



Community Asylum Seekers Project

PROCEDURES FOR CONDUCTING FUNDRAISING EVENTS

Thank you for donating your time and energy to creating one of our all-important fundraising activities. The bulk of donated funds goes to direct support and services for the families and individuals we sponsor.

These procedures provide direction for individuals and groups who intend to conduct fundraising activities in CASP's name. They do not apply to fundraising initiatives conducted by groups not associated with CASP, or by groups associated with CASP but not making any reference to CASP as part of the fundraising. (See below for more on events not sponsored by CASP.)

Planning for fundraising done in CASP's name should follow a timetable that gives CASP an opportunity to furnish materials and resources, as outlined here.

1. GETTING STARTED

- a. Not less than 30 days prior to the planned date of the event, send the following information to fundraising@casprt.org:
 - 1) Name and nature of the event, with a brief description
 - 2) Planned date and location of the event
 - 3) Group or individual sponsoring the event
 - 4) Primary contact person, including name, phone number, email address, and preferred form of contact
- b. The CASP Fundraising Committee will make sure that your event will not conflict with other planned events or detract from future activities on the calendar. The Fundraising Committee will act with all possible speed to discuss potential problems or to grant approval for the planned event.
- c. Planning, publicity, and the event itself are the responsibility of the sponsoring group or individual. CASP is happy to help with suggestions and resources for publicity.
- d. The event sponsor (individual or group) is responsible for developing and carrying out a plan to manage the funds raised at the event.

The plan should consider:

 - 1) Anticipated expenses and income
 - 2) Safekeeping of the funds during and after the event
 - 3) How to resolve any expenses (reimbursement? tax deduction?)
 - 4) How to hand over profits to CASP Executive Director or a designated agent as soon after the event as possible.

NOTE: The sponsor is also responsible for any debts incurred as part of the event and the timely payment of these debts.

Advice on the fiscal aspects of the event is available from the CASP Treasurer at treasurer@casprt.org. Funds generated at the event and delivered to CASP will become part of the CASP general funds pool. The income portion of the CASP budget will indicate the sources of funds raised at the event and the amount raised (for example, "line item 12345 Guilford Team Event \$3000").

2. MEDIA RESOURCES

Please follow these guidelines for creating media copy:

a. Manager, CASP Facebook page: facebookmanager@casprt.org.

Please create a succinct description of your event that is written and shown to at least one other person for suggestions or approval before submitting it.

Submit it to the Facebook manager at least 14 days before the event.

Pictures are always helpful though not necessary for Facebook.

If desired, your notice can also be posted on Front Porch Forum in the Rockingham area; please indicate that you want this done when you submit your copy.

b. Manager, CASP MailChimp: mailchimpmanager@casprt.org.

CASP MailChimp is limited to once a month. Check with the MailChimp manager for the next publication date.

Create print-ready material, including graphics and/or pictures.

Show your submission to at least one other person for suggestions or approval before submitting it.

c. Advisor on local print media: printmedia@casprt.org.

The advisor is available for advice and suggestions after an announcement or press release has been prepared by the planning group or individual.

Timing for submission to the advisor:

For weeklies (*Commons*, *Shopper*), submit on the Monday nine days before publication on the following Wednesday.

For dailies (*Brattleboro Reformer*, *Eagle-Times*, *Keene Sentinel*), submit nine days before the desired publication date.

3. INDEPENDENT FUNDRAISING

If you or your group wishes to conduct fundraising events without CASP's support and backing, we welcome you to follow the procedures described above.

However, please note the following conditions for events that are not sponsored by CASP:

- a. Donations and costs are not tax-deductible.
- b. No mention may be made of CASP.
- c. CASP publicity materials will not be provided.
- d. CASP media such as Facebook and MailChimp will not be available for events not sponsored by CASP.
- e. Funds collected may be used at the discretion of the sponsoring group.

Without your project and others like it, we can't carry on our all-important work. We value your efforts and thank you for them. If you have further questions, please contact fundraising@casprt.org.

Approved by the CASP Fundraising Committee, May 1, 2019