



## **Independent Fundraising Guidelines**

Thank you for your support of NAMI Maine! We appreciate your dedication to our mission of building better lives for the one in four Mainers who are affected by mental illness through providing support, education and advocacy.

We are here to help you make your event a great success. Please read through our independent fundraising guidelines designed to help us work together effectively.

### **First Steps:**

Registering your fundraising event and following the guidelines provided below ensures that NAMI Maine is aware of your event and can support you to the best of our ability. It also empowers NAMI Maine to answer any questions that may arise regarding your event.

No use of the NAMI Maine logo or name is permitted until the event has been reviewed by the Development Manager and Executive Director.

### **Event Name:**

We worry a great deal about being very intentional in our messaging. To that end, an independent fundraiser cannot include NAMI Maine in the event name, however "benefiting NAMI Maine" is a great way to let donors know who they are supporting.

**Example:** *Annual NAMI Maine Fun Run (Not allowed)*

*Annual Fun Run to Benefit NAMI Maine (Acceptable)*

### **Logo Use and Promotional Material:**

With the approval of the pending event, all independent fundraisers will have permission to use NAMI Maine's Logo. The logo provided cannot be altered in any way in accordance with our national guidelines. We ask that all promotional material for the approved event be shared with NAMI Maine for review before printing and publicizing. Drafts of promotional material may be submitted with original event proposal.

Advertising and promotional efforts for the approved event are at the sole expense of the organizer. In some very rare cases, NAMI Maine may be able to mobilize some paid avenues to advertise the event.

### **Collecting Funds & Making Your Donation:**

NAMI Maine will not be responsible for any expenses incurred for any independent fundraising activity. If NAMI Maine is not receiving 100% of the proceeds from an independent fundraising event, the exact portion or donation amount must be clearly stated in the initial proposal as well as in all promotional material and publicity.

Tracking donations and funds received is extremely important. Proceeds from independent fundraisers should be sent to NAMI Maine's Augusta office within 30 days of the event date. Donations should be made payable to NAMI Maine and should be submitted by check or money order\*\*. If cash donations are accepted during your event, please convert all cash to check or money order before submitting the donation. Proceeds and donation records should be sent to the following address:

**NAMI Maine  
52 Water Street  
Hallowell, ME 04347**

*\*\* Please reference event and/or walk team (if applicable) on memo line of check and donation form.*

### **Tax Information:**

Contributions are tax-deductible only if they are made directly to NAMI Maine. Tax receipts will be issued by NAMI Maine once donations have been received and processed at the main office. Tax receipts for personal checks from individual donors will be sent directly to the name and address on the check, not to the event organizer.

Funds received by the event for purchase of auction items or similar items of value cannot be issued a tax receipt.

### **Permits and Liability:**

NAMI Maine will not assume any legal or financial liability associated with independent fundraisers nor will we insure you or any party involved in your event for any damage, expense, or other costs arising in any manner related to your event. The organizer of each event must take proper precautions with regards to insurance and coverage (if applicable). NAMI Maine cannot insure your event. NAMI Maine is not liable for any injuries sustained by event volunteers or participants related to your event and cannot assume any type of liability for your event.

### **What NAMI Maine can do for an Independent Fundraiser:**

- Provide the NAMI Maine logo to be used in event promotion
- Post the fundraising event on NAMI Maine's website event calendar
- Include event in Monthly Newsletter emailed out to NAMI Maine's list serve
- Provide promotional material for attendees or to be placed at an awareness table

- Send donation tax receipts to all direct contributors to the event who make checks payable to: NAMI Maine or who turn in cash at the event intended for NAMI Maine.
- Coordinate invitations to NAMI members (should invitation be provided)
- If the event has 40 or more registered attendees, NAMI Maine will provide a staff to attend the event.

**What NAMI Maine cannot do for an Independent Fundraiser:**

- Pay the event expenses or reimburse the organizer for event expenses
- Provide insurance for the event

As an Independent Fundraiser, we ask that you:

- Submit proceeds from the fundraiser to NAMI Maine no more than 30 days after the event. Proceeds must be mailed to NAMI Maine, by check or money order, NAMI Maine. Attn: Development Manager, 52 Water Street, Hallowell, Maine 04347.
- Collect the names, addresses, and emails for each volunteer and donor and submit them to NAMI Maine. This is important information that will help NAMI Maine thank all volunteers and donors.
- Do not claim to be a representative of NAMI Maine unless you are a NAMI Maine or NAMI Affiliate board member or otherwise authorized to do so by the NAMI Maine Executive Director.
- Do not use NAMI Maine's Tax ID to avoid sales or other taxes
- Do not provide receipts to donors or promise tax deductions for event sponsorships or fees (this must be done by a NAMI staff person).
- Do not use the NAMI Maine logo without permission from NAMI Maine.

Any questions regarding NAMI Maine's Independent Fundraising Guidelines can be sent to:

**Jill Henderson**  
Associate Director of Development &  
Communications

52 Water Street  
Hallowell, ME 04347

[events@namimaine.org](mailto:events@namimaine.org)  
(800) 464-5767 x 2332