



The Gathering Place

The Gathering Place Third-Party Fundraiser Event Resources & Toolkit

Welcome:

Thank you for supporting The Gathering Place (TGP) and our mission to support women, gender-diverse individuals, and children in building stable lives through home, health, purpose, and community programs. As a not-for-profit organization, The Gathering Place relies on the generosity of our community—people like you—to help us accomplish our mission.

We are deeply grateful for your interest in hosting an independent third-party fundraiser. Your fundraising efforts will allow us to improve TGP's services and programming available to marginalized individuals and families experiencing poverty and homelessness.

This guide will provide information on how to both plan and host your fundraiser, what resources are available to you, and answers to many frequently asked questions.

Fundraiser Guidelines:

Until the application is approved, the fundraiser may not be promoted in any way, and no announcement can be made.

This application form is not a guarantee of approval. It must be submitted and reviewed to ensure that the fundraiser aligns with the mission of our organization, the dates do not conflict with other TGP events, amongst other criteria.

If expenses are greater than money raised by the fundraiser, the organizer is responsible for those expenses. Proceeds must be received within 30 days of the fundraising date or campaign.

How do I apply?

Fill out the [form on our website](#). Please allow up to two weeks for review.

Overview

What is a third-party fundraiser?

A third-party fundraiser is a fundraising activity hosted by a non-affiliated group, organization, business, or other individual to raise funds for a non-profit or charity that is planned and executed by the third-party organizer.

How will this toolkit help me?

We hope to provide you with the tools necessary to plan and fundraise for TGP. This toolkit includes frequently asked questions, tips on how to get started, and what to do before, during, and after your fundraiser.

Where will my donations go?

One hundred percent of donations from your fundraiser will be directed to The Gathering Place programming and operating costs.

Fundraiser name policy

Due to legal requirements and our organization's bylaws, The Gathering Place may not be referred to and identified as the fundraiser host. For example, a fundraiser cannot be named The Gathering Place's Bike Ride to End Food Security; instead, it should be titled Bike Ride to End Food Insecurity benefiting The Gathering Place.

How The Gathering Place can help you host a third-party fundraiser:

- Logo for marketing materials (use of TGP's name and logo must be pre-approved prior to use).
- Letter of endorsement to validate event authenticity.
- IRS-compliant tax receipt for donations made directly to The Gathering Place. Online donation or check must include the donor's name, contact information, event name, and be submitted within 30 days of the event.

We are here to support you! However, there are services that we are NOT able to provide:

- The Gathering Place's tax exemption number
- Bank accounts or assistance processing or paying expenses
- Insurance, liability coverage or permits, liquor licenses, raffle licenses
- Mailing list of donors, corporate partners, vendors, or any TGP stakeholders
- Website or registration page
- Letterhead or any type of stationary
- Media publicity
- Celebrities or professional athletes
- Giveaways
- Guaranteed attendance or participation of TGP staff, volunteers, board members, etc. at planning meetings
- Assistance in soliciting donations, handling mailings, attending committee meetings, collecting donations, or recruiting attendees
- Guaranteed attendance at fundraisers by volunteers, staff, or board of directors

Suggested Checklist

Before your fundraiser

- ✓ **Get approvals.** All third-party fundraisers need to be reviewed and approved prior to moving forward with the event. Complete the [form on our website](#) to apply. The Gathering Place reserves the right to request additional information before reviewing a proposal and has the right to refuse funds raised at unapproved events and activities.
- ✓ **All marketing materials that include The Gathering Place's logo must be reviewed and approved prior to distribution and publication.** Please allow at least five business days for approval of materials.
- ✓ **Give your fundraiser a personality.** Determine what the fundraiser will be and an appropriate name – be creative and make it fun for you and your guests!
- ✓ **Establish fundraiser goals.** Have realistic and measurable fundraising goals, identify all possible resources of income (sponsorships, donations, ticket purchases, wine pull, walk-a-thon, etc.) and estimate attendance.
- ✓ **Develop a budget.** Identify all sources of income and expenses associated with fundraiser expenditures.

- ✓ **Timeframe.** Select a date and location that is convenient for those who will be attending and be sure to check local community calendars for conflicting events.
- ✓ **Promote and publicize.** Determine the target audience and how you will promote the fundraiser. Social media is an easy, cost-effective way to spread the word to your network and the wider community. Create an event invite, request support, recruit volunteers, and more through your social networks.
- ✓ **Organize logistics.** Venue (if applicable), food/beverages, track RSVPs, payments, etc.

At your fundraiser

- ✓ **Thank attendees for their support.** Every dollar makes a difference, be sure to thank your attendees for supporting your fundraiser.
- ✓ **Take photos.** Photographs are a great way to document your fundraiser and share with guests.

After your fundraiser

- ✓ **Send in your donation.** A single check from the fundraiser should be made payable to The Gathering Place. Payment can also be made online; please put the name of the fundraiser in the “Comments” section on the donation page.
Mail checks to:
The Gathering Place
c/o Development
1535 High Street
Denver, CO
80218
- ✓ **Send us photos.** If applicable, email the best five photos with a brief description and caption from your fundraiser to development@tgpdenver.org.
- ✓ **Review your fundraiser.** Congratulations! You successfully hosted a third-party fundraiser. Now it is time to talk through your successes and areas of opportunity for next year!

We are excited to partner with you, and our team is ready to ensure that your fundraiser is a success! If you have questions or need additional information, please contact:

TGP's Development Team
development@tgpdenver.org