

host a party make an impact



Habitat
for Humanity®
of New Castle County

{ third party fundraising information packet }



contact
megan pocta
donor relations coordinator
302.652.0365 x 107
mpocta @ habitatncc.org

what is it?

{ a third party fundraiser }

Thanks for your interest in supporting our work! So what is a Third Party Fundraiser, you ask?

A third party fundraising event is when a business, organization, community group, school or individual hosts a fundraising event or program to benefit Habitat for Humanity New Castle County. It is planned and executed independently of Habitat for Humanity New Castle County, with proceeds being donated to Habitat's life changing work.

Terrific! But I'm not sure what to do...

Listed below are some ideas of the many ways that you can help raise funds and awareness for your Habitat NCC. You are not limited to the ideas on this list:

- Collect Donations: Set out collection canisters next to cash registers to encourage your customers to help you support Habitat NCC.
- Host a fundraiser: Host a benefit concert, have a bake sale, a car wash or have a restaurant donate a percentage of a designated night's profits. Dress down days, Giving Tuesday Drives and Pledge your Birthday are all great options. Be creative!
- Designate Habitat NCC as the beneficiary for your event: If your business or organization hosts an annual event that generates funds, consider donating a portion of the proceeds to Habitat.

Sounds great - I'm in! Now what?

Submit a completed signed application & agreement form by email to megan pocta {mpocta @ habitatncc.org}. Once your agreement is approved, you are ready to roll.

As an event host, you are responsible for details & logistics including:

- Underwriting any of the related costs
- Printing of required materials
- Creating copy to customize flyer templates to publicize the event
- Working at the actual event



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fun facts

{ we love fun & facts }

What can Habitat NCC do to help with my fundraiser?

Resources Habitat NCC may be able to provide include:

- Flyer templates with Habitat branding to promote your event.
- Promotion through the Habitat for Humanity New Castle County website (www.habitatncc.org) and Facebook account
- Materials such as Habitat brochures about programs and services
- Habitat thank yous to contributors and sponsors
- A representative from Habitat NCC to speak at your event or check presentation
- Tax ID information if needed for approval from host company

Here are a few local businesses who have agreed to host a fundraiser:

- The Deer Park Tavern: 108 West Main Street, Newark, DE 19711
Contact Morgan Demarco at 302-894-1200
- McGlynns Pubs: There are 3 locations:
8 Polly Drummond Shopping Center, Newark, DE
108 People's Plaza, Newark, DE
800 N State Street, Dover, DE
Contact Morgan Demarco at 302-894-1200
- Buffalo Wild Wings: 501 Stanton-Christiana Road, Newark, DE 19713
Contact Michael Golt at 302-382-1493

Third party fundraiser general guidelines:

1. Organizers must sign the attached Third Party Application and Agreement.
2. Any promotion of the event must avoid statements or the appearance of Habitat for Humanity NCC endorsing any product, firm, organization, individual or service. Habitat may decline involvement in activities which are not in keeping with the agency's policies and guidelines.
3. Habitat for Humanity NCC must approve all promotional materials, including but not limited to advertising, letters, brochures, flyers and press releases prior to production or distribution.
4. All promotional materials must clearly state the percentage of proceeds that will benefit Habitat for Humanity NCC.
5. Habitat for Humanity NCC should receive a list of targeted sponsors for the event before they are approached in order to minimize overlap with other Habitat NCC events and/or fundraising campaigns that may be underway.
6. Event organizers are responsible for obtaining all permits especially those for raffles and/or games of chance.
7. Event organizers must obtain their own liability insurance to cover the event
8. Under no circumstances should third-party event revenue and expenses flow through Habitat for Humanity NCC books. Only the final net proceeds from the event are to be processed by Habitat for Humanity NCC.
9. Habitat for Humanity NCC should receive a complete accounting of all funds collected and expenses related to the event. We reserve the right to inspect all event financial records.
10. Habitat for Humanity NCC is not financially liable for the promotion and/or staging of third party events.

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application

{ a short one, because no one likes paperwork }

Date and Location of Event: _____

Applicant Name: _____

Address: _____

Telephone: _____

Email: _____

Describe Event or Activity:

Anticipated number of attendees: _____

How much money do you expect to raise for Habitat for Humanity NCC from this event? \$_____.

List name and telephone number of main contact person to be listed on event documents:

Name and telephone number of person who will be on-site, managing the event as it occurs:

List all vendors/equipment to be utilized: caterer(s), entertainers, decorations, venue and equipment rentals, and utilities needed for the event:

Please explain why you would like Habitat for Humanity NCC to be involved, and in what capacity you would like the agency to be involved:

return this form to:

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Please list agency name as: Habitat for Humanity New Castle County

Boiler Plate: For use in all press releases:

About Habitat for Humanity New Castle County Habitat for Humanity of New Castle County has been building affordable housing with low-income families since 1986. Since our inception, we have helped almost 300 families in areas throughout New Castle County including the City of Wilmington, Middletown, Newark, New Castle, and St. Georges. As a local affiliate of Habitat for Humanity International, we are among the top three largest affiliates in the Northeast (of over 210 Habitat affiliates from Delaware to Maine) in terms of home construction. Through our proven approach, we help low-income families break the cycle of poverty through the stability and empowerment gained through homeownership. We build homes, community and HOPE!

Social Media: Please mention our agency in any social media posts about the event.

- Facebook: <https://www.facebook.com/HabitatNCC/>

Logo: Please use one of the two versions of our logo attached. The logo is also available in .AI and .EPS formats, if needed for design materials. **Please note: you will need to send any designed materials to Habitat NCC for review and approval before they are sent to print/distributed. Please submit materials at least two (2) weeks prior to publication to Megan Pocta at (mpocta@habitatncc.org)**

Quotes from CEO or Agency: Should you need a quote from Habitat for Humanity NCC's CEO or another staff person regarding your event, please send a request, with due date, to Julie Karavan, Director of Development, (jkaravan@habitatncc.org) and we will send you an approved quote.

Responsibilities of Habitat NCC and Event Host:

	Habitat NCC	Event Host
*Event Costs		✓
Event Staffing		✓
Ticket Sales		✓
Selling Sponsorships		✓
**Speaking at Event	✓	✓
***Marketing	✓	✓
**** Graphic Design		✓

**Event Costs include any costs incurred up front or after the event.*

***If you would like CEO Kevin Smith or other speakers from Habitat NCC, including staff, Volunteers, or Homeowners, you must request a speaker at least 4 weeks prior to your approved event.*

**** Habitat NCC will partner with you in marketing the event on social media and our website, based on pre-approved timeline.*

***** Customizing the graphic design for any materials is the responsibility of the event host. Habitat NCC will provide agency logo for use, but is not responsible for design, ordering or payment of materials.*

I have read and understand the above guidelines.

Name: _____ Date: _____

Signature: _____