

Helping people.



United Way
of Greater St. Louis

Supplemental Fundraising Policy Effective May 25, 2018

Background

Supplemental fundraising is any fundraising effort or activity planned to raise funds on behalf of an agency. This includes fundraising events and solicitation of individuals and corporations, including corporate foundations.

The **blackout period** is during the United Way's annual campaign which is the day after Labor Day through October 31st. During this period the United Way's public visibility peaks in support of the community-wide campaign.

Policy Statement

Effective May 25, 2018, United Way member/partner agencies:

1. **Can** host fundraising events and solicit individuals during the blackout period. Fundraising events include galas, dinners, auctions, cocktail parties, lunches, fashion shows, trivia nights, golf tournaments, award ceremonies, etc. If hosting an event, member/partner agencies are welcome to co-brand with the "Proud Member of United Way" logo [found here](#).

If an event is being hosted on a member/partner agency's behalf by a third party, the agency must receive prior approval from their Portfolio Manager if they wish to co-brand using United Way's logo.

2. **Cannot** solicit corporations, including corporate foundations, during the blackout period. This includes using direct mail, electronic, or social media to solicit funds for fundraising events, sponsorships, scholarships, item drives, capital campaigns, in-kind items, etc.

While agencies can host fundraising events during the blackout period as noted above, they cannot solicit companies for sponsorships during that time (i.e., solicitations for sponsorship must occur before or after the blackout period).

This policy replaces all previous policies and documents related to supplemental fundraising. Member/partner agencies that do not adhere to this policy are at risk for their allocations being withheld.

Contact

Questions should be directed to the agency's Portfolio Manager.