



Third Party Fundraiser Guidelines

1. Any literature, signage, website announcement or any other means of marketing your event that indicates the Association as a beneficiary, please ensure our full name is used, Brain Injury Association of Michigan (acceptable abbreviations include Brain Injury Assoc. of MI.; and if the name is used multiple times in the same document, BIAMI).
2. There are creative standards that must be followed with BIAMI logo placement and usage. If you plan to use our logo, please contact us and we will ensure you have one that is correctly sized and the needed file type.
3. In order to ensure accuracy of information (brain injury facts, statistics, etc.) and adherence to all graphic identity standards, we request that we be provided with a copy of all materials used in conjunction with the event for review before they are printed or distributed. Preferably, we would like to see such materials to ensure they accurately depict our Association. Unfortunately, in this day and age, there have been some very serious abuses, which is why we try to be very vigilant in protecting the Association and its status as an IRS 501 (c) (3) nonprofit.
4. Please inform us of who will serve as the contact person for the event.
5. Also, please let us know if you desire the funds to be used for a specific purpose or program. Should you desire such, I would appreciate you discussing this with our office prior to marketing of the event to ensure we will be able to accommodate your intentions.
6. Upon receipt of the net proceeds raised by the event, we will issue a letter acknowledging the gift and that it may be considered tax deductible. If there are individual checks collected from the event, this same letter will be issued to each person. Please let us know if individual letters will be requested so we can discuss what is needed.
7. If we can provide you with either a table top display, literature, etc, please let them know and we will work to accommodate your needs. Also, please let us know if you wish to have your event listed on our website or on our social media pages.
8. For your benefit and those of any donors who may not be familiar with the Brain Injury Association of Michigan, we are registered with GuideStar, www.guidestar.org on which you can find all information including our tax filings. This is one way in which we work to demonstrate our openness and transparency to those individuals or groups who wish to donate to the Association. If you need any other information, please let us know.