



## Community Fundraising Guidelines

Camp Twin Lakes is grateful for the great generosity of our supporters in the community who make it possible to provide life-changing camp experiences for children facing serious illnesses, disabilities, and other life challenges. Throughout the year, our supporters host third-party fundraising events of every kind; from bake sales and car washes to galas and golf tournaments, all events make a difference.

If you are interested in organizing and hosting your own event to benefit Camp Twin Lakes, please review our Community Fundraiser Policies & Procedures listed below. Then, please fill out the form below with a detailed description of your fundraising event. Once we receive your form, a Camp Twin Lakes staff member will reach out to let you know if your fundraiser has been approved.

If you have any questions, please contact our development team at 404-231-9887. We look forward to hearing from you!

### Community Fundraiser Policies and Procedures

In order to ensure that Camp Twin Lakes' name, image, and reputation are properly represented, we ask that all community fundraisers abide by the following policies. Your cooperation will help us guarantee consistency and quality in the events that ultimately benefit our campers. Thank you again for your efforts!

- Camp Twin Lakes can provide the following support for your fundraiser:
  - Advice and ideas to help you get started
  - Camp Twin Lakes logo and approval of usage
  - Fundraiser added to the CTL website calendar
  - At least one Facebook post to help promote your event
  - Acknowledgement letters and tax receipts for donations made directly to Camp Twin Lakes. Per IRS requirements, we are not able to provide tax receipts for donations not made directly to Camp Twin Lakes.
  - CTL info sheets, words from camp stories, and/or CTL magnets to distribute to your guests
  - Assistance setting up a Crowdrise page for online donations
  - Staff to take part in a celebratory check presentation on a mutually agreeable date and time
- Due to the number of requests we receive, Camp Twin Lakes **cannot** guarantee:
  - Promotion of your fundraiser to our email list
  - Staff, board member, or volunteer attendance at your event
  - Posters or other displays for your event
  - Auction or raffle items
- While we can provide ideas and advice for your event, we do not have the personnel to handle the organizational and administrative tasks associated with community fundraising events. Therefore, you are responsible for all details of the event including: underwriting all of the related costs, recruiting volunteers to help out at the event, creating flyers to publicize the event, and working at the actual event.
- The event must be promoted in a manner to avoid statements or the appearance of Camp Twin Lakes endorsing any product, firm, organization, individual, or service. Event names should promote Camp Twin Lakes as the beneficiary of the event rather than the organizer: "Treehouse Company 5K benefiting Camp Twin Lakes" instead of "Camp Twin Lakes 5K"
- Camp Twin Lakes name and logo usage must be approved by our marketing staff. Logo will be provided upon request and may not be altered. Please contact our staff if you need a different logo format.

- Camp Twin Lakes should receive a list of targeted sponsors for the event before they are approached to minimize overlap with other CTL events and/or fundraising campaigns that may be underway, if applicable.
- Camp Twin Lakes can provide informational materials promoting the organization, its mission, goals, and accomplishments. Advance notice is requested regarding the quantities needed for the event. The following items are available:
  - Camp Twin Lakes Info Sheets
  - “Words From Camp” stories and testimonials
  - Camp Twin Lakes Magnets
- Event organizers are responsible for obtaining all permits, especially those for raffles and/or games of chance. In very limited situations, Camp Twin Lakes may be able to apply and hold a Special Event Liquor License for your event. If this is a requirement, please discuss with CTL staff before proceeding.
- Event organizers must obtain their own liability insurance to cover the event. If you require Camp Twin Lakes to apply and hold a Special Event Liquor License (must be approved by CTL staff), Camp Twin Lakes must be named as an insured party through a rider on your general liability insurance.
- For large scale events, Camp Twin Lakes will need an indemnity agreement stating that you agree to indemnify Camp Twin Lakes from any issues arising from your event.
- Camp Twin Lakes is not financially liable for the promotion and/or staging of community fundraising events.
- Once you have collected your proceeds, please make checks payable to Camp Twin Lakes and write the name of your event in the memo line. All checks can be mailed or delivered to the Camp Twin Lakes office:
  - 1100 Spring Street, Ste 260
  - Atlanta, GA 30309

# Camp Twin Lakes Community Fundraiser Inquiry Form

## Contact Info

First: \* \_\_\_\_\_

Last: \* \_\_\_\_\_

Are you raising money as an individual, business or organization/school? (circle one)\*  
INDIVIDUAL                  BUSINESS                  ORGANIZATION

Name of Business or Org (if applicable): \_\_\_\_\_

Email: \* \_\_\_\_\_

Phone Number: \* \_\_\_\_\_

Mailing Address: \* \_\_\_\_\_

City, State & Zip Code: \* \_\_\_\_\_

How did you hear about us? \* \_\_\_\_\_

## Event Info

Event Date and Time: \* \_\_\_\_\_

Event Name: \* \_\_\_\_\_

Event Location: \* \_\_\_\_\_

Please provide a brief description of the event and how it will raise funds/awareness: \*

Will any other organizations also benefit from this event/fundraiser? If yes, please list them:

Will the event be open to the public and would you like it posted on the Camp Twin Lakes Events calendar? (circle one)  
YES                  NO

Estimated proceeds to be donated to Camp Twin Lakes? \*

Would you like for us to provide you with Camp Twin Lakes materials to be handed out to attendees / potential donors? If so, how many? \*

CTL Info Sheets

Magnets

Words from Camp

Would you like us to provide you with the Camp Twin Lakes Proud Supporter Logo & Logo Guidelines? (circle one)\*  
YES                  NO