



## Third Party Event & Cause Related Marketing Guidelines

---

Thank you for your interest in supporting Tender Mercies by helping raise funds to transform the lives of homeless adults with mental illness. Individuals can host special events/promotions and contribute a portion of revenues (“percentage of net proceeds”). We welcome these third-party fundraising efforts following requirements to protect both the organization/individuals hosting the event and Tender Mercies.

### What are third-party events?

Third-party events and or cause-related marketing (promotions) are implemented by outside organizations or individuals for the benefit of Tender Mercies, with **minimal or no assistance** from the Tender Mercies staff/volunteers.

The sponsoring organization must be respected in the community and one whose reputation will enhance Tender Mercies public image. The organization or individual must ensure that the sponsor will not use Tender Mercies name to offset bad publicity or improve an unfavorable public image.

### Giving Criteria

1. Staff and/or volunteers’ presence at the event is never guaranteed and is determined on a case by case basis and is usually related to revenue and exposure levels.
2. Tender Mercies will not share or sell its internal list of donors or supporters but will provide sufficient marketing and promotions to engage with attendees.
3. If only a portion of the proceeds go directly to Tender Mercies, the sponsoring organization must clearly disclose to purchasers, participants, etc. the approximated amount of dollars and/or percent of the proceeds that will go to Tender Mercies.

4. Promotional materials will be provided to upon request but must be picked up at Tender Mercies before the event and returned the following business day.
5. The third-party will tender the percentage of net proceeds from the event due to Tender Mercies within 45 days of the event.
6. If conducting a raffle, the sponsoring organization must adhere to legal raffle guidelines. A raffle is defined as a scheme for distribution of prized by chance among persons who have paid money for paper tickets that provide an opportunity to wine these prizes. Tender Mercies must pre-approve the terms and conditions of all raffles.
7. If sponsoring organization is conducting an event, Tender Mercies required verification that the sponsoring organization has adequate insurance coverage and must receive a certificate of insurance that names Tender Mercies as an additional insured no later than 15 days prior to the scheduled event.

### **Next Steps**

Submit online form on website. For any additional questions email [events@tendermerciesinc.org](mailto:events@tendermerciesinc.org) or call 513-639-0559.