



# COMMUNITY FUNDRAISING GUIDELINES

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A toolkit for raising funds on behalf of Loggerhead Marinelife Center

Sea turtle rehabilitation • research • education • conservation

14200 U.S. Highway 1, Juno Beach, FL 33408 | [marinelife.org](http://marinelife.org)

## WELCOME

### WE ARE GRATEFUL FOR YOUR SUPPORT

Thank you for the energy and heart you bring to fundraising on behalf of Loggerhead Marinelifelife Center. Community fundraisers do something powerful. They turn an everyday love of the ocean into real support for the sea turtles in our care.

Every dollar you raise helps a patient heal, sends a hatchling toward the water, and sparks a child's curiosity about the sea. Whether this is your first fundraiser or your fiftieth, thoughtful planning makes all the difference. This toolkit walks you through every step, from your first idea to your final thank-you note, so your event can do the most good for the turtles we all care about.

### What is inside this toolkit

- How we can help, and what we ask of you
- Eight simple steps to plan a successful event
- Logo usage and the rules that protect our brand
- Community fundraising guidelines
- Shop and Share, our retail give-back program
- The Community Fundraiser Application (Parts 1, 2, and 3)

#### Questions? We are happy to help.

Development Team, Loggerhead Marinelifelife Center  
14200 U.S. Highway 1, Juno Beach, FL 33408

Phone: (561) 627-8280 | Email: [development@marinelife.org](mailto:development@marinelife.org) | Website: [marinelife.org](http://marinelife.org)

## HOW WE CAN HELP

### We can:

- Offer advice and ideas on fundraisers and event planning
- Provide a letter of endorsement to validate the authenticity of the event and its organizers
- Provide approved use of the Loggerhead Marineline Center name and logo
- Provide IRS-compliant tax receipts for donations made directly to LMC
- Take part in celebratory gift presentations, based on availability and campus visitation guidelines

*Because LMC resources, including staff and marketing, are subject to budgetary constraints, we are unable to provide support for every fundraising effort that benefits Loggerhead Marineline Center.*

## YOUR RESPONSIBILITIES

### Community fundraisers are responsible for:

- Submitting the LMC Community Fundraiser Application
- Managing any sales or distribution of items related to the fundraiser
- Advertising and marketing the fundraiser, including designing and producing communication materials. Creative materials may not suggest that the event is sponsored, co-sponsored, or produced by LMC. See the Logo Usage section for details.
- Creating mailing lists for invitations
- Recruiting and managing volunteers
- Obtaining any necessary permits for the event

## GETTING STARTED

### STEP 1

#### Choose the best fundraising event for your team

Pick an event that fits your interests, your goals, and the time your planning committee can give. The best fundraiser is one you will enjoy hosting.

#### A few ideas to get you started:

• Art Sale	• Bake Sale	• Birthday or Anniversary Party
• Car Wash	• Dance Party	• Game Night
• Garage Sale	• Ice Cream Social	• Promotional Item Sale
• Restaurant Give-Back	• Sports Tournament	• Talent Show
• Beach Cleanup Pledge Drive	• Ocean Trivia Night	• Online Giving Challenge

### STEP 2

#### Recruit your team

Bring in family and friends to help plan, organize, and promote your event. The more hands you have, the more you will raise.

### STEP 3

#### Pick a date and location

Choose a time of year that suits your event. Factor in weather, major holidays, and venue availability before you commit.

### STEP 4

#### Submit your community fundraising application

Every Community Fundraiser Champion completes the LMC Fundraising Application before the event and before using the LMC name or logo.

We review applications within 5 to 8 business days to be sure the event fits our mission and values. Once approved, we will send a confirmation email and, if you wish, a letter of endorsement to support your outreach.

## GETTING STARTED, CONTINUED

### STEP 5

#### Create a timeline and plan

Map out the tasks that must happen before event day so nothing slips. Consider:

Book a venue, catering, audio-visual, and entertainment if needed.

Identify your audience and build a guest list.

Design and print invitations, sponsorship packets, and posters.

Promote your event through media, community calendars, and social media.

### STEP 6

#### Establish a budget

Set your financial goals early so you can plan realistic revenue and expenses. We recommend keeping expenses below 25 percent of total revenue.

Some events cost more to host and may still be a great fit. Please note that LMC cannot reimburse expenses, so plan to recoup costs from the funds you raise if you are not underwriting them yourself.

### STEP 7

#### Processing donations

LMC can give you an online giving link specific to your event so supporters can contribute directly and receive proper tax receipts and stewardship.

Please note that we cannot disclose individual donation amounts, so this link should not be used as a ticketing or sales tool, and we cannot provide tax receipts to people who buy items or tickets through your fundraiser.

If you collect checks, send them to us within 30 days, or have donors mail them directly. Some checks are void after 90 days, and donors appreciate seeing their gift deposited promptly. For cash gifts, capture donor contact information and hand-deliver the funds to us after your event.

### STEP 8

#### Thank your donors and volunteers



Thank your donors for helping you reach your goal, and your volunteers for helping you host a great event. A handwritten note means a great deal to the people who showed up for the turtles.

## LOGO USAGE

The Loggerhead Marinelife Center name and logo may be used only with written permission and approved use in the event application or email correspondence. The LMC logo is a registered trademark and may not be altered in typeface, color, configuration, or position. Upon approval, we will provide a “benefiting Loggerhead Marinelife Center” logo and a logo standard for your use. Please be sure any collateral is reviewed and approved by LMC before you promote it.

### When listing an event on your materials, choose one of these:

- An event benefiting Loggerhead Marinelife Center
- (Event name), benefiting Loggerhead Marinelife Center

<p><b>Correct logo usage</b></p>  <ul style="list-style-type: none"> <li>• Always pair the logo with the word Benefiting.</li> <li>• On dark backgrounds, use the reversed logo.</li> </ul>	<p><b>On dark backgrounds</b></p>  <p>Use the reversed logo on its own, never inside a white box. Do not break the logo apart. It must always appear as a whole.</p>
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## THE APPLICATION

Every Community Fundraiser Champion completes the LMC Fundraising Application before the event and before using the LMC name or logo. We review applications within 5 to 8 business days to confirm the event fits our mission and values. Once approved, we will send a letter of endorsement via email to support your solicitation efforts.

Each application is considered individually. We reserve the right to decline any fundraising activity that does not complement the mission and values of Loggerhead Marinelife Center or project a positive image of the organization. Generally, we will not authorize events that:

- Do not support the shared purpose and values of Loggerhead Marinelife Center
- Promote a political party or candidate, or appear to endorse a political issue
- Potentially conflict with marketing or public relations standards
- Require LMC endorsement of a product or service, or LMC participation in the direct sale of a product or service
- Involve a professional fundraiser or telemarketer, or any agreement to raise funds on a commission, bonus, or percentage basis
- Compete or conflict with an event already scheduled to benefit LMC
- Fail to comply with any municipal, county, state, or federal law

## COMMUNITY FUNDRAISING GUIDELINES

As you begin planning, we ask that you complete the application that follows. Registering your event with us gives you support, advice, and approved use of our benefiting logo. We can also provide a letter of endorsement, so people know your event is officially endorsed by Loggerhead Marinelife Center.

### **When planning an event to benefit LMC, please follow these guidelines:**

- Complete and submit a community fundraising application at least 4 weeks before the proposed activity.
- Allow 5 to 8 business days for LMC staff to review your application. Approval is granted on a per-event basis, and applicants reapply annually.
- LMC reserves the right to decline approval of an event at any time.
- All marketing and publicity must be approved by LMC before distribution or posting. Email copies of materials to [marketing@marinelife.org](mailto:marketing@marinelife.org).
- Publicity may not imply that the event is sponsored or co-sponsored by LMC, or that LMC is involved as anything other than the beneficiary. Please list the event name followed by "... Benefiting Loggerhead Marinelife Center."
- Tell the public how LMC benefits. If LMC will not receive all of the proceeds, state the exact percentage that benefits LMC clearly on all materials.
- We prefer that LMC receive at least 50 percent of the proceeds. Exceptions may be made case by case when other beneficiaries share a similar mission. The percentage must be agreed upon before marketing begins.
- Proceeds must be received by LMC within 30 days of the event or campaign.
- Make checks payable to Loggerhead Marinelife Center. Mail proceeds and direct gifts to 14200 U.S. Highway 1, Juno Beach, FL 33408.
- LMC cannot provide tax receipts to people who purchase items or tickets through your fundraiser. We provide receipts only for donations made on our website or sent directly to our offices.
- Solicitation of businesses that involves the direct or implied use of the LMC name or logo must be approved in advance. Many companies already support LMC and may not wish to give again.
- LMC or its legal counsel reserves the right to review all related contracts and service agreements. No agreement that mentions LMC should be signed before this review is complete.
- LMC will not be involved in any way with liquor permits, including the use of our name.
- LMC and all related entities are not liable for any injury to event volunteers or participants and cannot assume liability for your event.

## SHOP AND SHARE

### TURN EVERYDAY SHOPPING INTO SUPPORT FOR SEA TURTLES

A Shop and Share is one of the easiest ways for a local business to give back. A store, restaurant, or brand hosts a give-back day or campaign, and a portion of sales comes to Loggerhead Marinelifelife Center. Customers shop as they normally would, the business builds goodwill, and the turtles benefit. Everyone wins.

Here is how we plan and promote Shop and Share so each partner gets the attention it deserves.

#### How we plan the calendar

- Our focus months are July, August, and September, when no large LMC events are already on the calendar.
- We avoid February, April, June, and October, which are reserved for TurtleFest, Earth Day, World Sea Turtle Day, and the Go Blue Awards.

#### How LMC helps promote your Shop and Share

- A listing in either our General Email, sent the week before the month begins, or our Events Email, sent the first week of the month, reaching our community of roughly 66,000 subscribers.
- A listing in the Blue Friends Society (BFS) Newsletter, which goes out every other Thursday.
- Social media inclusion based on the expected or guaranteed donation, through Facebook Stories, a Feed post, or a collaborative post.

#### Marketing by partnership level

The support we provide scales with your commitment. Here is what each level includes.

Partnership level	Donation	LMC will provide
<b>No guaranteed donation</b>	None required	Email inclusion and inclusion in Facebook Stories
<b>Mid-level</b>	Guaranteed donation	Email inclusion and inclusion in the Facebook Feed
<b>High-level</b>	Guaranteed donation	Email inclusion and a collaborative social media post

*Ready to host a Shop and Share? Reach out to the LMC Development Team at [development@marinelife.org](mailto:development@marinelife.org) and we will help you pick a date and a partnership level that fits your goals.*

## COMMUNITY FUNDRAISER APPLICATION

Thank you for your interest in hosting a fundraising event for Loggerhead Marineline Center. Please complete the application below and submit it before your proposed activity. Allow 5 to 8 business days for LMC staff to review. Please complete Parts 1, 2, and 3.

### PART 1 Contact Information

<b>Contact Name</b>		<b>Title</b>	
<b>Company / Organization Name</b>			
<b>Street Address</b>			
<b>City</b>	<b>State</b>		<b>Zip</b>
<b>Contact Phone</b>		<b>Contact Email</b>	
<b>Company Website, if applicable</b>			

I have read, understand, and agree to abide by the Loggerhead Marineline Center Third Party Fundraiser Guidelines for special events and promotions to benefit Loggerhead Marineline Center.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*Please continue to Part 2.*

## APPLICATION • PART 2

### Event / Promotion Information

<b>Name of Event</b>			
<b>Type of Event</b>	One-Time Event	Annual Event	Ongoing Event
<b>Date(s) of Proposed Event</b>		<b>Time of Event(s)</b>	
<b>Location of Event</b>		<b>Estimated Attendance</b>	
<b>Description of Event</b> How will funds be raised? (sponsorship, raffle tickets, ticket sales, auction, and so on)			
<b>Does this event require a permit?</b>		YES	NO
<b>Are there any other beneficiaries of this event?</b>		YES	NO
<b>If yes, name the other organization(s) and the percentage each will receive</b>			
<b>Who is your target audience? (coworkers, family, friends, and so on)</b>			
<b>List other businesses, besides your own, that you plan to solicit for cash or donations</b>			

### Publicity and Promotion Information

*All materials must be reviewed and approved by LMC before the event.*

<b>Press Releases sent to:</b>	<b>Flyers distributed to:</b>
<b>Public Service Announcements sent to:</b>	<b>Other:</b>

*Please continue to Part 3.*

## APPLICATION • PART 3

<b>Does your company plan to match the amount you raise?</b>		YES	NO
<b>Donation to LMC to be transmitted via:</b>	CHECK	CASH	OTHER
<b>Expected date of donation</b>			

I agree that until written permission has been granted, contributions may not be solicited in the name of LMC, and the LMC name may not be used for any other purpose.

Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Once final approval has been granted, I agree to adhere to the LMC Third Party Guidelines provided by Loggerhead Marinelife Center.

Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return your application to:**

Loggerhead Marinelife Center, Attn: Development Team, 14200 U.S. Highway 1, Juno Beach, FL 33408

Or email: [development@marinelife.org](mailto:development@marinelife.org)