



Donate Life KY Trust's Third-Party Fundraising Guide

DLKY staff are here to encourage and empower you through the fundraising process. Although it may not always be possible for us to be present, this guide is to assist you with the planning and execution of your project. We are grateful and appreciative of your efforts!

Core Values

While we acknowledge you are hosting this project on behalf of DLKY, we respectfully request that you emphasize our core values to cultivate positive relationships and maintain public trust in alignment with our mission.

Compassion | *Serve passion, compassion, and integrity.*

Dedication | *Initiate conversations to encourage the financial support and growth of DLKY.*

Accountability | *Take the initiative to accomplish your efforts; manage all financial contributions ethically and responsibly.*

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To streamline communication and resources, please notify Shannon Adkins (or philanthropy@donatelifeky.org) of your third-party fundraising plans.



What is a third-party fundraiser?

Third-Party: a volunteer, individual, or organization who assumes liability and responsibility for an initiative which will benefit DLKY.

Third-Party Fundraiser: a third-party project/event with a core purpose of raising funds for DLKY.

Third-party fundraising efforts are planned, executed, and operated by the third-party fundraiser(s). DLKY staff can provide guidance and recommendations during your planning process upon request. Please remember our staff have many responsibilities, so availability is limited.

How can Donate Life KY support my efforts?

DLKY can provide:

- Guidance and recommendations for the success of your event
- W-9 form for sponsors/contributors
- Official Donate Life logo and brand package
- Printed materials such as DLKY rack cards, table tents, and brochures
- Swag (i.e. bracelets, stickers, buttons)
- Tax receipt/acknowledgement for financial contributions

DLKY is unable to provide:

- Event insurance or liability coverage
- DLKY sales tax exemption number
- Mailing list of donors and/or vendors
- Funding or reimbursement of your expenses
- Paid advertising and media releases
- Guaranteed attendance at your event



What should I consider when planning my fundraiser?

Insurance and Liability

- DLKY assumes no legal or financial liability associated with third-party events.
- DLKY does not have third-party event insurance.
 - If event insurance is required, coverage options may be available through your insurance provider or other sources found online.
- DLKY does not have a liquor license.

Communicating Fundraiser's Beneficiary

- Ensure transparent communication:
 - Disclose the percentage of net proceeds donated in promotional materials and content
 - Clearly state the duration of the fundraising project
 - Communicate any maximum or guaranteed minimum contribution amount
- Inform contributors and DLKY staff if proceeds are designated for a specific DLKY program.
 - i.e. Transplant Patient Assistance Fund, Scholarship Fund, etc.
- To comply with legal requirements, the name of a third-party fundraiser should explicitly indicate that DLKY is the beneficiary, not the host.
 - Ex. Chili Cook-Off benefiting Donate Life KY
- Third-party fundraisers are responsible for covering their own expenses, and all costs must be settled before DLKY receives the proceeds. Review the first bullet point in this section for details regarding dividing proceeds after expenses.

Promotions

- The DLKY logo may not be altered in any way. Approved logos will be sent upon request.
 - All logo use must be used in conjunction with supportive wording such as "We Support," "Proud Supporter of," or "Benefiting" DLKY.
- Third-party fundraisers are accountable for all marketing efforts, such as press releases, PSA's, Facebook posts, invitations, ads, etc.
 - DLKY generally does not promote third-party fundraisers on its social media channels, except under exceptional circumstances.

W-9 Request

- If sponsor/contributor requests DLKY's W-9, please send an email to philanthropy@donatelifeky.org with the subject stating "W-9 Request for ____ Fundraiser."

Charitable Gaming

- Third-party fundraiser assumes liability for charitable gaming.
- Raffles, drawings, and other games of chance are governed by a variety of state municipal and federal laws and must be licensed and permitted.
- Check to see how gaming laws apply to your fundraiser before you begin the planning and selling process: <https://dca.ky.gov/>



Where Do I Send The Proceeds From My Fundraiser?

Payment Options

- DLKY accepts cash, check, and online contributions.
- If an online donation option is preferred, contact us (philanthropy@donatelifeky.org) and we can provide you with a payment link.
- Check contributions may be payable to “Donate Life KY.”
 - Write fundraiser/event name on the memo line of the check.
- Many financial institutions have a “void after 90 days” check policy.
- If an online payment option is necessary, contact us (philanthropy@donatelifeky.org) for assistance.
- If in possession of large sums of cash/checks, contact us (philanthropy@donatelifeky.org) to facilitate a safe hand-off of funds.

Will Contributions Be Receipted and Acknowledged?

Tax-Receipting/Acknowledgement

- Contributions made directly to a third-party fundraiser may cover expenses but are not tax-deductible unless made to a registered 501(c)(3) organization.
- A constituent whose name is printed on a check will receive a receipt for the tax-deductible benefits.
- Direct contributions to DLKY, whether in cash or gifts-in-kind, are fully tax-deductible.
 - To receive a tax receipt for a gift-in-kind
 - Please email philanthropy@donatelifeky.org with the following information:
 - Gift description
 - Estimated value
 - Contributor name
 - Contact information
 - Tax benefits for contributions to DLKY will be granted only to the individual or organization whose name appears on the check if a single sum is sent.
 - i.e., collecting cash at event and writing a check for total to DLKY
 - Contributors making a gift in this circumstance should be made aware that their gift will not be acknowledged as a tax-deductible contribution to DLKY.
- DLKY issues tax-receipts and acknowledgement letters approximately 10 business days after receiving a contribution.



Project Planning

- Focus fundraising on individuals/organizations who have registered as an organ, tissue, and cornea donor
- Establish a clear idea, purpose, and goal for fundraiser/event
- Consider the uniqueness of the event to promote intrigue, interest, and participation
- Know your audience and what may motivate them to increase participation and involvement
- Determine measures of success (i.e., amount raised, attendance, etc.)
- Select accepted payment options and consider an online platform, like JustGiving

Pre- Event Checklist

- Assemble your network of people to assist you and delegate tasks
- Determine event space, if needed
- Establish date and time of event
- Consider using platforms, such as JustGiving, Event Brite, Facebook, etc.
- Construct plan for promoting event through social media, email, media, etc.
- Determine accepted forms of payment
- Send (electronic) invites and request RSVPs, if needed
- Determine if special licenses (gaming and/or alcohol) are needed
- Have a plan in place for emergencies or medical incidents

Day Of Event Checklist

- Set-up venue for event, including decorations, technology, directional signage, etc.
- Coordinate volunteers
- Greet attendees and provide event programs or agendas.
- Manage registration or check-in process efficiently
- Offer refreshments or food as planned
- Securely handle cash donations and payments
- Keep accurate records of contributions
- Monitor event flow and address any logistical issues promptly
- Designate someone to take photos of the event
- Clean-up event space, if needed

Post-Event Checklist

- Conduct a post-event debrief and share feedback with DLKY
- Measure success through established goals (i.e., amount raised, attendance, etc.)
- Thank contributors for their support and participation
- Coordinate secure transfer of funds to DLKY