



## PROPOSAL FOR THIRD PARTY FUNDRAISER

To benefit Easter Seals Goodwill Industries Rehabilitation Center, Inc.

NAME OF FUNDRAISER: \_\_\_\_\_

NAME OF ORGANIZER: \_\_\_\_\_

DATE PROPOSAL SUBMITTED: \_\_\_\_\_



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# I. Summary of Procedures

**Please type & attach a summary of the proposed event and your inspiration.** The summary should contain the following elements:

- Why you'd like to fundraise for Easter Seals Goodwill Industries
- The total anticipated budget & net goals
- Detailed information about your fundraiser: how you plan on reaching your goals, promoting your fundraiser and who the target population is that you'd like to reach with your fundraiser.
- Include information on activities such as recruiting & training volunteers, promotional materials you plan on creating & using, and essential logistical planning such as securing your venue.
- Other information you deem pertinent

*Suggestion to help you define and shape your event: Make an outline of the day of the event as you would like to see it happen, and try to fill in the "how" for each element as best as you now can. Or, use this proposal as a workbook or jumping-off point for creating your event.*

*Suggestions to consider while working out the outline of your event:*

*Will you be emailing your coworkers, or running an advertisement in the newspaper? Will you be asking friends and family to help you plan & run the event, or will you be running the event by yourself? Will you be hanging up or handing out flyers in the community, or creating a Kickstarter page? Will you be providing the costs of running the event yourself or finding sponsors to underwrite the costs of hosting the event? Hiring a caterer, getting donated food, or cooking yourself?*

# II. Goals/Objectives

State the desired goals and objectives to be accomplished through your fundraiser. Also include key benefits of reaching goals/objectives.

- Goal 1 (Goal Funds or Goods Raised): \_\_\_\_\_
- Goal 2 (Community Benefits): \_\_\_\_\_  
\_\_\_\_\_
- Goal 3 (Other): \_\_\_\_\_



### III. Timetable

Provide detailed information on the expected timetable for the project. Break the project into phases, and provide a schedule for each phase. These phases might include: Planning, Promoting, and Event Day. Work your timeline backwards from the Event Day/Dates to determine how much time you need to complete each phase & when you realistically need to get started.

	Description of Work	Start and End Dates
Phase One		
Phase Two		
Phase Three		

### IV. Budget

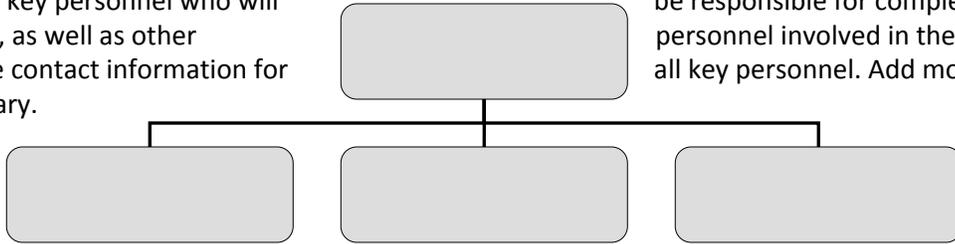
State the proposed costs and budget of the project. Also include information on how you intend to manage the budget. Take a look at your timeline and event day outline to create a detailed list of all anticipated costs- everything from tipping the caterer to purchasing event insurance. This will give you a better idea of how much you will need to gross in fundraising to meet your net goal.

	Description of Work	Anticipated Costs
Phase One		\$
Phase Two		\$
Phase Three		\$
	<b>Total</b>	\$



## V. Key Personnel

List the key personnel who will project, as well as other Provide contact information for necessary.



be responsible for completion of the personnel involved in the project. all key personnel. Add more names as

## VI. Endorsements & Sponsors

Provide the names and addresses of individuals and companies who will support and endorse the event.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## VII. Third Party Fundraising Agreement

Please complete the agreement and sign. Upon approval, ESGI development staff will also sign and provide you with a copy of the signed plan & agreement.



# Third Party Fundraising Agreement

This Agreement is made between Easter Seals Goodwill Industries Rehabilitation Center, Inc., a 501(c)(3) charitable organization, having its principal office at 432 Washington Avenue, North Haven, CT 06473 and \_\_\_\_\_, (hereafter referred to as the "ORGANIZER"), having its offices at \_\_\_\_\_, for the purpose of \_\_\_\_\_, (hereafter referred to as the "FUNDRAISER"), designed with the intent to raise funds for Easter Seals Goodwill Industries.

Upon signing this agreement, the ORGANIZER may have up to 12 months from date of signature to complete the fundraising event and return funds raised to Easter Seals Goodwill Industries.

1. Easter Seals Goodwill Industries must review and approve all FUNDRAISER materials, including but not limited to advertising, letters, and press releases, including all uses of the name and/or logo of Easter Seals Goodwill Industries in advance of production, printing, publication, or distribution. ORGANIZER agrees to not promote Easter Seals Goodwill Industries as the organizer of the event, but rather as the beneficiary.
2. Easter Seals Goodwill Industries will receive \_\_\_\_\_ percent of the net proceeds (defined as gross proceeds minus the cost of executing and promoting the fundraiser) generated by this FUNDRAISER. If 100% of the net proceeds are not benefitting Easter Seals Goodwill Industries, promotions must note that a *portion* of the proceeds will benefit Easter Seals Goodwill Industries. **Checks will be made payable to *Easter Seals Goodwill Industries*. Please include the name of the organizer and name of the event when mailing funds in order to ensure the proper recognition of funds. Funds raised may be sent to:**

**Easter Seals Goodwill Industries  
 Finance Department  
 Attn: Third Party Events- "EVENT NAME"  
 432 Washington Avenue  
 North Haven, CT 06473**

3. Easter Seals Goodwill Industries will incur no liability, financial or otherwise, for the FUNDRAISER. All costs & liabilities will be the sole responsibility by the ORGANIZER.
4. Since Easter Seals Goodwill Industries may be the recipient of funds from other similar FUNDRAISERS, it is understood and agreed that this Agreement create no exclusive rights to the ORGANIZER for this FUNDRAISER.
5. The ORGANIZER agrees that it will comply with all state and/or municipal charitable solicitation statutes and/or ordinances that purport to affect or apply to the FUNDRAISER.
6. The ORGANIZER agrees that it will not use the Easter Seals Goodwill Industries tax exemption in any manner as a part of the FUNDRAISER, nor will the ORGANIZER represent to the public that it holds any tax exempt rights or privileges as a result of its participation in the FUNDRAISER.
7. Easter Seals Goodwill Industries authorizes the following individuals as its representative. All Easter Seals Goodwill Industries approvals and authorizations are to be secured through these representatives.

Name: \_\_\_\_\_, Special Events Coordinator & Name: \_\_\_\_\_, Director of Development

**Signed:**

Organizer Name: \_\_\_\_\_ Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_ Organization/ Affiliation (if applicable): \_\_\_\_\_  
 ESGI Staff Name: \_\_\_\_\_ Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_ Staff Title: \_\_\_\_\_