



## be nice. Micro Fundraiser

We are so thankful you are interested in raising awareness and funds to help support the Mental Health Foundation of West Michigan's mental health and suicide prevention programming.

We define a "micro fundraising event" as a fundraising activity that is expected to raise more than \$5,000 and is created and run with the assistance of one Foundation staff. Organizers of these events rely on resources, planning efforts, and on-site presence from staff for success.

To guide you through your event, we created a fundraising toolkit that can be found by clicking the "Fundraising Toolkit" button. We hope it provides you with confidence and clear direction as you begin planning your fundraiser.

### Micro Fundraising Guidelines:

#### Events hosted with assistance from Foundation staff with proceeds benefitting MHF

- Organization/individual agrees to submit all marketing or MHF and **be nice.** logo usage for approval before using branding for event promotion.
- Any materials sold during fundraising events must be submitted and approved by MHF staff. The **be nice.** logo is trademarked and it is illegal to re-create the logo for sales purposes.
- MHF may provide financial support through the ordering of event merchandise, marketing collateral, facility rental, etc. (Price/items/quantity must be discussed)
- MHF may provide support by applying and paying for gambling and/or liquor license from the State of Michigan.
- MHF will help coordinate staff and/or volunteers on the day of the event.
- MHF may support transactions on-site through credit card processing or cash/check collection.
- MHF assists with donation acknowledgment letters to donors and sponsors.
- If 100% of proceeds from event do not benefit the MHF, this will need to be discussed along with a percentage donation agreement for staff time.
- MHF will provide donation acknowledgement for tax purposes to event host or organization individual.
- If more than one lump sum check is being delivered/mailed, please contact the organization so it is allocated correctly. 616-389-8601

