



Guidelines for Third-Party Event Fundraisers:

- Producing any event requires a significant investment of your time to ensure the success of your event. Please submit a timeline and Third Party Fundraiser's Form three months in advance for approval (exceptions can be made; please do not hesitate to call).
- Concepts and proposed publicity efforts for your Third Party Fundraiser need to be approved to ensure the proposal is within CASA of NWA guidelines and is consistent with our mission.
- CASA of NWA cannot promise to incur expenses to assist in third party proposals.
- CASA of NWA partners with many local businesses and individuals. Please submit a list of all potential sponsors prior to solicitation.
- CASA cannot solicit sponsors for your fundraising event and will not provide any donor information.
- The terms of the proposed donation to CASA of NWA must be clearly and specifically stated, including when we will receive the gift. Check payable to CASA of Northwest Arkansas should be presented within 30 days after the last day of the event.
- All media, print materials and public communications mentioning CASA, our mission, or logo must be approved by CASA of NWA's Development Director prior to printing or release. Please attach a list of proposed media contacts.
- CASA of NWA reserves the right to protect the privacy of our volunteers, staff, board members, sponsors and all others affiliated with CASA.
- We ask that no more than 50% of the gross revenue generated by your fundraiser be used to cover expenses to keep in line with national goals for using money raised on behalf of CASA in a fiscally responsible manner.
- Due to limited staff and resources, CASA of Northwest Arkansas, Inc. may not be able to participate in the production or execution of your event.
- CASA of NWA representative(s) will make every effort to attend your event and inform our constituents of event details if possible.

Third-Party Event Fundraising Information Form

Sponsoring Organization: _____

Corporation: _____ Non-Profit: _____ Other: _____

Contact Name: _____ Title: _____

Address: _____

Phone: _____ Cell: _____

Email: _____

Date(s) of Event: _____ Time: _____

Location: _____

Event Description:

Please include any entrance fees, if applicable.

What is your estimated total revenue for this event? _____

What percentage of revenue will be used for expenses? _____

Please list any other charitable organizations that will benefit from this event:

Will businesses be contacted for donations (in-kind/monetary)? **Yes No**
*If **yes**, please submit list of prospects for CASA of NWA pre-approval if you mention CASA of NWA as a beneficiary during your solicitation efforts.*

How and when will CASA of NWA receive proceeds from the event?
A check payable to CASA of Northwest Arkansas should be presented within 30 days after the last day of the event.

Do you plan to use CASA of NWA's name or program information in promoting this event?
Yes No
*If **yes**, please attach a draft of marketing and publicity materials you plan to use for CASA of NWA to review and approve.*

What types of promotion do you plan to use? (i.e., fliers, newsletters, radio, etc.)
Please attach a list of proposed media contacts if your origination plans to mention CASA of NWA as a benefactor of your event during your media solicitation efforts.

May CASA of NWA provide you with materials on our programs to display at your event?
Yes No

All media, print materials and public communication mentioning "CASA of Northwest Arkansas," our mission, work and logo must be approved by CASA of Northwest Arkansas at least three days prior to printing or release.

Please attach a timeline and detailed budget.

Additional Comments:

Signature: _____ Date: _____

Please return this form to CASA of Northwest Arkansas for approval:

By email: Colleen@nwacasa.org
By mail: CASA of NWA
Attention: Colleen Smith
3825 Cawood Lane
Springdale, AR 72762

Should you have any questions or concerns, please contact:
Colleen Smith, Director of Development & Marketing
Office: 479-725-2213 Fax: 479-927-3640
E-Mail: colleen@nwacasa.org Website: www.nwacasa.org

Thank you for supporting CASA of Northwest Arkansas!

CASA of Northwest Arkansas' Mission:
We provide quality volunteer representation for abused and neglected children in the court system.