



# Fundraising guidelines

Thank you for your interest in partnering with Lutheran Social Services (LSS) to help raise funds for our programs. As an organization, LSS must ensure any effort that uses or refers to Lutheran Social Services or any of its programs by name or logo reflect the mission and standards of our organization. LSS is grateful to be the beneficiary of fundraising efforts on our behalf. With our limited staff and resources, LSS cannot provide support for all fundraising activities, and we truly appreciate your time and talents expended on our behalf.

*Please be aware that LSS reserves the right to deny any application for a fundraising activity that does not complement the mission or values of our organization.*

## Event promoter will

1. Submit an application for approval a minimum of 4 weeks prior to the event/promotion date.
2. Ensure that **all** publicity, communications or marketing materials for the event/promotion outline specifically what amount/percentage of event/promotion proceeds will be donated to LSS or its specific program.
3. Provide to LSS for review, any written or electronic promotional materials that use the name LSS or one of its programs **prior** to publication of those materials. *Please note: this agreement does not necessarily provide permission to use the LSS or one of the LSS program logos in promotional materials. LSS reserves the right to determine use of its name and logos as appropriate.*
4. Remit all funds to LSS within 30 days of the fundraising event, with all contributions for the partnership period submitted to the attention of LSS Philanthropy Office. Checks should be made out to the specific LSS program the funds were raised for (e. g. LSS CHOICES) and mailed to:  
**Lutheran Social Services**  
**Attn: Philanthropy Dept.**  
**1105 Schrock Road, Suite 100**  
**Columbus, OH 43229**  
Please exchange all cash donations collected for a check or money order made payable to appropriate program.
5. Agree to comply with all federal, state and local charitable solicitation statues, regulations and ordinances.
6. Provide all on-site staff/volunteers for the event/promotion.

## LSS on behalf of its programs will

1. Review/approve in timely manner any written or electronic promotional materials naming one of our programs as a beneficiary of event proceeds. *Please email all promotional materials to **Mary Costlow at [mcostlow@lssnetworkofhope.org](mailto:mcostlow@lssnetworkofhope.org)** for review. Please allow 2-3 business days for approval.*
2. Provide permission to use the LSS specific program name or logo as appropriate.
3. Provide a letter of authorization to validate the authenticity of the event it needed.
4. Promote the event on the corresponding Facebook page and other social media as appropriate.
5. Provide appropriate language if needed for promotional materials.
6. Provide written tax receipts directly to donors only when donation is made using a check or money order that is made payable directly to an LSS program.
7. Provide a limited number of appropriate marketing materials for display during the event (brochures, etc.).

### For more info, contact:

#### **Mary Costlow**

1105 Schrock Road, Suite 100  
Columbus, Ohio 43229  
[mcostlow@lssnetworkofhope.org](mailto:mcostlow@lssnetworkofhope.org)  
614-429-5484

## **LSS on behalf of its programs can/will not**

1. Provide either LSS or program specific mailing lists.
2. Provide reimbursement or funding for expenses.
3. Guarantee an LSS or specific program representative will attend the event or provide on-site staff or volunteers for the event.
4. Provide any LSS client names.
5. Provide written tax receipt for any donations that is not made directly to appropriate LSS program via check or money order.
6. Provide endorsement for the direct sale of a product or service.
7. Assume any liability for any event held on its behalf.
8. Provide approval for any event/promotion for the following:
  - Use of a professional fundraiser or telemarketer or that involve any agreement to to raise funds on commission, bonus or percentage basis.
  - Requires LSS to endorse a product or service or that require participation in the direct sale of a product or service.
  - Competes or conflicts with an already established or scheduled LSS event.
  - Fails to comply with any municipal, county, state and/or federal law.
  - Involves promotion of a political party, candidate or appears or appears to endorse a political issue(s).