



# third party event guide

**thank you!** for hosting a fundraising event benefiting HappyBottoms! By hosting a third-party fundraiser, you are helping raise the much needed funds that help keep more than 13,000 babies in Kansas City clean, dry and healthy. We hope the following information will be helpful as you plan your event.

## happybottoms mission statement

To collaborate with the community to empower, connect, and impact by alleviating diaper need.

## what is a third-party fundraiser?

Any individual or organization that organizes and hosts an event, promotion, sale, or donation drive on behalf of HappyBottoms is defined as a “third-party fundraiser”. If you are interested in hosting a fundraiser, please submit a completed Third-Party Fundraiser Proposal [HERE](#).

## third-party event guidelines

To enhance the success of third-party fundraising events and to avoid conflicts with HappyBottoms’ donors, corporate sponsors, or other events already planned, the following policies should be observed.

1. The host is considered the fundraiser organizer, and is responsible for organizing, promoting, and executing the event. The third-party fundraiser must submit a Third-Party Fundraiser Proposal to HappyBottoms’ Development team at least 30 days in advance of the proposed event date. If multiple events are proposed, a proposal must be submitted for each.
2. Third-party fundraisers must be financially self-sustaining without contribution from or financial risk to HappyBottoms. HappyBottoms will only accept the net proceeds of a third-party fundraiser. All third-party expenses are the responsibility of the third-party event organizer. HappyBottoms is not responsible for and cannot reimburse for expenses incurred as part of a third-party fundraiser.
3. The third-party fundraiser must submit all publicity and promotional material containing HappyBottoms name and/or logo to HappyBottoms Development team for review and approval prior to publication and distribution of these materials. HappyBottoms will provide guidelines, agency materials, and tax acknowledgments. HappyBottoms will also assist in promoting the fundraiser via social media.
4. HappyBottoms is committed to protecting the privacy of its clients, families, donors, volunteers and staff. HappyBottoms will not sell or share any donor names or contact information.
5. HappyBottoms retains the right to decline any event if it conflicts with its mission, fundraising efforts, or event calendar.

## planning a third-party fundraiser

1. Identify the type and purpose of the fundraiser you would like to host.
  - a. Who is your audience? Will participants be adults, children, or both?
  - b. What is the message?
    - i. To raise funds, awareness, etc.
2. Determine your fundraising goals.
  - a. How much money would you like to raise?
  - b. How will funds be raised?
    - i. Tickets, raffle, auction, donations
3. Plan out a time, date, and location.
  - a. What time of year will your fundraiser be held? Check community calendars and HappyBottoms’ availability so that your fundraiser does not conflict with existing events.
  - b. Will the event be virtual, hosted at a business, held at an individual’s home?
4. Create a timeline.
  - a. Include the necessary steps and tasks that need to be completed each week leading up to the fundraiser.
  - b. Communicate often and clearly with those you are working with.

- art auction/exhibition
- bake sales
- book sales
- car washes
- concerts
- craft sales
- diaper drive
- garage sale
- golf outing
- huggies and chuggies
- happy hour
- parties
- restaurant night
- school fundraiser
- trivia or bingo night
- wine tasting

For questions or more information on third-party fundraisers, please contact HappyBottoms’ development team at [info@happybottoms.org](mailto:info@happybottoms.org).

