



AMYOTROPHIC LATERAL SCLEROSIS SOCIETY OF BRITISH COLUMBIA

GUIDELINES FOR THIRD-PARTY FUNDRAISER EVENTS

Thank you for choosing to support the ALS Society of BC. Please review the following guidelines prior to starting a Third-Party Fundraiser Event.

WHAT IS THIRD-PARTY FUNDRAISER EVENT?

Third-Party Events are fundraisers benefitting the ALS Society of BC which are coordinated and implemented by an individual, a group or a company in the community.

Third-Party Fundraiser Events do not involve the provision of participants/attendees, auction items or sponsors as part of the ALS Society of BC's involvement in the event.

REGISTER YOUR THIRD-PARTY FUNDRAISER EVENT

Complete the Third-Party registration form on-line or download the form from the internet. If you do not have internet access, please contact the office at 1-800-708-3228, and we will send you a copy.

SUPPORT FROM THE ALS SOCIETY OF BC

- Marketing and promotion of your event
 - Sending press releases to local media
 - Event information on website
- Processing of donation tax receipts
- ALS promotional materials (e.g., ALS BC brochures, banners, donation boxes, etc.)
- Online fundraiser page

MARKETING AND PROMOTION OF YOUR EVENT

The Society will assist you in notifying the media about your event by sending out press releases. We can work with you to prepare press releases and other communications to promote your event.

Once your event is formed, with date and place secured, please contact ALS Society of BC Executive Director at info@alsbc.ca to have your event posted on the ALS Society of BC website. Your event information and a link to your fundraising site can then be promoted through the ALS Society of BC's social media pages.

The Society can provide you a sample sponsorship template if you wish to solicit sponsors for your event. ALS BC can also provide a basic template for event posters.

USE OF ALS BC LOGO - The ALS Society of BC logo is the Society's property and, therefore, use of the logo is allowed only with the expressed permission of the Society. Usage is limited to the approved event, and we require final approval of any event materials containing the logo.

PROCESSING OF DONATION TAX RECEIPTS

People supporting your event can receive a donation tax receipt. All cash donations of \$20 or more are receiptable. We require the following information to properly process a tax receipt:

- donor's name
- donor's address (including postal code)
- donor's telephone number
- donor's e-mail address
- amount of donation

The Society can provide you with a generic template form for this purpose.

Tax receipts cannot be processed by the ALS Society of BC unless the funds are remitted by the event organizer. Processing of tax receipts takes two to four weeks after the donation has been received through the ALS Society of BC office. Please contact Donor Relations Manager, at donor-relations@alsbc.ca for inquiries on donation tax receipts.

ALS PROMOTIONAL MATERIALS

Each kit will be created specific to the event and with the materials you request. All banners, signage and leftover materials post-event are returned to the ALS BC Office.

MATERIALS AVAILABLE: ALS BC banners, ALS BC brochures, pledge forms,
Cornflower pins (symbol of support for ALS), donation envelopes
ALS balloons and donation boxes

ONLINE FUNDRAISING PAGE

If you need assistance in creating your own **Online Fundraising Page** please contact Support Services Coordinator, at support@alsbc.ca.

50/50 & RAFFLE DRAWS

If you wish to organize a 50/50 or raffle draws, please contact the BC Gaming office to apply for a raffle license at telephone number: 1- 250-387-5311. It should take two to three business days to process license application.

WHERE THE MONEY GOES

The ALS Society of BC is dedicated to providing direct support to ALS patients, along with their families and caregivers, to ensure the best quality of life possible while living with ALS. In BC, 85 cents of every dollar raised goes directly to the cause. For more information on the services ALS Society of BC provides to ALS patients, visit: <http://alsbc.ca/supportservices/>

In partnership with the ALS Society of Canada, ALS Society of BC raises funds to support research into the cure for ALS.

If you have any further questions, please contact the Executive Director at info@alsbc.ca or 1-800-708-3228 ext. 222.

THANK YOU FOR YOUR SUPPORT!