Agent Charitable Fund
FARM BUREAU INSURANCE OF MICHIGAN

Third-Party Event and Marketing and Use Guidelines

The Agent Charitable Fund (ACF) is extremely grateful to the people and organizations that wish to organize events to support our mission of ending hunger in Michigan. To make sure your event is successful, the following guidelines have been developed. Before you plan your event, please read and understand the Third-Party Event and Marketing Use Guidelines and Cost Reimbursement Policy. All organizations must complete this form to use the ACF brand, host a fundraising event and/or receive cost reimbursement.

Definition

Third-Party Event – a fundraising activity by a group or individual, where the ACF has no fiduciary responsibilities and little or no staff involvement.

Event Application and Approval

Review the Third-Party Event and Marketing Use Guidelines below. If you chose to hold an event, complete and submit the Third-Party Event and Marketing Use Application online.

- Approval by the ACF must be obtained before you advertise or hold your event.
- Annual events should be registered every year with the ACF.
- The ACF reserves the right to refuse funds raised at unapproved events and activities.
- Third-party event organizers take on all staffing, logistics, planning and execution workload.
- Third-Party Event and Marketing Use Applications must be submitted 30 days prior to the event for approval. The ACF Committee/staff will be in touch to confirm their approval at least 20 days prior to the event.
- Third-Party Event and Marketing Use Applications must be submitted 60 days prior to the event if you'd like to receive cost reimbursement. The ACF Committee/staff will be in touch to confirm their approval at least 30 days prior to the event.
- A member of the ACF Committee must be in attendance at all events to ensure compliance with these guidelines as well as accounting policies.

Marketing and Promotion

- Third-Party events may not be represented as events sponsored by ACF.
- Promotions for the event should reflect ACF as a beneficiary and not conducting the event. (i.e. "proceeds from ABC tournament will benefit the Farm Bureau Insurance Agent Charitable Fund")
- All promotional materials related to an event benefiting ACF must be reviewed and approved prior to distribution. (This includes, but is not limited to, flyers, tickets, brochures and posters.)

- The third-party fundraiser is responsible for all event marketing, including writing and distributing press releases, PSA's, Facebook postings, invitations, ads, etc.
- Any requests for the use of the ACF logo, name and images must undergo approval prior to use.
- All references to the ACF in promotional materials for the event or promotion should refer to the "Farm Bureau Insurance Agent Charitable Fund."

Event Expenses and Income

- The event organizers are responsible for maintaining accounting for the event.
- If you must buy goods or services for the event and expenses will be incurred, consider the following:
    - Expenses incurred for conducting the event must be paid upfront by the hosting volunteers and the organizer of the event.
    - Hosts/organizers must submit a Third-Party Event and Marketing Use Application 60 days prior to the event to request approval for cost reimbursement.
    - Hosts/organizers should, at the very least, break even to qualify for cost reimbursement. The goal should be to raise three times the costs incurred to donate to the ACF.
    - The ACF will not be liable for any costs or expenses that exceed funds donated to the ACF.
- Suggestions to reduce event expenses:
    - Secure donated goods and services.
    - Negotiate reduced costs.
- Please review and abide by the Accounting and Expense Reimbursement Policy to ensure coverage of third-party event costs.
- If you are deducting expenses before sending net proceeds to ACF, you should not state or imply to your donors that any funds given to you are tax deductible, and you should not use the word "donation" because it implies that they are tax deductible.
- Host agrees to inform ACF of any effort to recruit major financial underwriters to ensure there is no duplication of underwriting efforts already underway.

Event Insurance and Liability

- The event organizers are responsible for obtaining any necessary permits and clearances required by local and state government and complying with all applicable laws, and obtain appropriate insurance coverage as necessary.
- ACF cannot be held liable for details associated directly or indirectly with the event, including, but not limited to: expenses, purchases, insurance or liability coverage. The MFA ACF must be added as additionally insured to any policy for the event.

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How can ACF help with your event?

ACF is extremely appreciative of the organizers who manage third-party events to benefit its mission, but is limited in the amount of assistance it can provide a third-party event.

ACF can provide the following:

- Advice and suggestions on event planning, as time allows
- Approval of the use of ACF name, logo and images using the Third-Party Event and Marketing Use Application *
- Promotional materials and displays, as available
- ACF event banners, as available
- Promotion of your event, when appropriate, to the ACF community through regular advertising venues such as our website, social media and internal communications.
- Acknowledgement and tax receipts for contributions made payable and submitted to MFA.

*****Approval of event marketing materials where the ACF name, logo or images are utilized is not optional.

ACF is unable to provide the following:

- Assistance in soliciting donations, mailings, attending committee meetings, recruiting attendees and collecting monies.
- ACF's tax-exemption number for making any purchases related to your event.
- **Guaranteed** volunteer, committee member or staff attendance at the event.
- Access to donor lists or contacts.
- Responsibility of any nature or kind associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage

Talking Points & Key Messages

Word of mouth is just one of several ways to promote your third-party event benefiting ACF. The following talking points and key messages are available to reference as you work to build support for your event using a variety of communications channels.

About the Farm Bureau Insurance Agent Charitable Fund

Farm Bureau of Michigan Agent Charitable Fund (ACF) is a donor advised fund within the Michigan Foundation for Agriculture. It serves as a fund for Farm Bureau agents, clients and partners to contribute to charitable causes throughout Michigan. Following the purpose and vision of the Michigan Foundation for Agriculture, the fund will grant monies to provide food, build agriculture awareness, educate and help citizens throughout the state.

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OUR MISSION
End Hunger in Michigan

OUR VISION
To be a charitable funding source providing food and educational programs to residents throughout Michigan in an effort to end hunger.

OUR PURPOSE
Unleashing the power of Farm Bureau agents, clients and partners to end hunger in Michigan through education, financial support and community engagement.

About your third-party event (customize as needed)

- *[Event Name]* is a *[short description]* benefiting Farm Bureau Insurance Agent Charitable Fund.
- If applicable, add a short, personal story about your connection to the Agent Charitable Fund, and ending hunger in Michigan.
- Include a call to action *(Should people purchase tickets, donate, sign-up, form a team, collect toys, etc?)*
- Provide a website and/or phone number where people can reach you to learn more about the event. Promote event hash tag.