



Dumb Friends League Third Party Event Guidelines

Thank you for considering the Dumb Friends League as a beneficiary of your fundraising activities. Please review the following guidelines and policies. The Dumb Friends League reserves the right to decline association with any event or organization for any reason, including its belief that such an association may have a negative effect on the credibility and/or reputation of the Dumb Friends League.

- Events must be promoted and conducted so that the Dumb Friends League does not appear to endorse any product, firm, organization, or service.
- The official logo of the Dumb Friends League, included in this packet, should be appropriately used in conjunction with such an event and may not be altered in any way. Any use of the Dumb Friends League logo must adhere to established graphic standards. Please see the attached guidelines for the Dumb Friends League name and logo usage for complete instructions.
- Due to privacy policies, the Dumb Friends League does not provide its database for promoting an event or outside fundraiser. For events raising \$500 or more, we will place an ad on the fundraising events page of the Dumb Friends League website. For events raising \$5,000 or more, an event contract will be requested. With these partnerships, the Dumb Friends League will provide additional benefits to the fundraiser.

Expected Revenue	Listed on DFL Event page	Twitter and Instagram Story Post	Volunteer support	Staff support	Additional marketing
\$500 - \$1,499	X	X			
\$1,500 - \$4,999	X	X	X		
\$5,000 +	X	X	X	X	X

- A vague disclosure indicating the Dumb Friends League will receive “proceeds,” “profits,” or “net proceeds” is insufficient. Your participants should know your intentions.
- Please remember that the Dumb Friends League does not have the resources to provide organizational and administrative event support, however, we are happy to offer advice and guidance.
- You must notify the Dumb Friends League if another organization will also benefit from this event or promotion. OR if other organizations also benefit from the event, please notify the Dumb Friends League in advance.
- The Dumb Friends League cannot make any investment, pay for, or reimburse any expenses incurred as a result of a fundraising event. This means that the event must pay all expenses prior to remitting the new revenue to the Dumb Friends League.
- The Dumb Friends League is not responsible for any financial loss and may withdraw support of any event should activities be discovered that undermine the Dumb Friends League's mission or reputation.
- Revenue from the event is expected within 30 days of the event's completion.