



### THIRD PARTY FUNDRAISING PROPOSAL PACKAGE

Thank you for considering Autism United of Wisconsin (AU) as a beneficiary of your fundraising activities. We appreciate your efforts to help make a difference in the lives of members of our community that have an Autism Spectrum Disorder. Our special events team works to provide third party events with varying levels of support and can work with you individually to offer assistance as you plan and hold your fundraiser or project.

This packet contains the following:

1. A copy of the **Third-Party Event Agreement** for third party fundraising activities. Please review these guidelines and policies carefully.
2. A **Third-Party Proposal Form**. This form should be completed and returned to our Autism United office at: Autism United of WI, 3720 N. 124<sup>th</sup> Street, Suite 0, Wauwatosa, WI, 53222 Attn: Beth Pirkey
3. A list of **Frequently Asked Questions**. It is designed to aid you in planning your event. Please review the FAQ before submitting your proposal.

As a final note, although Autism United actively encourages third party fundraising events, we must approve all events in advance. This is an important safeguard in preserving the integrity of Autism United and our commitment to donors.

We appreciate your interest in fundraising for Autism United, and we look forward to working with you. Please call us with any questions you may have.

Sincerely,

A handwritten signature in black ink that reads "Beth Pirkey".

Beth Pirkey  
Development & Event Manager

[beth@autism-united.org](mailto:beth@autism-united.org)

414-988-1266

## AGREEMENT AND GUIDELINES

Autism United has created these guidelines for all special events proposed by external organizations, groups or individuals to raise funds for Autism United. All special events must be approved by Autism United before organizations, groups or individuals may announce, publicize, or stage an event. Due to confidentiality requirements, Autism United cannot release member, donor, employee, physician, volunteer, or other mailing lists for the purpose of solicitation of funds or participation in your event or project.

Autism United reserves the right to approve only those events which represent Autism United appropriately, forecast acceptable expense/revenue ratios, offer total net revenue or an appropriate allocation of net revenue. We reserve the right to review and request additional information additional information before acting on a proposal. If circumstances warrant, Autism United may choose to opt out as a beneficiary of an event or project at any time with no obligation.

### PROCEDURES

- A. Autism United will be able to provide the following support to the sponsoring organization, group or individual:
  - Logos
  - Endorsement letter
  - Autism United informational materials
  - Event posted on asew.org  
(for events that 75% or more of revenue benefits Autism United)
  - If your event raises more than \$500 your event will be listed  
In our annual donor report
- B. Autism United WILL NOT be able to provide the following support:
  - Liquor licenses
  - Bank accounts or processing of expenses
  - Press releases for events
- C. The sponsoring organization, group, or individual will submit event proceeds to Autism United within 60 days of the event, unless a member of the foundation staff previously approves a different date.

*Special Note: Autism United cannot assume any liability for an event conducted on its behalf.*

**USE OF LOGO AND/OR NAME**

The logo and/or name of Autism United may be used as part of an event ONLY AFTER APPROVAL HAS BEEN GRANTED by Autism United.

The Autism United name and logo cannot be used without written permission. With approval of use, a logo will be provided by Autism United special events staff. When the name Autism United of Wisconsin is shown as the beneficiary of events sponsored by external organizations, groups, or individuals, only the following wording is acceptable:

1. (Event name) benefiting Autism United of Wisconsin.

Autism United requests that the following rules are adhered to when using the Autism United logo:

1. The logo can only appear in full color or a black image on white background where color is not available.



2. The elements of the logo must remain the same and type and graphics cannot be added.

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**Agreement**

I/we have read and understand all the Third-Party Event guidelines stated above and agree to comply with all rules as stated. Please print your name, sign, and date this form and retain a photocopy for your records.

Name (Please Print): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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Please complete the Third-Party Proposal Form in its entirety, sign and date the Third-Party Event Agreement and return documents to Beth Pirkey via mail or scan/email.

Beth Pirkey  
Autism United of Wisconsin  
3720 N. 124<sup>th</sup> Street, Suite O  
Wauwatosa, WI 53222  
beth@autism-united.org

If you have questions about the Third-Party Agreement, or the Third-Party Event Proposal form, please call (414) 988-1277.

**THIRD PARTY EVENT PROPOSAL FORM**

Proposed Event/Promotion: \_\_\_\_\_

Date(s)/Time: \_\_\_\_\_ Location: \_\_\_\_\_

Sponsoring Organization, Business \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Event

Description: \_\_\_\_\_

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Have you held a fundraiser for us before? \_\_\_\_\_ Yes \_\_\_\_\_ No

If YES, Please Describe \_\_\_\_\_

How will you raise money through this event? Please provide promotional details/or plan (can be attached) \_\_\_\_\_

Estimated number of participants: \_\_\_\_\_

How will you publicize this event? Please provide promotional details/or plan (can be attached) \_\_\_\_\_

Fund-raising goal: \_\_\_\_\_

Is **AU** the sole beneficiary of proceeds? \_\_\_\_\_ Yes \_\_\_\_\_ No

If not, please explain: \_\_\_\_\_  
\_\_\_\_\_

Do you plan to seek gifts or donations or sponsorships from local businesses? \_\_\_\_\_ Yes \_\_\_\_\_ No

If YES, please provide a list of potential businesses \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Why did you choose to do a special event or promotion for **AU**? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## Levels of Fundraising Support for Your Event

	Tier 3 \$3000+	Tier 2 \$1,000-2,999	Tier 1 \$0-999
<b>Marketing</b>			
Event Logo			
Designing Sponsor Posters and Signage			
Creation of Online Sign-Up and Payment Collection			
Feature in Email Update			
Donation of Raffle Basket			
Flyer of Event/Invite			
AU Program Flyer			
Promotional Materials about AU and/or Autism			
Promotional Giveaway (events in 2022 only)			
Promote on Social Media and Facebook Page			
AU Website			
Facebook Shoutout of Appreciation	Dedicated Page	Header Advertisement	Header Advertisement
<b>Raffle and/or Auction Support</b>			
Use of Auction and/or Raffle License			
Template Letter for Solicitation of Auction and/or Raffle Items			
Auction and/or Raffle Reporting to State	ASSEW Handles		
Tax Acknowledgement Letter/Email for Auction and/or Raffle			
<b>Day of Event Support</b>			
Staffing at Events	1-2 Staff Members	1 Staff Member	
Staff Member Takes Photos at Event			

Interested in hosting an event?

Contact Beth Pirkey at (414) 988-1266 or [beth@autism-united.org](mailto:beth@autism-united.org)

\*Print of all marketing materials is handled by host – we provide printable art files only.

Key	
	= Tier 3 Support
	= Tier 2 Support
	= Tier 1 Support
	= No Support