



InMotion Community Fundraising Guidelines

Thank you for your interest in planning an event to benefit InMotion. We are grateful for your commitment to InMotion and wish you all the success with your fundraising activities. To help ensure the success of your event, InMotion has established the following guidelines for fundraising and promoting your event. Fundraising events require prior approval from InMotion. Before planning your event, please read this document fully.

GUIDELINES

- Community fundraising event proposals must be submitted to InMotion using the form provided, at least 30 days prior to the event date.
- If there are concerns about a particular event, approval by the InMotion CEO is required. The CEO may ask for input from the Development Committee.
- InMotion reserves the right to deny any request for a special event/fundraising initiative that does not appropriately reflect its mission and values.
- InMotion will not incur external event expenses or provide any funds for external events/campaigns.
- No community fundraising events will be held in InMotion's building.
- InMotion does not assume any liability for your external event. InMotion is not liable for any injuries sustained by event coordinators, volunteers, participants, or any other individuals related to an event benefiting InMotion.
- Event proceeds are payable to InMotion within 30 days following the event.
- When a portion of the charge (or suggested donation) to the participant in an external event is not tax deductible, a statement to that effect must be included in all promotional materials.

Each request will be considered individually. Generally, the following events will not be approved:

- Events falling in close proximity to the date of an InMotion event.
- Events that require the use of InMotion space for display and/or sales purposes.
- Events that rely on the use of InMotion staff and/or volunteers.
- Events which require InMotion to sell tickets, coupons, etc.
- Events that require significant attendance from InMotion staff/volunteers or response from our mailing list to generate the majority of revenue.
- Ongoing events which promise the public that a percentage of profits will go to InMotion, unless documented and verifiable by InMotion.

InMotion will not:

- Solicit contributions for your event in our e-newsletter or via social media.
- Set up and staff a booth at your event.
- Distribute literature at your event.
- Supply clients or volunteers to work at or attend your event. (Note: see "InMotion's Involvement in Your Event" on page 3)



InMotion Community Fundraising Guidelines

FUNDRAISING

- Organizers must identify any businesses or individuals to be contacted for solicitation so that duplicate efforts can be avoided. External event organizers must have permission from InMotion prior to soliciting any businesses or individuals using InMotion’s name.
- Any donation solicited on our behalf, whether a donation is an item or cash, is fully tax-deductible only when it is made directly and entirely to InMotion. InMotion will determine what types of gifts can be considered tax-deductible prior to solicitation or promotion, as we are the only agents that can verify that such a gift was made, and its nature, to the Internal Revenue Service. This information must be made explicitly clear in promotion of the event/campaign.
- Event organizers must state the terms of the donation InMotion can expect from the event (for example: 50% of profits, one-time donation of \$___, or all proceeds). This information must be made specific in event/campaign promotions.

TRUTH IN ADVERTISING COMPLIANCE

Please use one of these descriptions on your Community Fundraising Event Proposal (these descriptions are provided by the Better Business Bureau)

Type of Benefit	Description for advertising
All Funds Raised Go to InMotion	Proceeds to Benefit InMotion
Funds Raised Less Expenses	Net proceeds to benefits InMotion
Portion of Purchase	For every sale, \$___ benefits InMotion
Percentage of Proceeds	State amount (e.g., 10% of sales benefits InMotion)

The following fundraising methods are unacceptable for a third-party event:

- Product promotion intended to increase revenue for the event organizer.
- Telemarketing
- Door-to-door
- Solicitation of InMotion’s clients, volunteers, or donors
- Unapproved use of photos of InMotion’s clients
- Product endorsements in exchange for support
- Revenue splits with other charities under \$2,000; however, InMotion reserves the right to review and approve revenue splits less than \$2,000 on a case-by-case basis.



InMotion Community Fundraising Guidelines

PRE-EVENT MARKETING/PUBLICITY

- Any promotion of the event mentioning or including InMotion's name or logo, must be approved by InMotion's Events Director prior to printing or publication. Once the event has been approved by InMotion, we will send you the InMotion logo for your use. When using the InMotion logo, it must be used in whole, the aspect ratio of the logo may not be altered, and the colors of the logo must not be altered.
- Photos on InMotion websites are the property of InMotion. Reproduction of photos for marketing purposes is not permitted without prior approval from InMotion.
- Event logos may be developed by event organizers but must remain separate and distinct from the InMotion logo. Event logos must be approved by InMotion prior to being used in print or other media.
- Any contact with the press or other media must be coordinated with InMotion.
- InMotion's mission is to help people with Parkinson's disease feel better every day. Our mission statement may not be altered in any way.
- Do not use the terms "Parkinson's patients," or "people suffering from Parkinson's" when referring to people served by InMotion. Please use the terms "people with Parkinson's disease" or "helping people live well with Parkinson's disease."

INMOTION'S INVOLVEMENT IN YOUR EVENT

- InMotion will not solicit participation from our clients in any external event beyond notifying them of the event details and inviting them to attend when appropriate.
- Terms for the use of InMotion staff, volunteers or general publicity among our supporters must be agreed upon the InMotion before approval of the event. Attendance at the event by InMotion staff and volunteers is not guaranteed.