



## **Third-Party Event Guidelines**

We greatly appreciate the many individuals and organizations that make a difference by supporting Court Appointed Special Advocates (CASA) of Brown County, a 501(c)(3) nonprofit organization! The following are our third-party event guidelines.

### **Approval Process**

A CASA of Brown County staff person must review and pre-approve all third-party event requests. A wide variety of federal and state laws apply to fundraising efforts, and it is important to be aware of the legal requirements and our event standards.

CASA of Brown County is responsible for depositing all checks made out to CASA of Brown County pursuant to internal financial and bookkeeping policies and procedures.

Bank accounts may not be opened by anyone in CASA of Brown County's name.

Funds raised for CASA of Brown County are for unrestricted use only, unless approved in advance.

### **Insurance**

CASA of Brown County does not provide insurance coverage or certificates for third party events.

### **Making and Using Promotional Materials**

If you wish to cite CASA of Brown County by name, or use our logo, as a beneficiary of the event in printed materials – press releases, print, broadcast, or electronic advertising, web pages, email messages, or any other promotional venues – all materials must be reviewed and approved prior to distribution.

### **Publicity**

A CASA of Brown County staff member must review and pre-approve all third-party event press releases and publicity appearances.

Publicity for a third-party event, in which the name of CASA of Brown County is used, cannot conflict with publicity for a pre-existing event hosted by CASA of Brown County.

Promotion of third-party events is the responsibility of the planners/hosts. CASA of Brown County does not, except in rare circumstances, use our social media or email lists to promote third party events.

### **Confidentiality**

Due to confidentiality guidelines, we do not share our donor lists or email communications address lists.

**For more information, please contact CASA of Brown County by telephone (920) 437-2272.**

***These guidelines were approved by the CASA of Brown County Board of Directors on September 25, 2018.***