



Planned Parenthood of Greater Texas

## **Guidelines for Community Events Benefiting Planned Parenthood of Greater Texas**

Planned Parenthood of Greater Texas appreciates all individuals and organizations who want to help us continue to provide essential health care and education services to women, men, and teens in Central and North Texas.

We welcome and greatly appreciate requests to host benefits and special events on behalf of Planned Parenthood. Due to limited staff resources, there are guidelines in place for those groups who wish to hold a fundraiser with the proceeds benefiting Planned Parenthood.

Groups must first submit a Community Event Application Form to PPGT (attached) for approval. Please review the guidelines listed below and email us at [events@ppgt.org](mailto:events@ppgt.org) if you have further questions or need additional information.

**A minimum of one month's advance notice of your event is requested in order to ensure coordination with Planned Parenthood staff.**

### **Community Events Guidelines**

1. PPGT will not finance or reimburse any expenses related to a Community Event or assume responsibility for any debts incurred.
2. Any use of Planned Parenthood and/or PPGT's logo or inclusion of the Planned Parenthood name in any/all event promotion **MUST** be approved by Planned Parenthood. In addition, **all** publicity and/or promotional materials referencing Planned Parenthood's involvement must be approved by Planned Parenthood well in advance of the event.
3. Sponsor is responsible for ALL event coordination, marketing/promotion, and sales.
4. Sponsor is responsible for complying with all applicable local, state, and federal regulations regarding a charitable event. Contact Planned Parenthood for information and/or guidance regarding these regulations.
5. Sponsor agrees to coordinate with and request permission from Planned Parenthood before soliciting any individuals, organizations, or businesses in order to avoid duplicated efforts.
6. Sponsor must state the terms of the donation to Planned Parenthood (examples: 50% of profits, one-time donation of \$1,000, or all proceeds) and tender gift within sixty (60) days of the event.
7. Planned Parenthood asks that no more than 20% of gross revenue generated be used to cover event expenses.
8. A donation solicited on our behalf, whether a donation is an item or cash, is fully tax-deductible only when it is made directly and entirely to Planned Parenthood. Planned Parenthood will determine what types of gifts can be considered tax-deductible prior to Sponsor solicitation or promotion, as only Planned Parenthood can verify that such a gift was made, and its nature, to the IRS. This information must be made explicitly clear in promotion of the Sponsor's event.

9. When a portion of the ticket price or suggested donation from a participant of the Sponsor's event is not tax-deductible, the Sponsor must clearly state this on all materials as well as on the application form.
10. Planned Parenthood is unable to sell tickets, coupons or raffle tickets for any Community Event.
11. Due to limited resources, Planned Parenthood cannot guarantee volunteers/staff will attend an event.
12. Planned Parenthood will not associate with businesses, organizations, or individuals known to conduct themselves in a manner that is incompatible with our mission.

**All community event requests will be considered individually. Planned Parenthood reserves the right to refuse involvement with or cancel an event for any reason.**

*Generally, the following events/campaigns will not be approved:*

- Events/campaigns falling in close proximity to a Planned Parenthood event.
- Events/campaigns that rely heavily on the use of Planned Parenthood staff and/or volunteers
- Events/campaigns that require significant attendance from Planned Parenthood staff and/or volunteers.
- Events/campaigns that require significant response from the Planned Parenthood mailing list to generate the majority of the event's revenue.
- Events/campaigns involving the sale of tickets or merchandise on the "remit or return" plan or one that employs salespeople on a commission basis.

**After reviewing these guidelines, please complete the attached Community Event Application Form and submit the application to Planned Parenthood:**

**By mail:** Planned Parenthood of Greater Texas  
Attn: Development Office  
7424 Greenville Avenue, Suite 206  
Dallas, TX 75231

**By e-mail:** [events@ppgt.org](mailto:events@ppgt.org)

**By fax:** (214) 696-2091, Attn: Development (Dallas and Fort Worth)  
(512) 275-0181

**For addition information, please contact Cyndi Hughes, [Cynthia.Hughes@ppgt.org](mailto:Cynthia.Hughes@ppgt.org) or 512-276-8081.**

All Community Events are greatly appreciated; however, Planned Parenthood reserves the right to disapprove or cancel an event for any reason. Coordination with staff is crucial to a successful event.

We appreciate your support for Planned Parenthood and our mission: to help people make informed, private decisions in matters of sexuality, reproduction, and parenthood. Your efforts make a huge impact!



Planned Parenthood of Greater Texas

## Community Event Application Form Planned Parenthood of Greater Texas

Sponsoring Organization: \_\_\_\_\_

Corporation    Non-Profit    Other: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

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Name of Event \_\_\_\_\_

Date of Event: \_\_\_\_\_ Time: \_\_\_\_\_

Location: \_\_\_\_\_

Event Website: \_\_\_\_\_ Facebook Event Page: \_\_\_\_\_

Event Description: **Please include any ticket prices or entrance fee information if applicable.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is your estimated total revenue for this event/effort? \_\_\_\_\_

What percentage of revenue will be used for expenses? \_\_\_\_\_

What percentage of proceeds (after expenses) will PPGT receive? \_\_\_\_\_

Please name any other charitable organizations that will benefit from this event:

\_\_\_\_\_

Will businesses be contacted for donations or assist in the event in any way? **Y N**

If yes, please list these prospects for PPGT to review to avoid duplicated efforts with businesses we might have already approached:

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Do you plan to use PPGT's name or program information when promoting the event?

Yes  No

If yes, please describe, in detail, the materials you plan to create: **Please attach copies and email jpegs/PDF of the event's logo and/or links to the event's site for promotion.**

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PPGT staff must approve the use of our logo or inclusion of the Planned Parenthood name in advertising for your event. Community Events must coordinate all advertising, public relations and other forms of media with PPGT staff before release of the event.

What other types of promotion do you plan to use (radio, TV, telemarketing, posters, social media, etc.)?

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Can PPGT provide you with brochures on programs and/or upcoming PPGT events either for your information or display at the event?  Yes  No

If yes, how many pieces would you prefer, and when can you pick those materials up?

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**I have read and agree to Planned Parenthood's Third-Party Event Guidelines:**

Sponsor Signature \_\_\_\_\_ Date \_\_\_\_\_

Please include any additional information as an attachment, such as requests regarding PPGT staff attendance at the event and our role there if available, media plans, talent/program outlines, social media, etc. Due to our limited resources we cannot guarantee our participation with an event.

Please return this form to Kayla Bass at PPGT for approval:

**By mail:** 7424 Greenville Avenue, Suite 206  
Dallas, TX 75231

**By e-mail:** Kayla.Bass@ppgt.org

**By fax:** (214) 696-2091, Attn: Kayla Bass