-how and will receipt donors who have provided their gift amount and address.

Currently, all fundraising for Darfur needs to be authorized in advance by Mercy Corps. If you are interested in hosting an event to benefit MC's programs in Darfur, or you have a special circumstance other than what is covered below, please contact Minda Seibert at (800) 292-3355, ext 405 or (503) 796-6800.

Guidelines for hosting an event to benefit Mercy Corps are as follows:

1. Events or appeals that conflict in any way with our mission or other program priorities will not be approved.
2. Event or appeal organizers are requested to submit the "Application and Plan for Community Fundraising" form ideally 30 days in advance of the intended event date or appeal.
3. Fundraising groups need to secure their own necessary insurance and permits.
4. If alcohol will be served at your event, please check with your state regarding all applicable laws.
5. Laws regarding events or appeals that involve gambling differ from state to state. It is the fundraiser's responsibility to ensure that this type of event aligns and complies with state laws. Tickets purchased for gambling activities are not tax deductible.
6. Due to Oregon state gaming laws, any raffle for MC would have to be held by the agency, not by a third party. Given MC does not hold its own events, nor have the license to hold raffles, no

raffles can be approved in Oregon. Non-Oregon residents should check with their state's gambling laws to learn what permits are needed to hold such events.

7. All community events to benefit MC must follow all applicable laws and fundraising policies, including:
 - Laws regarding tax deductions. Not all participants can take a tax deduction. Please contact a tax professional or attorney for more information.
 - Better Business Bureau policy states that at the point of sale, it needs to be clear what percentage of the sale price benefits MC.
8. Vending agreements and cause marketing must display signage that clearly states what percentage (or amount) of the sales price will be donated to MC. Cause marketing is the sale of products or services that state or imply that MC will benefit from a consumer sale or transaction. The wording of cause marketing signage and promotion materials must be approved in advance by MC, and must include: a) the portion of the purchase price that will benefit MC; b) the duration of the campaign (e.g., the month of June); c) any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$200,000). Also, MC will not sign an exclusive agreement with a single vendor/donor.
9. Generally, MC cannot provide volunteers nor guarantee staff attendance at events.
10. MC will generally not approve promotions whereby our volunteers and staff need to sell anything, unless explicitly pre-approved.
11. Fundraising groups must use our logo in a way that promotes our positive image, and must not display the logo without prior approval. Fundraising groups must submit a draft of any material (i.e., poster, t-shirt, flyer) to MC. Request a Logo Packet to learn more.
12. In addition to promoting awareness of Mercy Corps' programs and efforts, there should be a financial goal for the event.
13. MC will not cover expenses incurred in the production of the event.
14. MC does not release to third parties the names, addresses, or phone numbers of MC donors or prospects. To help market your event, you can post information about your event on this MC Events website page: <http://www.mercycorps.org/getinvolved/events>.
15. Organize a plan for collecting funds at the event. MC can provide you with a template to track cash and credit card gifts. To ensure that donors receive receipts for their donations, you should complete and send the attached Fundraising Tracking Form to MC. Remember to be very clear about how funds will be generated for MC before and during the event, i.e., "\$10 of every ticket sold will be donated to MC's programs".

I have read and agree to the terms and conditions of the above Policy.

[Name of Community Fundraiser]

[Date]



**Application and Plan for Community Fundraising
Events or Appeals**

Event proponents are asked to submit this Application and Plan ideally 30 days prior to the intended event date or appeal.

Please note that MC reserves the right to withdraw support of the third party event, including logo use, should the organizers deviate from the approved "Application and Plan".

Contact Name(s): _____

Address: _____

Telephone: _____ Fax: _____

E-mail: _____

If applicable, organization to be involved as host, coordinator, or sponsor: _____

Contact's relationship to said organization: _____

Name of Event or Appeal: _____

Date(s) of Event or Length of Appeal: _____ Time: _____

Location of Event: _____

Purpose of Event: _____

Event Description: _____

Expected Attendance: _____

Estimated Donation: _____

How will donations or proceeds be collected? _____

How will Mercy Corps receive the proceeds from the event? _____

Expected date for the transfer of funds: _____

(Please note that sending funds within 30 days of your event is ideal.)

If you have corporate sponsorships (secured or pending) please list along with current and available contact information:

Please describe what motivated you or your group to organize and conduct this event, promotion, or appeal (Examples include community outreach; advocacy; and fundraising):

Do you or any other individual, formally or informally associated with the proposed event or appeal, anticipate receiving a direct or indirect financial or business benefit from the event or appeal? If so, please describe:

How will you underwrite your event?

Describe your plans to publicize or market your event. Please also indicate when you will send in a request to MC for logo use:



INDEMNIFICATION AGREEMENT

This Agreement is entered into between Mercy Corps (“MC”) and the sponsor of the fundraiser _____ (“Sponsor”).

Sponsor wishes to organize and carry out a fund-raising event for the purpose of generating money to donate to the work of MC. MC gratefully acknowledges Sponsor’s desire and efforts and agrees to use the donation in its charitable work.

Sponsor acknowledges that MC has played no part in the organization, promotion or execution of its fund-raising event and has no control over it. Consequently, Sponsor agrees that it will fully indemnify, defend and hold harmless MC, its directors and employees from any and all claims that may arise out of or relate to such event, regardless of who might make such a claim.

If and to the extent any provision of this Agreement should be held invalid or unenforceable by a court of law, the parties agree that such provision shall be severed and the remaining provisions shall remain in full force and effect.

DATED: _____

SPONSOR

Name: _____

Affiliation: _____
(if applicable, list sponsoring Organization)



Community Fundraising Press Coverage and Outreach Checklist

Thank you for your efforts to raise support for Mercy Corps. Mercy Corps inspires lasting change through global engagement and innovates community-led, market-driven programs in some of the world's toughest places. The funds raised during your event will help Mercy Corps continue its humanitarian aid work throughout the world.

Media coverage can be an important tool in making your event a success. It can help you reach members of your community who otherwise may not know about your event or about Mercy Corps. Press coverage is a free, effective, and far-reaching tool. Generating press coverage requires only a small amount of work compared to the number of people it can reach.

There are several ways in which effective press work can contribute to the success of your event:

- **Education** through the press coverage you generate will inform members of your community about your event, as well as about humanitarian crises throughout the world and Mercy Corps' work.
- **Visibility** of your event will increase with press coverage, resulting in a higher level of community involvement in your event.
- **Inspiration** through press coverage can motivate and compel people to join you and Mercy Corps in the fight to relieve suffering, poverty, and oppression around the world.

This checklist will help walk you through some easy ways you can generate useful press coverage of your event. Feel free to contact Minda Seibert at mseibert@mercy Corps.org or (800) 292-3355, ext. 405, or (503) 796-6800 with any questions you may have regarding press coverage.

Again, thank you for your time and effort. Your work in generating support for Mercy Corps and our programs is truly appreciated.

Press Coverage Checklist

1. **Choose one or more members of your group to take responsibility for generating press coverage.**

This should be done in the beginning stages of event planning.

- Choose press person
Name(s) _____

2. **Create two media lists:**

This should be done in the beginning stages of event planning.

1.) **Advance media list.** This list should include calendar editors and public service directors who have deadlines ranging from 3-6 weeks before your event. This list should include online calendars (such as Craig's List and Yahoo) as well as any email distribution groups you belong to (i.e., Church group, schools, etc.) Also, if you email your event information to Minda Seibert at mseibert@mercycorps.org, she will post it on the Events page of the Mercy Corps website.

2.) **News media list.** This should include reporters and assignment editors for coverage during and after your event. These contacts do not need as much advance notice.

- Create media and outreach lists

3. **Mail, fax, or email a press release** and public service announcement (PSA) to your advance media list. In addition, call your local cable television stations and ask them to list your event on their community "bulletin board."

This should be done six weeks before your event.

- Send out press release

4. **Place follow-up calls to your advance media list** to confirm that they received your press release or PSA script. If they misplaced the first copy, offer to send them another. You may also wish to re-post your event on online calendars.

This should be done one month before the event.

- Follow-up calls to Advance media list

5. **Write a letter to the editors** of newspapers in your area. In 150 words or less, highlight your concern over the need for humanitarian aid in areas around the world. Inform the readers of Mercy Corps' involvement. Encourage people to join your event and provide contact information and the date, time and location of your event.

This should be done one month before your event.

- Write and send your letter to the editor

6. **Advertise in your community.** Create fliers to be distributed to community centers. Good places to start are schools, community recreation centers, youth clubs such as YMCA, churches, synagogues or other places of worship, coffee shops, local movie theaters, grocery stores, and department stores. Think of any place or event that would attract a significant number of people from your community. Consider emailing the flier to community members too.
This should be done two to three weeks before your event.
 - Distribute fliers

7. **Mail, fax, email or deliver your press release to the news media contacts** who may write an article on your event.
This should be done two weeks before your event.
 - Send press release to news list

8. **Make follow-up calls to your news list** reminding them about your event and convince them it deserves press coverage.
This should be done one week before your event.
 - Follow-up calls to news list

9. **Assign someone to take photos during your event.** The photos should include captions, to be submitted along with an updated press release to interested media sources after your event. *This should be done prior to your event.*
 - Assign event photographer
Name _____

10. **Repeat follow-up calls to news list as a last-minute reminder of your event.** Inquire as to whether they are sending someone to cover your event. If so, ask if they will need any special arrangements.
This should be done the day before your event.
 - Place last-minute follow-up calls

11. **Collect press and video clips.** Collecting and reviewing all media coverage of your event is a perfect way of recording the success of your event and can aid in the planning of your next one. Please send a copy to Minda Seibert as well.
This should be done in the days after your event.
 - Collect all media coverage of event

Steps to creating an effective media contact list

Creating press lists for print, television, and radio contacts can be easily accomplished. Using your local newspapers, television, and radio stations, you can write down the names and contact information of journalists who may be interested in your event. As mentioned in point two of the press coverage checklist, it will be useful to create two separate media contact lists, because the two groups you will want to contact have significantly different deadlines.

Your first list to create will be your **advance publicity list**. This list will include calendar editors, public service directors, and community ‘bulletin boards’ at television and cable stations, etc. Generally, these will be people with deadlines ranging from three to six weeks before an event and can generate publicity through sources such as calendar listings. This list should also include online calendars (such as Craig’s List and Yahoo) as well as any email distribution groups you belong to (i.e., Church group, schools, etc.) Note that media sources that do not run on a daily basis will need more advance notice.

Your second list to create will be your **news coverage list**. This list will include news editors, reporters, columnists assignment editors, etc. These will be people with deadlines ranging from two weeks to a few days before an event. These people can provide longer, more detailed stories about your event.

Here are some ideas to help you compile your media contact information:

- **Check your yellow pages or search the Internet** for the listings of newspapers, television and radio stations in your area and call them to get the names of the people you should contact about your event.
- On the **Internet**, look for websites to post your information that attract a lot of traffic and/or visitors who would be interested in learning about your event. For example, on Craigslist.com, you can post information under the Events section.
- For **daily newspapers**, get the names of people like calendar editors, features editor, city editors, educational reporters, religion reporters, etc. Basically anyone who would be interested in a story about your event.
- For smaller **community weekly publications**, get the names of calendar editors, features editors, and news editors.
- For **radio stations**, get the names of the news director, assignment editor, and public service director (if you chose to produce a public service announcement for your event).
- For **television stations**, get the names of the assignment editor and public service director.
- For **email distribution**, consider mailing event details or a copy of a flier (if you have created one) to the email distribution lists that you are currently on. If you send a file, be sure to copy and paste all the event information into the email body

so that the reader can easily ascertain the important details.

- **In the weeks prior to your event**, read your local newspapers, listen to various radio stations, and watch different television news programs. While you do this, pay attention to the names of journalists, radio and television hosts or programs that cover stories related to your event and add them to your list. For example, stories that focus on international, humanitarian, or women's issues, as well as human interest stories are good places to start.
- **College and high school newspapers** are great publications to contact because they are generally in need of good stories to publish. To get in contact with the newspaper staff, call the school's main telephone line and ask for the news office and the names and numbers of the news and contact editors.
- **Sending your press release to alternate media sources** can be helpful in getting the word out about your event as well. Church bulletins, company newsletters, community events calendars and special interest publications (such as ethnic, political, small scale progressive magazines, etc.) are all good sources to contact.

Interview Tips

In case a reporter asks you to do an interview, make sure you familiarize yourself with Mercy Corps and our programs. Be prepared to speak about your event and your goals. Remind yourself that you know more about Mercy Corps and your event than the interviewer does. If you are unsure of the answer to a question, ask for the interviewer's deadline and contact Mercy Corps' press team. If the reporter would like to speak with a Mercy Corps staff member, have them call Minda Seibert at (800) 292-3355, ext 405 or (503) 796-6800.

One thing to think about while doing an interview, especially for television or radio, is to try and keep points brief and to the point. If you feel the interviewer is not fully understanding what you are saying, refer back to what you feel are the most important points. A good way to phrase this is to say something like "Most importantly..."

Here are going talking points that may assist you during an interview:

- What is the goal of your event? Prepare yourself ahead of time to be able to answer the following questions:
 - What exactly will you be doing at your event?
 - Where will the proceeds go?
 - What is the message you want to send to your community?
 - How can people get more involved?
 - What spurred you to put on the event?
- Ask the reporter to include our phone number and web address so readers, listeners, or viewers can find out more about Mercy Corps. They are (503) 796-6800, (800) 292-3355 and www.mercycorps.org.

Mercy Corps Background Information To Prepare for an Interview

- Mercy Corps inspires lasting change through global engagement and innovative community-led, market-driven programs in some of the world's toughest places. Supported by headquarters offices in North America, Europe, and Asia, the agency's unified global programs employ 3,400 staff worldwide and reach nearly 14.4 million people in more than 35 countries.
- Since 1979, Mercy Corps has provided \$1.3 billion in assistance to people in 100 nations. Mercy Corps consistently ranks as one of America's most effective and efficient charitable organizations. Over the last five years, more than 90 percent of the agency's resources have been allocated directly to programs that help those in need.
- Mercy Corps pursues its mission through:
 - **Emergency relief services** that assist people afflicted by conflict or disaster.
 - **Sustainable community development** that integrates agriculture, health, housing and infrastructure, economic development, education and environment, and local management.
 - **Civil society initiatives** that promote citizen participation, accountability, conflict management, and the rule of law.
- Mercy Corps has learned that communities recovering from war or social upheaval must be the agents of their own transformation for change to endure. It's only when communities set their own agendas, raise their own resources and implement programs themselves, that their first successes result in the renewed hope, confidence and skills to continue development.
- Mercy Corps provides assistance exclusively based on need, without regard to religion or politics.
- Mercy Corps supports programs based on:
 - **Humanitarian need** - Mercy Corps prioritizes the needs of children and caregivers, as well as those situations where the opportunity exists to progress from emergency relief to longer-term recovery and development programs.
 - **Countries in transition** - Mercy Corps focuses on countries or regions in transition to democracy or plagued by civil, religious and ethnic conflict where humanitarian assistance not only meets basic needs but can help lay the foundation for peace by building local capacity and a just, inclusive civil society.
 - **Strategic partnerships** - Mercy Corps implements its programs in partnership both with international agencies to enhance resources and impact, and with local organizations to strengthen indigenous leadership and institutional capacity, and ultimately to place programs under the direction of local partner agencies.
 - **Global Citizenry** - Mercy Corps educates and mobilizes constituents around global issues like poverty and hunger because lasting change depends on a globally engaged citizenry that advocates for improvements at all levels.

Creating a Press Release

Press Release Format:



FOR IMMEDIATE RELEASE
[Today's Date]

CONTACT: [Your Name]
[Daytime Phone Number]

COMMUNITY {TITLE OR DESCRIPTION OF EVENT} TO BENEFIT MERCY CORPS

[YOUR CITY, STATE] – <provide a brief description about you/your group, and what you are planning, i.e. a bowl-a-thon event to benefit Mercy Corps>

<Provide a paragraph describing your event>

<Describe why you want to hold an event to benefit Mercy Corps>

<Provide all necessary information about your event here, date, location, time etc.>

<Provide a brief description of Mercy Corps; the following is a good overview>

About Mercy Corps

Mercy Corps exists to alleviate suffering, poverty and oppression by helping people build secure, productive and just communities. The agency now operates in more than 35 countries, reaching nearly 14.4 million people worldwide.

Since 1979, Mercy Corps has provided more than \$1.3 billion in assistance in 100 nations. Over 90 percent of the agency's resources are allocated directly to programs that help those in need. For more information, visit www.mercycorps.org.

Sample Press Release:



FOR IMMEDIATE RELEASE
March 10, 2004

Contact: John Simmons 503-123-4567

**JAIN SMITH TOUR TO RAISE SUPPORT FOR
MERCY CORPS' GLOBAL RELIEF EFFORTS**

-- Northwest musician to benefit Mercy Corps through sales of independent CD --

PORTLAND, OR – Jain Smith, originally from Portland, Oregon, will be donating \$1 from each of her independent CDs to the Northwest-based charity Mercy Corps.

Smith first made headlines when she and her band won a band competition in New York's Central Park. Smith and her band beat out over 1,200 other acts for the award. Prizes included a demo deal with Atlantic Records.

Smith is now a solo artist and is planning a nationwide tour this spring. She will be performing at the Rendezvous in Seattle on Wednesday, March 24th and at the Rabbit Hole in Portland on Thursday, April 25th. Her new self-titled CD will be released on the tour. \$1 from each CD sold will benefit Mercy Corps. Her CD can be purchased at her performances or through her website at www.jaindow.com.

<i>Seattle:</i>	<i>The Rendezvous</i>	<i>Wednesday, April 24th</i>
<i>Portland:</i>	<i>The Rabbit Hole</i>	<i>Thursday, April 25th</i>

About Mercy Corps

Mercy Corps exists to alleviate suffering, poverty and oppression by helping people build secure, productive and just communities. The agency now operates in more than 35 countries, reaching nearly 14.4 million people worldwide.

Since 1979, Mercy Corps has provided more than \$1.3 billion in assistance in 100 nations. Over 90 percent of the agency's resources are allocated directly to programs that help those in need. For more information, visit www.mercycorps.org.