



Community-hosted Fundraising Events

Resources and Guidelines

Thank you for hosting an event for DAIS (Domestic Abuse Intervention Services). Each year, individuals and groups from across Dane County volunteer to coordinate fundraising events on behalf of DAIS. The community awareness and financial assistance raised through these events are vital—they help us offer critical services to domestic violence victims and their children, and they strengthen the public’s ability to recognize and counteract domestic violence’s effects.

We are honored by the volunteer hours, creativity and dedication that goes into making these events happen. DAIS is a local organization that relies on local support—we are fortunate to be a part of a caring community that shares our vision of peace, in which everyone feels safe in their relationships and in their homes.

The information below will help you plan and organize your event. Please contact Emily Barnes, DAIS Development Coordinator, at 251-1237, ext. 304 or at emilyb@abuseintervention.org with any questions.

Before you start planning, please review the following event guidelines:

Dates

All event dates must be approved by DAIS to ensure that events do not overlap.

Speakers

If you will need a DAIS speaker, please provide at least one month’s advance notice.

DAIS staff and volunteers want to work with you to help make your event a success. We can offer a variety of resources and assistance, depending on your event’s size and scale:

Large events (estimated support raised: \$10,000 or more)

- DAIS staff can provide the following assistance:
 - Volunteers to help work the event
 - Literature and information about DAIS and our services
 - An executive-level representative to speak at the event
 - Assistance with promotion before the event

Mid-sized events (estimated support raised: \$5,000 - \$9,999)

- DAIS staff can provide the following assistance:
 - Volunteers to help work the event (maximum of 5)
 - Literature and information about DAIS and our services
 - A staff-level representative to speak at the event
 - Assistance with promotion before the event

Small events (estimated support raised: \$1-\$4,999)

- DAIS staff can provide the following assistance:
 - Literature and information about DAIS and our services
 - A staff or volunteer representative to speak at the event
 - Assistance with promotion before the event



Name and Logo

The use of DAIS logo and/or name must be approved prior to usage. DAIS must also approve all promotional materials such as press releases, flyers, brochures, etc. before they are distributed.

Promotion

DAIS can help with event promotion by posting information on the DAIS website and facebook page and by disseminating information within DAIS' current networks. DAIS cannot provide mailing lists to event organizers.

Event Expenses and Tax Exempt Status

DAIS cannot advance money for community-hosted events nor pay for event related expenses. DAIS sales tax exemption cannot be extended to a community hosted event.

Tax Deductions

Tax deduction receipts can only be provided to those individuals whose checks are written out to DAIS. If an event ticket covers part of the cost of the event, event organizers must clearly state this on the invitation. For example, if an event costs \$10 per person and the ticket for the event is \$30, only \$20 is tax-deductible. DAIS cannot provide a tax-receipt to individuals or companies who donate to an auction or raffle.

Sponsorship

If you plan to seek sponsorship for your event, you must review your list with the Development Coordinator. Coordinating your list of potential sponsors with other events helps to ensure that each event is successful.

- Please provide DAIS with a list of individuals and companies that you wish to solicit for sponsorship as well as in-kind donations. This includes raffles and auction items. **This list must be approved before you begin asking.**

Auctions and Raffles

If you plan to hold an auction, review your list with the Development Coordinator.

- Keep detailed list of all auction items received and their estimated value
- Request auction-purchase sheets from DAIS before the event
- DAIS' raffle license number cannot be used for community hosted events. Please contact the Wisconsin Department of Regulation and Licensing for more information.
- All raffles held to benefit DAIS must apply for and receive a raffle license.

Registration/RSVP

Registration/RSVPs must be collected by event organizer. If you are not a business or organized club that has the ability to collect money, DAIS can provide the following assistance:

- DAIS can accept checks made out to Domestic Abuse Intervention Services for event registration—*however, DAIS cannot collect and track event RSVPs*
- All payment must be collected by the event organizer and given to DAIS within 30 days after the event.
- There are many online event registration websites that may be helpful in collecting registration information. Ask DAIS for more information.

Thank you letters

Event organizers are responsible for thanking sponsors and in-kind donors. If applicable, DAIS will also send a tax-receipt.



Event Checklist

Successful events rely heavily on advanced planning. The following checklist can help you make sure you're covering the bases.

- Organize a core planning committee:** People to help develop and implement ideas, promote the event, and recruit additional volunteers as needed.
- Set the Time/Date/Location:** Secured as far in advance as possible, the better. Typically, the most successful events take up to a year to plan. Please check with DAIS first.
- Determine Methods of Promotion:** Can consist of a large scale media effort, flyers, postings on community calendars and the use of social media. Provide DAIS with all promotional materials so that we can assist with event promotion.
- Sponsorship Solicitation:** Provide a list of potential sponsors to DAIS for approval. Keep DAIS updated as sponsors agree.
- Auction/Raffle:** Provide a list of potential companies to ask for donations. Make sure each donor fills out a donation form.
- Send Invitations:** Sent six weeks in advance is a good general rule.
- Registration/RSVP:** Track RSVPs as they come in.
- Thank you letters:** Send a thank you letter to your sponsors and in-kind donors. For a template, please contact DAIS.