

# CAMP SUNSHINE



*A retreat for children with life-threatening illnesses and their families*  
Casco, Maine

## **YOUR GUIDE TO HOSTING A THIRD-PARTY SPECIAL EVENT**

### **ABOUT CAMP SUNSHINE**

Founded in 1984, Camp Sunshine provides retreats combining respite, recreation and support, while enabling hope and promoting joy, for children with life-threatening illnesses and their families through the various stages of a child's illness.

Thank you for your interest in organizing a special event for Camp Sunshine. We greatly appreciate your time and efforts on our behalf. The following information has been prepared to help make your Camp Sunshine fundraiser as successful as possible within the organization’s guidelines.

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# WHAT IS A THIRD PARTY EVENT?

Third-party events are fundraisers coordinated and held by persons or organizations external to Camp Sunshine with the express purpose of raising funds or awareness for the Camp Sunshine program. These events are often hosted by families, volunteers, individuals interested in giving back to their community, students fulfilling community service requirements, or organizations willing to give products or services.

Examples of third-party events include, but are not limited to: polar dips, bake sales, car washes, Zumba-thon/ Dance-a-thons, school dances, athletic/endurance events, bottle drives, fashion shows, golf tournaments, raffles, auctions, special occasions donations and benefit concerts.

Though coordination of third-party events are the responsibility of the hosting organizations or individuals, Camp Sunshine is available to provide assistance or guidance when needed.

# STEPS TO A SUCCESSFUL EVENT

1. Talk to Camp Sunshine prior to planning your event
2. Turn in the attached special event forms for approval
3. Figure out who will be running and organizing your event or establish a committee to do so
4. Think of ideas, and pick the “best” event or promotion for you or your organization
5. Know your audience
6. Establish fundraising goals and timelines
7. Specify an event budget
8. Hold your event or promotion
9. Gather and send all donations to Camp Sunshine
10. Thank all participants!

# BEST PRACTICES

1. Find people who you feel are strongly connected to the mission of Camp Sunshine
2. Run a practice event to avoid last minute issues
3. Do not be afraid to use online resources for event planning
4. If you are using social media, ask your friends for feedback early and often
5. Make sure you have a communication plan, and that it works
6. Share your communication plan with others involved in your event
7. Provide assistance when others need it
8. Encourage members on your team and set goals for them
9. Celebrate when your event is over!

## GETTING STARTED

Once you complete and return the attached agreement, it will be reviewed by Camp Sunshine's development team. Please be sure to wait until your agreement is approved before moving forward with planning for your special event. We will reach out to you with any questions or concerns regarding your event.

Once your fundraiser is approved, we will forward the Camp Sunshine logo and all proper publicity materials. At that point, you will have permission to use our name in conjunction with your special event.

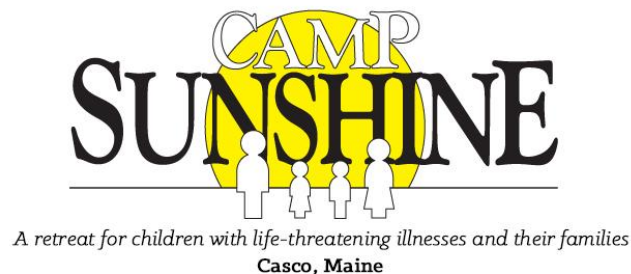
## USING THE CAMP SUNSHINE LOGO STYLE GUIDE

Once the fundraiser has been approved, we will send you the Camp Sunshine logo in the desired format. Contact us at [events@campsunshine.org](mailto:events@campsunshine.org) for any questions regarding publicity or logo usage.

Here are some basic guidelines for logo usage:

1. The logo must appear prominently on all promotional materials
2. The logo must be used in whole
3. The aspect ratio of the logo cannot be altered
4. The colors of the logo cannot be altered

## ACCEPTABLE LOGO



## POLICY GUIDELINES

Camp Sunshine at Sebago Lake, Inc. reserves the right to decline the support of individuals, corporations, foundations, or civic organizations if they are deemed to be a conflict with the mission of the organization.

Any information you distribute, publish or send out using the Camp Sunshine logo or name, including advertisements, social media campaigns, and press releases, must be approved by the Camp Sunshine development team prior to publication. This information can be forwarded to [events@campsunshine.org](mailto:events@campsunshine.org).

## PROPER LANGUAGE / DESCRIPTION

Camp Sunshine exists to serve “children with life-threatening illnesses and their families.” This is the accepted verbiage for the description of the populations we serve. Please refrain from using the terms “terminally ill” or “ill child” when referring to the children served by Camp Sunshine. Please favor usage of the terms “child with a life-threatening illness” or “children with life-threatening illnesses” as opposed to “sick child” or “sick children.”

Camp Sunshine’s organizational mission statement is reproduced below and should not be altered in any way: *Founded in 1984, Camp Sunshine provides retreats combining respite, recreation and support, while enabling hope and promoting joy, for children with life-threatening illnesses and their families through the various stages of a child’s illness.*

## UNACCEPTABLE FUNDRAISING METHODS

Camp Sunshine policies prohibit the following solicitation techniques:

- Product promotion intended to increase revenue for event organizer
- Telemarketing
- Door-to-door
- Unapproved solicitation of Camp Sunshine’s families volunteers and donors
- Unapproved use of photos of Camp Sunshine families
- Use of vending machines or candy boxes
- Product Endorsements in exchange for support
- Revenue splits with other charities under \$2,000

## TRUTH IN ADVERTISING COMPLIANCE

Please use one of these descriptions on your Special Event Proposal (*provided by the Better Business Bureau*).

<u>Type of benefit</u>	<u>Description for advertising (all forms)</u>
All Funds Raised to Camp Sunshine	Proceeds to benefit Camp Sunshine
Funds Raised Less Expenses	Net proceeds to benefit Camp Sunshine
Portion of Purchase	For every sale \$100 benefits Camp Sunshine
Percentage of Proceeds	State amount (e.g. 10% of sales to Camp Sunshine)

## CRITERIA FOR YOUR FUNDRAISER

Please let us know before asking companies or organizations for donations, as we may already have a relationship with them. Because certain companies and organizations already contribute greatly to Camp Sunshine, we request that you not ask the following groups to contribute to or participate in your fundraiser. The following list of organizations has already made specific contributions to Camp Sunshine and should not be contacted.

Tropical Smoothie Café	Texas Roadhouse	Keller Williams Realty
Leukemia Lymphoma Society	New Balance	Hannaford Supermarkets
Town Square Media	U.S. Navy Seals Team	L.L. Bean
NASCAR	Toyota	Harvard Pilgrim

Please help us preserve and develop these and other relationships, and contact us with any questions before approaching other potential donors.



## RAFFLES

Camp Sunshine is not responsible for raffles hosted by external fundraisers. Individual states have specific laws and regulations regarding raffles. Usually, raffles require a license/permit through your local Sheriff's Office and prizes may be subject to federal income tax. It is your responsibility to research and follow local rules and regulations regarding raffles and prizes.

## YOUR RESPONSIBILITIES

You will be responsible for your fundraiser from inception to the day the check is issued to Camp Sunshine. It is your job to obtain the donors, the publicity, the prizes, etc. Camp Sunshine cannot be held responsible for any costs associated with your event unless agreed upon by the Board of Directors.

## DEDUCTIONS

Camp Sunshine is a registered 501(c)(3) organization, which means that donations to us are tax deductible to the full extent of the law. Donation acknowledgment letters will be mailed to all individual donors. The legal and proper language to use is "Donations to Camp Sunshine are tax deductible to the full extent of the law."

## INSURANCE

Discussed on a case-by-case basis.

## WHO CAN SIGN LEGAL CONTRACTS

As the event sponsor, you will also be responsible for understanding and agreeing: a) that neither you, nor any of your employees or representatives, are authorized to act as an agent of Camp Sunshine; b) that you may not open a bank account in Camp Sunshine's name; and (c) that you may not endorse, or attempt to negotiate, any checks made payable to Camp Sunshine, all of which shall be promptly forwarded to Camp Sunshine for processing.





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## SPECIAL EVENT PROPOSAL

Please complete the Special Event Proposal and License Agreement and return them to our office for approval.

Name/Title of Event: \_\_\_\_\_ Proposed Date(s): \_\_\_\_\_

Organizer's Name: \_\_\_\_\_ CS Relationship: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Event Address: \_\_\_\_\_

Number of Participants/Guests: \_\_\_\_\_

Description of Event: \_\_\_\_\_

Do you plan to publicize the event? \_\_\_\_\_ If yes, through what media resources \_\_\_\_\_

Does the event require insurance? \_\_\_\_\_

Are Camp Sunshine staff members being requested to attend: \_\_\_\_\_ (We will attempt to have a staff member or volunteer attend your event within 50 miles of Camp Sunshine . All requests based on timing and availability.)

Is artwork or design required? (Please allow four weeks) \_\_\_\_\_

Anticipated total revenues: \_\_\_\_\_

Anticipated total expenses: \_\_\_\_\_

Goal of Fundraiser (\$2,500 to sponsor a family): \_\_\_\_\_

Promotional items/opportunities needed (Please circle or list quantity) (Please allow 6 weeks)

\_\_\_ Brochures

\_\_\_ DVDs

\_\_\_ Camp Decals

Let us know if there is anything else you will need: \_\_\_\_\_

\_\_\_\_\_

# APPROVAL PROCESS

Application should be received at least 30 days prior to the event. All applications will be reviewed within 7-10 business days. Final approval will be emailed. Information about requested support will be included in the email.

# TERMS AND CONDITIONS

1. Organizer agrees to provide Camp Sunshine with all of the net proceeds from the Event, along with a written accounting of Event revenues and expenses (and supporting documentation for any expenses within thirty (30) days after the Event.)
2. Organizer will be granted a non-exclusive license to use the Camp Sunshine logo in connection with the Event.
3. Any use of the logo is subject to the prior written approval of Camp Sunshine. Accordingly, Organizer agrees to submit to Camp Sunshine for approval – prior to the production, distribution, broadcast, or publication thereof – all printed materials, publicity releases and advertising relating to the Event that mentions Camp Sunshine or contains the logo.
4. The term of the license granted hereunder shall be from the date Camp Sunshine approves Organizer’s proposal until the conclusion of the Event; provided, however, that Camp Sunshine has the right to terminate the license if it determines, in its reasonable discretion, that the Event utilizes unacceptable practices.
5. Organizer understands and agrees that the logo: (a) may not be altered in any way, nor may they be sub-licensed to any other person; (b) may not be used in connection with any telemarketing or door-to-door solicitations; and/or (c) may not be used in conjunction with terminology that is contrary to Camp Sunshine’s mission (including phrases like “terminal illnesses” or “ill child”). Sponsor further acknowledges that, its license to use the logo is limited to the time frame of the event.
6. In accordance with standards adopted by the BBB Wise Giving Alliance, Organizer agrees that any solicitations relating to the Event must specify at the point of solicitation, and in a manner acceptable to Camp Sunshine: (a) that Camp Sunshine is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit Camp Sunshine; (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution goal.
7. In order to avoid inadvertently jeopardizing existing relationships between Camp Sunshine and its donors, Organizer agrees to receive approval from Camp Sunshine before soliciting corporations, businesses, celebrities, sports teams, or individuals for cash or in-kind donations relating to the Event.
8. Organizer represents to Camp Sunshine that: (a) it will comply with all applicable laws during the planning.

# LICENSE AGREEMENT

*Proposed by:*

Signature of Organizer \_\_\_\_\_

Printed Name \_\_\_\_\_

Date \_\_\_\_\_

*Approved by:*

Signature of Camp Representative \_\_\_\_\_

Printed Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_



# CAMP SUNSHINE SUPPORT

## ***Social Media***

Due to the number of Camp Sunshine events and fundraisers occurring annually, we cannot guarantee that all events will be posted to our social media channels. Every event will be listed in the events section on our website. Please send us a link to your event's website or Facebook page so we can include that information.

## ***Staff Support***

Because Camp Sunshine has a small staff, we will not always be able to have a staff member attend your event.

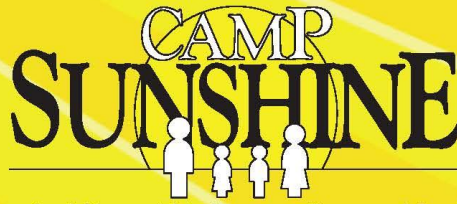
## ***Resources Available To You***

We are available to answer your questions and provide support whenever possible. We may be able to provide services subject to availability and level of commitment. This includes but is not limited to media assistance, staff and volunteer support, and promotional items. Please be as specific as you can in your event description to help us better understand what you may need from us. See attached event form for details.

## ***Marketing***

Any marketing efforts for your event must be carried out by the persons running the event. Camp Sunshine can assist with basic publicity needs if given proper information within a reasonable amount of time.





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## EVENT PHOTO

(2033 x 1216, 300 DPI)

# NAME OF EVENT

## GOAL OR TAGLINE OF EVENT

"Ignate re excest, sit maxim ipiteseque cuptam aut eum ut exeri nectotas none ped et exceperestio di volupta susaepe esequi ulpari aliti temquia temque non eosaestrum nonserum derae perspientur? Cus, sero eatiate pra se eos dolorro videlitem que nobit vent volectius apiet offic torum ut autem essitat emquiassitas magnis inverfersped que perovid molumqui ut volor as et dis ventibus. Iquaspis pliatis ciminvelit pelest officta ni nis abo. Quis quam, te quatum il molupti sunt lat que natiis id ma que quatus, quas es et raecto bla ate non cone officillant repta sitis debit, is ullo commis."

## DATE & TIME

## LOCATION

35 Acadia Rd. Casco, ME 04015  
tel - (207) 655-3800 • fax - (207) 655-3825  
[www.campsunshine.org](http://www.campsunshine.org) • [info@campsunshine.org](mailto:info@campsunshine.org)



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