

# Third Party Fundraising Event Toolkit



## About Us

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Thriving Pink is a non-profit 501(c)(3) organization dedicated to helping those in Yolo County impacted by breast cancer to thrive by providing a compassionate network of support and resources in partnership with the community. We are volunteer-driven and the leading nonprofit in Yolo County that focuses on serving and supporting the local breast cancer community. In addition, our vision is that no one goes through breast cancer alone, whether newly diagnosed or in long-term survivorship.

## What Is A Third-Party Event?

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A third-party event is the raising of funds by a school or faith group, sports team, individual, business, or corporation for Thriving Pink, a non-profit organization. All third-party events must be approved in advance by Thriving Pink. This can be done by submitting the Third-Party Agreement found [here](#). Agreements will be evaluated within 5 days for feasibility and alignment with Thriving Pink's mission, goals, and objectives. Agreements should be submitted at least a week before the event.

While we may be able to provide guidance for your event, we are a volunteer-driven organization and do not have staff to handle the administrative tasks and event planning of third-party events.

## Getting Started

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Things to consider prior to completing the online Fundraising Agreement:

- Determine the type of event you want to host.
- Select the event name, time, and date of your event.
- What is your target fundraising goal?
- How will you collect donations?

- Is it an in-person event or virtual?
  - If an in-person event, you will need to determine the following:
    - Will you need a Thriving Pink representative to attend the event?
    - Location of event
    - Capacity—how many people do you anticipate?
- Will you need promotional or educational materials for your event?
- How will you invite guests and promote your event?
- Did you review Thriving Pink’s fundraising guidelines?

## Third-Party Event Guidelines

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What is your responsibility:

- Submission of Third-Party Agreement for review and approval (5 days in advance)
- All promotional materials must clearly state the percentage of proceeds that will benefit Thriving Pink.
- The use of the Thriving Pink or PINKtober logo and name on any promotional materials (e.g. press releases, flyers, invitations, websites, letters, etc.) must be reviewed and approved in advance by the Thriving Pink Fundraising Committee Chair.
- Event organizers are responsible for obtaining all permits and liability waivers, especially for those for raffles and/or sporting-type events.
- The organizer must obtain appropriate insurance coverage if necessary.
- Thriving Pink is not financially liable for promotion, planning, or execution of third-party events.
- Thriving Pink cannot guarantee attendance of a Thriving Pink representative at a third-party fundraiser. Efforts will be made to have someone represent Thriving Pink; however, due to limitations, this attendance is not always guaranteed.
- For tax reasons, Thriving Pink can only acknowledge direct gifts. If party pants of a third-party event would like to be acknowledged by Thriving Pink for their donation, they **MUST** donate directly to Thriving Pink.
- Fundraising proceeds must be provided no later than 45 days following the conclusion of the event or promotion.

## Thrid-Party Event Promotion

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Promotions on Social Media:

Tag Thriving Pink when promoting your event!

- Facebook: [@thrivingpinknonprofit](https://www.facebook.com/thrivingpinknonprofit)

- Instagram: [@thrivingpink](https://www.instagram.com/thrivingpink)
- Website: [www.thrivingpink.org](http://www.thrivingpink.org)

Available Marketing Materials:

- Thriving Pink Brochure (available in English & Spanish)
- Breast Health Shower Card



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