



# Third-Party Fundraising & Crowdfunding for the American Heart Association



Whether you're raising funds to mark an occasion such as a birthday or in honor/memory of someone impacted by heart disease or stroke, we want to make the process as clear and simple as possible.

Third-party fundraisers are those organized by passionate individuals, like you, or small businesses that haven't signed a sponsor contract with AHA but still want to financially benefit the organization. The AHA's Twin Cities office will receive the funds raised directly from you, or your business, the event organizer.

However, if you are a current sponsor of the American Heart Association and want to do a substantial "wrap-around" event (beyond low-risk activities like a jeans day sale or a popcorn sale etc.) to raise additional funds (such as a golf tournament etc.), please contact your AHA staff as your sponsor contract may need to be amended if the event poses additional risks or liability to the AHA.

## Financial Rules & Tips

- If you plan to deduct expenses before sending the total funds raised to the American Heart Association:
  - Have your guests make checks out directly to you/your organization, not AHA, and then convert those funds, minus your expense, into one check made out to the American Heart Association.
- If 100 percent of proceeds are benefitting AHA, encourage your attendees to write checks payable to the American Heart Association.
- Checks can be mailed together to the Twin Cities office:
  - *American Heart Association Twin Cities, 2750 Blue Water Road, Ste. 250, Eagan, MN 55121*
- Consider using an online website to collect donations instead of collecting checks and cash. See the "Planning, Promoting & Staffing" section on page 2 for more recommendations.
- AHA's tax ID number cannot be used and we don't issue receipts.
- If you are seeking your own sponsors, please provide the local AHA office with a list of targeted sponsors. AHA reserves the right to exclude solicitation of specific sponsors that don't align with our mission (i.e. tobacco, confectionaries, sugary beverage and some food producers and distributors etc.)
- Please make clear to any sponsors you solicit that, while your event benefits the American Heart Association, it is not an official AHA event, by sponsoring your event they do not get to use the AHA's logo or service marks, and you/they cannot imply AHA endorsement of any brands or products.
- You are responsible for the costs affiliated with your third-party event.
- The AHA cannot assume liability risk in the event of any injuries, property damage or debt.

## Additional Tools

- Downloadable Documents: [www.heart.org/mwahealthfair](http://www.heart.org/mwahealthfair)
- National Videos: [www.youtube.com/americanheartassociation](http://www.youtube.com/americanheartassociation)
- Local Videos: [www.youtube.com/americanheartassociationmidwest](http://www.youtube.com/americanheartassociationmidwest)

## Use of AHA Logo

The American Heart Association's heart and torch service mark is one of America's most recognized brands, with 92 percent consumer recognition. To protect the integrity of the brand and to help differentiate our organization's official programs and events, along with those sponsors that have signed contracts with logo-use parameters, logo rights cannot be granted to third-party events.

Any flyers, mailers or digital materials designed to promote your fundraising event **CANNOT include the AHA's logo service mark** (or any of our cause-specific service marks including, but not limited to, Heart Walk, Go Red For Women, Kids Heart Challenge etc.).

To indicate your event's support for the AHA, please use the following language to promote your event:

- *"X% of proceeds from X event will benefit the American Heart Association."*

You can send copies of your materials for review to [MNVolunteer@heart.org](mailto:MNVolunteer@heart.org).

## Planning, Promoting and Staffing

As a nonprofit with limited staff and resources to execute our official events/programs we, unfortunately, don't have the capacity to assist in the planning, promoting or staffing of third-party or wrap-around events.

### Marketing Recommendations:

- Create **your own Facebook EVENT page**, invite your Facebook friends, and tag our local Facebook page @HeartAssocMN
- Join our closed **local volunteer Facebook GROUP** "AHA Minnesota Volunteers" and share your event:
  - <https://www.facebook.com/groups/AHAMinnesotaVolunteers/>

### Website Recommendations - for Donations/Tickets/Registration:

- For seamless **online donations**, create and customize a "Team Page" under our Twin Cities Heart Walk website at [www.twincitiesheartwalk.org](http://www.twincitiesheartwalk.org).
- **Other Online Donation site options - for events separate from Heart Walk:**
  - Gofundme.com
  - fundly.com
  - youcaring.com
  - Fundrazr.com
- **For Tickets or Registration:**
  - Tempotickets.com
  - Eventbrite.com
- **NOTE:** we recommend you have the guests cover the website's "service fee" as part of their ticket/donation so it doesn't go toward your event costs

### Staffing Recommendations

- **Request Volunteers via Facebook** - Join our closed local volunteer Facebook Group, post your event and solicit volunteers:
  - <https://www.facebook.com/groups/AHAMinnesotaVolunteers/>
    - We recommend you ask interested volunteers to email you directly
    - Try to "over staff" your event with volunteers/friends/family so you are prepared for the likelihood that some volunteers cancel/don't show
    - AHA is not responsible for managing the volunteers



# Third-Party Fundraising & Crowdfunding for the American Heart Association

## Tell us about your event

Tell us a bit about yourself and your event and email it to [MNVolunteer@heart.org](mailto:MNVolunteer@heart.org)

Your Name: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Event Type (i.e. home party; golf event etc.) \_\_\_\_\_

Event Theme/Name: \_\_\_\_\_ Event Date: \_\_\_\_\_

Event Location (include venue name and address): \_\_\_\_\_

Reason for Event (i.e. personal survival story; in honor of someone etc.) \_\_\_\_\_

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### FUNDRAISING

Please explain how you are raising your funds and/or what percentage of proceeds will go to AHA.

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### SPONSORS

List any current sponsors: \_\_\_\_\_

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List any sponsors you are considering approaching:

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### WEB LINKS

List links to any sites promoting event; attach any promotional materials for review.

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