



Third-Party Event Guidelines

Third-Party fundraisers support the mission of Girl Scouts of Central Texas (GSCTX) to build girls of courage, confidence, and character, who make the world a better place.

We welcome and appreciate requests from individuals, organizations, and corporations to host benefits, special events, campaigns, or donation drives on behalf of GSCTX. The following guidelines have been developed to protect both the third-party organizer and GSCTX.

Event/Campaign Approval

A [third-party organizer](#) application form must be submitted to determine that a proposed event or campaign from which GSCTX will benefit financially meets GSCTX's guidelines. Approval from GSCTX must be obtained before any event/campaign/donation drive is held.

Applications must be submitted no later than 30 days before the proposed activity/event date. If you wish for your event to be considered for promotion among the GSCTX membership, a minimum of 60 days is required. Applicants must reapply annually for approval. The final approval for a third-party organizer to host an activity/event benefiting GSCTX shall be the sole and final decision of GSCTX.

The third-party organizer must obtain all necessary permits, licenses, and/or insurance. The third-party organizer is also responsible for ensuring that activities/events comply with all federal, state, and local laws governing charitable fundraising, gift reporting, and special events.

Third-party organizers and events should complement the mission and image of GSCTX.

Financial Guidelines

The third-party organizer:

- must state the terms of the donation from the event/activity (i.e. 25 percent of profits, one-time donation of \$1,000, all proceeds, etc.).
- agrees to provide GSCTX with the event net proceeds and a written accounting of the revenue and expenses within thirty (30) days after the event.
- may not keep any portion of the proceeds promised to GSCTX as profit or compensation for organizing the activity/event.
- is responsible for all expenses related to the event and assumes responsibility for any debts incurred.

A donation solicited on behalf of GSCTX, whether in-kind or cash, is fully tax-deductible only when it is made directly and entirely to GSCTX. No solicitation of gifts on behalf of GSCTX may be made without the consent of GSCTX. The tax-deductible nature of gifts will be determined by GSCTX in accordance with IRS guidelines. When a portion of the event fee is not tax-deductible, a statement to that effect informing all event participants must be included in event/activity materials.

GSCTX recommends the host follow accepted industry fundraising standards where no more than 35% of gross revenue generated be used for event expenses (accountability standards can be found at www.give.org).

Promotion & GSCTX Brand Usage

Third-party organizers are responsible for soliciting participation in their events, event coordination, and marketing/promotion. GSCTX may choose to support the event with a predetermined level of promotion through our social media, email newsletters, media outreach, and website platforms, but promotion is not guaranteed. Please note that event promotion to GSCTX members will be specific to the area of our council that the event serves. For example, an event in San Angelo that is intended to primarily serve the San Angelo area will not be promoted to our Austin members.

GSCTX may be identified as the beneficiary of the activity/event, but should not be presented as the host of the event. For example, activity/event organizers should not call an activity/event "Girl Scouts of Central Texas Walk-a-Thon." The activity/event should be promoted as the "Walk-a-thon benefiting Girl Scouts of Central Texas."

GSCTX must approve, in advance, the content of all invitations, advertisements, press releases, posters, or other promotional materials including the Girl Scouts name or brand. Public announcements and promotion of activities/events including the GSCTX name or brand are PROHIBITED until written approval has been given by GSCTX.

Event Sponsorship

Third-party organizer agrees to coordinate and request permission from GSCTX before soliciting any additional individuals, organizations, or businesses to support event/activity.

GSCTX will not solicit event sponsors for third-party events/activities and will not provide donor or volunteer contact information.

What GSCTX May Do to Support the Event/Activity

- Promote the activity/event on GSCTX social media channels
- Promote the activity/event within the GSCTX email newsletter
- Promote the activity on the GSCTX website

- Support media outreach or provide media spokespeople in conjunction with the event/activity
- Provide a staff member to attend the event/activity
- Provide a tax receipt to donors who donate directly to Girl Scouts of Central Texas
- Provide the third-party organizer with a tax receipt for the donation resulting from the event/activity

What GSCTX Will Not Do for the Event/Activity

- Provide on-site staff support at your activity/event (exceptions granted on a case-by-case basis)
- Extend our tax exemption or charitable solicitation license to you
- Provide insurance coverage for event/activity
- Provide funding or reimbursement for expenses
- Solicit sponsorship revenue for third-party event/activity fundraising activities
- Provide Girl Scouts to attend third-party activity/event (exceptions granted on a case-by-case basis)
- Provide GSCTX letterhead
- Obtain permits or licenses

Terms and Conditions

GSCTX ASSUMES NO RESPONSIBILITY FOR THIRD-PARTY ACTIVITIES/EVENTS. YOU AGREE TO RELEASE GSCTX AND ITS OFFICERS, EMPLOYEES, AND AGENTS FROM ANY AND ALL LIABILITY ARISING FROM THE ACTIVITY/EVENT.

Following standards adopted by the Council of Better Business Bureaus, all collateral material relating to the third-part event/activity must specify at the point of solicitation: (a) that GSCTX is the benefiting organization; (b) that written information about GSCTX is available by calling (512) 453-7391 or visiting gsctx.org, and (c) the actual or anticipated proceeds will benefit GSCTX.

Third-party organizer agrees to indemnify and hold harmless GSCTX from any third-party claims made in connection with the hosted fundraiser. GSCTX has the right to request a certificate of insurance (if applicable).

GSCTX must be notified if there are any significant changes planned for the third-party activity/event. If circumstances warrant (i.e. fraud, negative exposure, etc.) GSCTX may, at any time, through members of its governing board or senior staff, direct third-party organizers to cancel the activity/event. The third-party organizer must agree to cancel the activity/event, if so directed, and agree to release GSCTX and its board members, officers, and employees from liability in connection to any such action.

The third-party organizer is responsible for complying with all applicable local, state, and federal regulations regarding a charitable event.

Third-party organizers must represent to GSCTX that: (a) it will comply with all applicable laws during the planning, promotion, and conduct of the event; (b) all necessary insurance, licenses, and permits will be obtained; (c) and it will indemnify and hold GSCTX harmless from claims of any kind or nature whatsoever arising out of, or in any way related to, the third-party event/activity.

This document shall not be construed to authorize the third-party organizer or any of its employees or representatives to act as an agent of GSCTX.