



## THIRD PARTY EVENT GUIDELINES

Thank you very much for your interest in making the Multiple System Atrophy Coalition, Inc. (“the MSA Coalition”) the beneficiary of your fundraising efforts. We are fortunate that you have chosen to use your time, energy and effort to help raise funds to support our mission.

To help make your fundraising event successful and enjoyable, and make best use of our resources, please read the event guidelines below, and then complete the Third-Party Event Fundraiser Agreement. The completed agreement should be returned to [clanger@msacoalition.org](mailto:clanger@msacoalition.org). Individuals and organizations seeking to enter into a Third-Party Fundraising agreement with the MSA Coalition hereafter will be referred to as the Third-Party Fundraiser.

### GUIDELINES FOR APPROVED FUNDRAISERS

- All Approved Third-Party Fundraisers must sign and return a Third-Party Event Fundraiser Agreement.
- Third-Party events should be approved by the MSA Coalition prior to beginning planning.
- The Third-Party Fundraiser agrees to obey all Federal, state and local laws and regulations in promoting and conducting their event.
- The Third-Party Fundraisers are responsible for the planning and execution of the event, including all set-up, promotion, staffing and/or volunteers, and liability.
- The MSA Coalition will not be responsible for expenses incurred by the Third-Party Fundraiser.
- The nonprofit, tax-exempt status of the MSA Coalition may not be used by the host organization to purchase items and materials or to acquire any licenses or services.
- Due to our confidentiality guidelines, we are unable to share our donor lists.
- The Third-Party Fundraiser hereby grants the MSA Coalition the right to photograph and/or videotape the event for future use on [www.multiplesystematrophy.org](http://www.multiplesystematrophy.org), Facebook, and other social media tools.
- Approved Third-Party Fundraising events must be referred to as “benefitting the Multiple System Atrophy Coalition, Inc.” They may not be represented as “sponsored by”, “conducted on behalf of”, or any similar terminology.
- If the event is changed or canceled, the organizer will notify the MSA Coalition immediately.
- Event organizers agree to indemnify and hold harmless the MSA Coalition and its officers, directors, agents, successors, heirs and assigns against any liability, damage, loss or expense incurred in connection with the event.
- The MSA Coalition reserves the right to decline association with any person or organization when it believes that such association may have a negative effect on the image of the MSA Coalition.
- The MSA Coalition may end its agreement with an approved fundraiser at its discretion.

### LOGO USAGE GUIDELINES

- All Third-Party events must be promoted and conducted in a manner to avoid statement or appearance of the MSA Coalition endorsing any product, firm, organization, or service.
- The official logo of the MSA Coalition cannot be reproduced without written permission. In addition, the MSA Coalition’s logo must be used appropriately in conjunction with the event and must not be altered in any way.

## LOGO USAGE GUIDELINES (CONT.)

- Any promotional materials must clearly state that your event is raising funds that will benefit the MSA Coalition. If a specific percentage of event proceeds are coming to the MSA Coalition, this must be stated in your materials.
- The MSA Coalition may promote the event, when appropriate, in the following:
  - The MSA Coalition's website, with a link to the event/organization website
  - The MSA Coalition's social media pages

## FINANCIAL AND TAX GUIDELINES

- No bank accounts or holding accounts may be established under the MSA Coalition's name.
- If splitting event proceeds with other organization(s), this must be indicated at the time of signing the Event Agreement and clearly stated in event materials. Beneficiaries must all be qualified 501(c)(3) organizations and may not be altered once donations have been collected.
- Because your activity is being promoted as a benefit for the MSA Coalition, no fees, commissions or salaries may be retained from event proceeds by your organization or its members. Event organizer(s) shall not benefit in some way other than goodwill or retain any portion of event-related proceeds as personal profit or compensation for personal services.
- Any checks made payable to the MSA Coalition must be forwarded to the MSA Coalition for processing and deposit. Checks must represent an outright donation and cannot include any exchange of products or services. Such donations are tax-deductible and will be received by the MSA Coalition.
- Any event proceeds *not* made out to the MSA Coalition (i.e. cash, or checks made out to your event name) are not tax deductible. The MSA Coalition can only provide receipts for payments made out and delivered directly to the MSA Coalition.
- The MSA Coalition must receive all net proceeds within thirty (30) working days of the conclusion of the event and/or promotion. Please send all proceeds made payable to the Multiple System Atrophy Coalition, Inc. at the following address:

The Multiple System Atrophy Coalition, Inc.  
7918 Jones Branch Dr., Ste. 300  
McLean, VA 22102

*\*Please note that Third-Party Fundraisers will only be granted a tax receipt for his/her own personal contribution, and not for other donations made through this event.*

## THE MSA COALITION CAN PROVIDE

- Event ideas and success stories from other community fundraisers
- MSA Coalition newsletter, time and space permitting
- Promotion items fitting for your event
- Donor acknowledgment letters for those donors who contribute directly to the MSA Coalition by check, credit card, or the online portal.
- A representative to attend your event and provide a thank you speech, pending availability

**Do you have additional questions?** If yes, please submit them via e-mail to [info@multiplesystematrophy.org](mailto:info@multiplesystematrophy.org) or via phone at 866-737-4999.