

**Hosting an event or campaign to benefit
Food Bank For New York City**





Event and Campaign Guidelines

INTRODUCTION:

Thank you for your interest in hosting an event or campaign that raises funds and awareness to benefit Food Bank For New York City. It is through the charitable contributions of fundraisers like you that we are able to provide 400,000 meals a day to New Yorkers in need throughout the five boroughs. The following guidelines have been developed to serve as standards for those who organize special events, benefits or promotions on behalf of Food Bank For New York City, as Food Bank is responsible for fundraising activities that use our name and logo.

Please read through the guidelines in this packet in order to clarify any questions you may have about planning an event or campaign that benefits Food Bank. Once you have read through the guidelines, fill out our Participation Form and submit it to us for approval. We will contact you within 1 week of the date your form is submitted.

If you have further questions, contact partner@foodbanknyc.org

EVENT AND CAMPAIGN ORGANIZERS ARE RESPONSIBLE FOR THE FOLLOWING:

- All event and campaign planning and execution, including all event and campaign expenses.
- All primary promotion and creation of promotional materials. (We will assist with some promotion that will be defined in your individual agreement, however it is mainly your responsibility!)
- Clearly informing the public on how Food Bank stands to benefit from the event or campaign. For example stating "all proceeds" or "__% of sales". Transparency is very important to keep in mind.

PUBLICITY/LOGO GUIDELINES:

- Any request for name or logo usage must undergo approval. Use of the Food Bank For New York City name and logo are allowed only with a specific request and agreement.
- If you wish to use our logo for promotional purposes, a high-resolution copy *must* be obtained from Food Bank. Please do not copy the logo from our website.
- All primary publicity is the responsibility of the event or campaign organizers.
- Food Bank must review and approve all promotional materials utilizing our name and/or logo before they are introduced to the public. This includes, but is not limited to, posters, flyers, invitations, press releases, and email blasts.
- When describing Food Bank's involvement with your event or campaign, we suggest the following:
 - List the event or campaign name followed by "benefiting Food Bank For New York City"

LEGAL POLICIES:

- Event or campaign organizers are responsible for obtaining all permits, licenses, and insurance required.
- Food Bank does not assume any type of liability at any third party event that benefits the organization.
- Food Bank reserves the right to decline being the beneficiary of any event or campaign and withdraw our involvement from an event or campaign at anytime.

FOOD BANK FOR NEW YORK CITY CAN PROVIDE YOUR EVENT WITH THE FOLLOWING:

- Talking points about hunger, including informational brochures about Food Bank's programs and services.
- Online promotion of your event or campaign through our website and social media outlets.

Please note: The level of promotion we can provide is determined on a case-by-case basis.

- Written tax receipts to donors who make checks payable to Food Bank.
- Use of Food Bank's Name
- Use of Food Bank's logo (for events with a \$5,000 guaranteed contribution).
- Food Bank Representative event attendance (for events with a \$10,000 guaranteed contribution)

Please note: Due to limited resources, we cannot guarantee a Food Bank representative will be available to attend events. Requests for a representative must be made 6-8 weeks in advance of the event, and arrangements will be made dependant on availability.

TIPS FOR A SUCCESSFUL EVENT:

- Plan in advance as much as possible. Make sure to have backup plans!
- Promote, promote, promote! The more advertisement you have, the more likely your event or campaign will be a success. Facebook, Twitter, and email blasts are especially successful promotional tools.
- Set goals. Remember for every \$1 donated, Food Bank can provide 5 meals to New Yorkers in need. Use goals to challenge your participants or to create competition among participants!
- Clearly delegate tasks to volunteers. Make sure every volunteer knows what their role is.
- Near the end of your event or campaign thank your participants and if possible announce the number of meals raised.
- Take pictures!
- Be creative and have fun!

AFTER THE EVENT:

- Amount raised on behalf of the organization must be mailed to the Food Bank within 30 days of the end of the event or campaign.
- Checks should be made payable to **Food Bank For New York City**. Please write the name of your event or campaign on the check's memo line and mail to:

**Attn: Business Partnerships
Food Bank For New York City
39 Broadway, 10th Floor
New York, NY 10006**

- You will receive an acknowledgment letter of your tax deductible charitable donation within 30 days of the date we receive your check.
- Send us your pictures and your event or campaign could be featured on our social media channels.

Thank you for supporting Food Bank For New York City!