

Create Your Own Fundraising Event



American
Foundation
for Suicide
Prevention

Third-Party Event Guidelines

Planning your third-party event to benefit the American Foundation for
Suicide Prevention.

AFSP's Development Department:

development@afsp.org | 212-363-3500 x2044



American Foundation *for* Suicide Prevention

Our Mission

Save Lives and Bring Hope to Those Affected by Suicide

Established in 1987, the American Foundation for Suicide Prevention (AFSP) is a voluntary health organization that gives those affected by suicide a nationwide community empowered by research, education and advocacy to take action against this leading cause of death.

AFSP is dedicated to saving lives and bringing hope to those affected by suicide. AFSP creates a culture that's smart about mental health by engaging in the following core strategies:

- Funding scientific research
- Educating the public about mental health and suicide prevention
- Advocating for public policies in mental health and suicide prevention
- Supporting survivors of suicide loss and those affected by suicide in our mission

Led by CEO Robert Gebbia and headquartered in New York, and with a public policy office in Washington, D.C., AFSP has local chapters in all 50 states with programs and events nationwide. AFSP celebrates 30 years of service to the suicide prevention movement. Learn more about AFSP in its latest [Annual Report](#), and join the conversation on suicide prevention by following AFSP on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

For more information about AFSP, visit www.afsp.org

More Helpful Links:

- [Find an AFSP Chapter in Your Community](#)
- [AFSP Financial Information](#)

Good Guidelines for Good Fundraisers

The American Foundation for Suicide Prevention (AFSP) thanks you for your interest in hosting an independent third-party fundraising event to benefit AFSP. Events such as yours are important to the Foundation’s efforts to raise funds and awareness within our communities.

Your contribution gives AFSP the funding needed to create a culture that’s smart about mental health through education and community programs, develop suicide prevention through research and advocacy, and provide support for those affected by suicide.

In this short guide, you’ll find basic tips to get you started and some answers to questions. We hope this will help point you in the right direction, but if you ever have any questions, please email development@afsp.org.

Choose the right event for you. If this is your first event, make sure that you choose an event that you are familiar with. For example, if you’re a golfer, consider a golf outing. If you’re a natural hostess, consider a dinner party.

Make it easy, keep it simple. That way you can focus on what matters most, rather than details and logistics.

Big or small, it all helps. Anyone who takes the time to raise money for AFSP is appreciated. You decide the size of event that makes sense for you.

Stretch yourself creatively, and be sure to have fun. We want this to be enjoyable for you!

Here are some ideas to get you started...

- “Taste of” Events
- Bake Sale
- Bowl-a-thon
- Carnivals
- Concession Stands
- Craft Auction
- Dinner Party
- Fashion Show
- Fitness Challenges
- Golf Outing
- Holiday Wrapping
- Office “Jeans” Day
- Pennies for Prevention
- Reception/Auction
- Restaurant Openings
- Softball Tournaments
- Used Book Sale
- Wine Tasting

Good Guidelines for Good Fundraisers

Once you have chosen your event, consider these steps. Not all will apply depending on the event you're creating.

Plan a timeline. When will your event be? How much time do you need to plan the details, and get the word out?

Make a simple budget. Include both income and expenses. Make sure that you have an understanding of the cash flow, so you can cover your expenses with the income from the event. You may be able to find sponsors to support your event, and local businesses that will offset some of your costs by donating goods, services, and auction items. If you're making a sponsorship package, be sure to include in-kind donations as a possibility.

Organize committees. If you're holding a larger event, consider creating committees to share the workload and delegate event tasks. Committees may include Marketing & PR, Silent Auction Donations, In-Kind Donations, Logistics, Set-Up/Clean-Up, Raffle Ticket Sales and Registration.

Check your local and state guidelines to see if your event requires liability insurance. You can get simple, cost-effective, one-time event insurance. Below are some options:

- www.specialeventinsurance.com
- www.theeventhelper.com
- <http://www.kandkinsurance.com/sites/events/Pages/Short-Term-Special-Events.aspx>

Doing a raffle? Make sure you seek appropriate state gaming licenses for your [state](#).

Get the Word Out. Make sure that your publicity materials are completed early and you start to get the word out about your event as soon as possible. Consider beginning to publicize your event 2-3 months in advance.

Fundraise Online. Use our web tools to create your own personal fundraising page. It's fast and easy to do, it will support getting the word out about your event, it will make it easier for you to reach donors, and will make it easier for them to donate. Go to www.afsp.org/personalcampaigns to get started.

Have fun! If the experience is enjoyable for you, the committee, and the participants, it is more likely that it will become an annual endeavor, allowing you to raise more funds for a cause that is close to your heart!

Guidelines for Creating Your Own Events

MARKETING & PROMOTION

Promotional materials must clearly state that your event is raising funds for AFSP—that AFSP is a beneficiary, and not conducting or sponsoring the event. For example, “proceeds from the XYZ Golf Tournament will benefit the American Foundation for Suicide Prevention.” You may request an AFSP supporter logo to use on event materials by emailing development@afsp.org.

Promotional materials should be clear about the approximate percentage of proceeds that will be donated.

EVENT EXPENSES

If you must buy goods or services for the event and expenses will be incurred, please consider the following:

- Expenses incurred for conducting the event are the responsibility of the hosting volunteers and the organizer of the event.
- Event expenses must be less than twenty five percent (25%) of the total amount raised.
- AFSP will not reimburse organizer for the purchase of goods for a third-party event. No goods may be charged to AFSP for any reason.
- AFSP will not be liable for any costs or expenses.

To reduce event expenses, we suggest seeking donated goods and services, and negotiating for discounts and reduced costs.

EVENT INCOME

- The event organizers are responsible for maintaining the accounting for the event.
- All donation checks must be payable directly to the American Foundation for Suicide Prevention or AFSP.
- A Donation Form template is available in the Resources section of your Personal Fundraising page.
- Only checks payable to AFSP, and cash donations clearly labeled with the donor’s information, will be provided with a tax deductible acknowledgement letter in accordance with IRS and state tax regulations.
- If you are deducting expenses before sending net proceeds to AFSP, you should not state or imply to your donors that any funds given to you are tax deductible, and you should not use the word donation because it implies that they are tax deductible.
- AFSP cannot solicit sponsors for your fundraising event and does not provide any donor or volunteer contact information.
- AFSP must receive all net proceeds within thirty (30) days of the conclusion of the event. Please send a check made payable to The American Foundation for Suicide Prevention (AFSP).

AFSP, Attn: Data Entry Coordinator, 199 Water Street, 11th Floor, NY, NY 10038

Guidelines for Creating Your Own Events

EVENT INSURANCE & LIABILITY

- The event organizers are responsible for obtaining any necessary permits and clearances required by local and state government and complying with all applicable laws, and also obtain appropriate insurance coverage as necessary.
- All responsible parties (including event vendors) must provide evidence of liability/property insurance applicable to the activities of the event. AFSP reserves the right to request to be listed as additional insured.
- AFSP cannot be held liable for details associated director or indirectly with the event, including, but not limited to: expenses, purchases, insurance or liability coverage.
- If alcohol is to be served, a B.A.S.S.E.T.T. certified server must be present at all times.
- AFSP reserves the right to decline association with any person or organization at any time when it believes that such association may have a negative effect on the image of AFSP.
- Should circumstances warrant, AFSP may at any time direct you to cancel your event. You hereby agree to cancel the event, if so directed, and further agree to release AFSP and its directors, employees and volunteers from any and all liability and connection to said event.

HOW CAN AFSP HELP WITH YOUR EVENT?

AFSP is extremely appreciative of the organizers who manage third-party events to benefit its programs, but it is limited in the amount of assistance it can provide a third-party event.

AFSP will do it's best to provide the following, as time and resources allow:

- Advice and suggestions on event planning.
- Limited existing promotional AFSP promotional and education materials for your events such as signs, AFSP generic banners, and brochures.
- Acknowledge and provide tax receipts for contributions made payable and submitted to AFSP.
- Use of the official tag line "Proceeds of this event benefit the American Foundation for Suicide Prevention."

AFSP is unable to provide the following:

- Responsibility of any nature or kind associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage.
- AFSP's tax exemption number for making any purchases related to your event.
- Guaranteed volunteer, Board Member, or staff attendance at the event.
- Assistance in soliciting donations, handling mailings, attending committee meetings, recruiting attendees, and collecting monies.
- Access to donor lists or contacts.