



Easterseals Michigan

External Event Packet



Thank you for your interest in supporting Easterseals Michigan's mission and vision, which is to serve and supports people with disabilities or special needs and their families so they can successfully live, learn, work and play in their communities. Your support helps these individuals live extraordinary lives.

Easterseals Michigan (ESM) began providing services in 1920. Since then, our services have grown, and we continue to impact a greater population in Michigan. We serve over 11,000 individuals and their families annually.

EASTERSEALS MICHIGAN EXTERNAL FUNDRAISING EVENT APPLICATION

Thank you for selecting Easterseals Michigan (ESM) as the beneficiary to your fundraising event (to be described below). All fundraisers must be approved by ESM development staff. Any use of the ESM logo and description of services must be approved by ESM. Please submit this application at least four (4) weeks in advance prior to the event date. We appreciate any effort to support and fundraise for our mission, however, there may be some events that we must decline based on the scope of the event in alignment with the mission and vision of ESM.

EXTERNAL EVENT APPLICANT CONTACT INFORMATION

Primary Contact Name: _____

Contact Phone Number: _____ Email: _____

Contact Address: _____

City: _____ State: _____ Zip: _____

EXTERNAL EVENT SUMMARY

Event Name/Type: _____

Event Date: _____

Event Location: _____

Event Website: _____

Please describe the event and how you intend to raise funds:

How do you plan to promote the event?

How will revenue be generated from the event?

Ticket Sales/Entry Fee Auction Sales Raffle Other: _____

Will Easterseals Michigan be the sole beneficiary from this event? If not, what percentage of the proceeds will be donated to Easterseals Michigan? _____

What is the fundraising goal for this event? _____

Have you hosted a fundraising event for Easterseals Michigan before? If so, which event? _____

What materials from Easterseals Michigan do you need for this event?

ESM Books Giveaway Items Program-specific information Other: _____

How many event participants do expect to attend the event? _____

Are you requesting a representative from Easterseals Michigan at the event? _____

Due to limited staff, we may be unable to fulfill a request for ESM staff representation. If you are requesting ESM staff representation, what date and time would you like them to attend? _____

Please list any other information that you would like us to know:

If you would like these funds donated to a particular ESM program, please specify which program here: _____

By submitting this form, I certify that all the information in my application is accurate and true, I have read the External Events Guidelines, and I agree to comply with all guidelines put forth by Easterseals Michigan.

Event Organizer

Date

For review, please return this form via mail, email, or fax to:

Easterseals Michigan

Attn: Kaitlin Porritt

2399 E. Walton Blvd.

Auburn Hills, MI 48326

Email: kporritt@essmichigan.org

Fax: 248-475-3624

EASTER SEALS MICHIGAN EXTERNAL FUNDRAISING EVENT TERMS AND CONDITIONS

These External Fundraising Event Terms and Conditions will apply to the external fundraising event to benefit Easter Seals Michigan that is described in the External Fundraising Event Application and Agreement. In order to protect Easter Seals Michigan's name, marks and reputation, this event must be conducted in accordance with these terms. Only events that agree to comply with these Terms are permitted to use Easter Seals Michigan's name and logo.

I. EASTER SEALS MICHIGAN NAME USE

The name of our organization is Easter Seals Michigan, never Easter Seals of Michigan, or The Easter Seal Society of Southeast Michigan. The name must never be used in the title of the event. It must be used after the title (e.g., Bob's Golf Tournament, benefitting Easter Seals Michigan).

In all cases, "Easter," "Seals," and "Michigan" must all start with a capital letter.

II. EASTER SEALS MICHIGAN LOGO USE

With a signed agreement, ESM will provide you with a high resolution logo for your use. The logo should not be modified in any way. Any collateral that you wish to produce for the event which includes the Easter Seals logo must be approved by Easter Seals Michigan staff. Please send an electronic version of the material to jcleary@essmichigan.org prior to production or printing.

III. ADDITIONAL CRITERIA

The organization/group shall provide ESM with a summary of results relevant to the event/program within 30 days of the event's end (number of tickets sold, sponsorship, etc.). The organization/group will maintain accurate records containing all information required for verification of donations to ESM.

If the external event is a raffle, the organization/group must follow all legal raffle guidelines.

All checks made out to Easter Seals Michigan must be turned over and deposited by ESM staff. Do not open a bank account in Easter Seals Michigan's name.

If credit card donations are being accepted, please notify ESM staff so that we can set up an online fundraising page for the event.

Easter Seals Michigan will not pay invoices that are submitted for external fundraising events.

When promoting the event through social media, please use ESM's official Facebook and Twitter pages: www.facebook.com/eastersealsmi and www.twitter.com/eastersealsmi

Easter Seals Michigan strives to end stigma when it comes to disabilities. When talking about ESM programs and services, please refrain from using terms such as "autistic child," "disabled person". These individuals are not defined by a disability; they are living with a disability. You can say "child with autism," "person with a disability".

Corporate Fundraising Opportunities:

- Dress Down/Jeans Day at the Office
- Fines for Meeting Interruptions
- Company BBQ/Picnic/Potluck (charge by the plate as a donation)
- Auction a Day Off

Fundraising Event Ideas:

- Golf tournament
- Book fair
- Bake Sale
- Spaghetti Dinner Fundraiser
- Trivia Fundraising Evening
- Food Tasting Evening
- Hosting a Wine Tasting
- Sports Tournament (Softball/basketball/volleyball/ etc.)
- Car Wash
- Dog Walk Fundraiser
- School Spirit Fundraiser

- Live Charity Auction
- Apparel sales (water bottle, bracelets, etc.)
- Bicycle race
- Chili cook-off
- Yard Sale

Ways to Promote Events:

- Social Media Posts
- Press Release For Local Papers
- Email Templates
- Website Calendar
- Public Calendars
- Flyers (libraries, community locations)
- Ask local businesses if they would be willing to provide monetary donations or in-kind gifts such as printing, giveaways, auction items, food and more. Or they might display your event flyers at their stores. In return, you can list their business name and logo in your event program.