



## **National Law Enforcement Officers Memorial Fund Guidelines and Procedures for Third Party Fundraising Events**

### **National Law Enforcement Officers Memorial Fund Mission:**

The mission of the National Law Enforcement Officers Memorial Fund is to tell the story of American Law Enforcement and make it safer for those who serve.

### **Statement of Ethical Fundraising:**

The National Law Enforcement Officers Memorial Fund (NLEOMF) believes that philanthropy is a voluntary activity and any fundraising conducted on behalf of the NLEOMF should adhere to the highest ethical standards. Therefore, the NLEOMF encourages all volunteers to ensure that all solicitations accurately describe the use of funds, comply with state and federal regulations, and have the donor's and NLEOMF's interests at the forefront.

### **Definition:**

Third party fundraising events are activities conducted by individuals or other organizations with the purpose of raising money to benefit the National Law Enforcement Officers Memorial Fund (NLEOMF) in which the Memorial Fund is listed as a beneficiary of the proposed event. There may also be other beneficiaries.

### **Rationale for guidelines:**

The NLEOMF was created to honor those who serve in law enforcement. It is critical that all activities undertaken by or associated with NLEOMF further the purposes of NLEOMF and help maintain its reputation. Therefore, while the NLEOMF appreciates the efforts of those who want to raise money for its programs, NLEOMF has a responsibility to not enter into any relationship that could tarnish the image of the NLEOMF or create any liabilities for the organization.

### **Procedures:**

Requests for third party event support are to be referred to the Division of Development. Development staff will make a recommendation regarding the appropriateness of the request and subsequent action on the part of NLEOMF. This recommendation will be forwarded to the Chief Development Officer for final decision. The requesting organization will be contacted in writing regarding NLEOMF's decision.

## **Guidelines:**

In order to protect the NLEOMF name and the individual or organization that wishes to fundraise on its behalf, the following guidelines for third party events have been adopted.

### **Event Information**

- All third party events shall be compatible with the mission and objectives of the NLEOMF.
- There will be no endorsements of products or services by NLEOMF.
- All events must meet applicable state and federal regulations for such activities.

### **Fundraising Information**

- Organizations or individuals wishing to fundraise on behalf of NLEOMF must submit an application form to NLEOMF describing the event, how NLEOMF will benefit and if and how the logo and name will be used prior to promoting and conducting the event.
- Any request for use of the NLEOMF's tax ID must be reviewed by NLEOMF legal counsel.
- Only gifts made directly to the NLEOMF will qualify for a receipt for tax purposes from NLEOMF.
- Donations for the event should be made payable to the sponsoring organization; and the sponsoring organization shall make a single cumulative contribution from the event to NLEOMF.
- The organization agrees to provide NLEOMF with the names and contact information (mailing and email addresses) of all donors.
- The event must not incur Unrelated Business Income Tax (UBIT) for the NLEOMF. If any UBIT is incurred as a result of the event, the sponsoring organization agrees to reimburse NLEOMF for the amount of incurred UBIT.

### **Marketing Information**

- Use of the NLEOMF logo on event material requires prior review of all marketing and promotional materials utilizing the logo or name and written approval from NLEOMF.  
**Permission to use the logo will be granted only for the duration of the event.**
- The event promotional material must clearly indicate what will be donated to NLEOMF (e.g. all the proceeds, \$1,000, 20%, etc.). The event promotional material must clearly and accurately state the mission of NLEOMF. The materials must accurately describe how the donated funds will be used by NLEOMF.
- Mention of the event on the NLEOMF website and/or in publications constitutes an endorsement of the event by the NLEOMF. This requires a written letter of agreement regarding these guidelines and proof of compliance with federal and state regulations (3<sup>rd</sup> party application).



- Any assistance (publicity, speakers, use of mailing list, etc.) will be provided in exceptional cases and only after recommendation from the Division of Development and approval of the Chief Development Officer. In most cases, because of staffing issues, assistance will not be provided.
- Any publicity about the event or utilization of NLEOMF's mailing list must not conflict with already scheduled activities. The NLEOMF's schedules take precedence.

**The NLEOMF reserves the right to not participate in events that do not meet these guidelines.**