

Guidelines for Fundraising by Outside Fundraisers

Outside fundraisers are businesses, organizations or individuals that put on an event, offer a discount or something for free to our graduates in exchange for a donation to ENW, or do anything else to promote their product, service or organization in exchange for raising money for ENW. An outside fundraiser is not a company, organization or individual hired by ENW to conduct fundraising activities for ENW.

We welcome individuals and organizations who want to raise money for Excellence Northwest by offering their talents, services, expertise and products to our graduates and guests. To insure that we honor the trust and maintain the privacy of our graduates, we created these guidelines:

- Any event or offer must be a one-time activity and not an introduction to or the first part of something else.
- No sales pitch for non-ENW programs, activities or products is allowed during the event.
- The outside fundraiser cannot collect contact information at events for the purpose of follow up calls, emails, or other promotions.
- No mailings, emails, calls or other electronic communications are permitted from the outside fundraiser directly to our graduates or guests to promote the fundraising event. However, the event can and will be promoted via normal and scheduled emails, newsletters, announcements, press releases, etc generated by the ENW office to our database.
- Outside fundraisers cannot use our logo or imply that their product, service, business, etc is part of ENW before, during or after the event or activity.
- All profits from admissions and sales generated during the event must go to ENW, with a minimum of \$150 donated to ENW from each event or activity.
- Outside fundraisers can give interested graduates and guests promotional literature or arrange to follow up with them when participants at the event ask for more information.

Approved by the marketing committee, 8/08/08