



THON™ Nation Fundraiser Policies

Thank you for your interest in supporting the Penn State Dance Marathon!

In order to support you and your fundraiser to the best of our ability, please read the following procedures and guidelines regarding THON™ Nation Fundraising and submit an application before proceeding with your event. If you have any questions, contact

THON.Nation@thon.org.

A THON Nation fundraiser is an Alumni Group, company, individual, or organization fundraising on behalf of the Penn State Dance Marathon by hosting an approved event.

Policies

I. Approval Process

- a. An application must be submitted to become an approved THON™ Nation Fundraiser. It is encouraged to submit an application at least six (6) weeks prior to the event.
- b. Each application will be reviewed on an individual basis. Generally, events will not be approved that:
 - i. Conflict with the mission of the Penn State Dance Marathon or reflect poorly on our organization.
 - ii. Conflict with any entities or affiliates of The Pennsylvania State University.
- c. An email will be sent from THON when a decision has been made regarding the application.



- i. Changes to your application and reapplying may be requested before approval.
- d. Approved fundraisers will receive a Starter Kit which includes:
 - i. A guide on how to host a successful fundraising event
 - ii. THON's official THON Nation logos. They may not be altered.
 - iii. A "THON at a Glance" Handout
 - iv. Donor Confirmation Sheet
 - I. This sheet is to be submitted to THON following the fundraiser alongside any donations.
 - v. The THON Executive Committee reserves the right to revoke THON Nation fundraisers approved status if it violates these policies.
 - I. If the event is held annually, the event organizer must reapply each year.

2. Marketing and Promotion

- a. THON will not promote individual events on our social media accounts.
- b. The use of THON's shutter-shade and annual theme logos are prohibited; this includes but is not limited to marketing and promotional materials and merchandise.
- c. Advertising materials may not suggest that the event is being sponsored, co-sponsored, or produced by THON. Marketing materials must read "[Name of Fundraiser] Benefitting THON™".
- d. "FTK" and "Mini-THON" cannot be used in the title of the event.



- e. THON reserves the right to review and request changes to marketing materials or promotional messaging.

3. Expenses and Liability

- a. The organizer is responsible and THON will not reimburse any and all expenses.
- b. It is strongly recommended that expenses do not exceed 45% of expected revenue.
- c. THON is not liable for any injuries sustained by event coordinators, volunteers, participants, or any other individuals related to a THON Nation Fundraiser.
- d. Event organizers must comply with all local, state, and federal laws and obtain any necessary permits or licenses.

4. Company Sponsorship

- a. If an event chooses to have company sponsors, please provide the companies' contact information in the application and the Donor Confirmation Form.
 - i. Company sponsors and event locations that poorly reflect THON are prohibited.
 - ii. THON is able to provide verification of beneficiary if requested by a company. This applies to approved fundraisers only.
- b. THON will not solicit company sponsors on behalf of a fundraising group or individual.
- c. THON will not provide the names or contact information of our corporate or individual donors.

5. DonorDrive



- a. If an event chooses to utilize a DonorDrive page, they will be able to do so under the following terms:
 - i. DonorDrive may not be used transactionally.
 - ii. 100% of funds raised via DonorDrive will be credited to the fundraiser, but will not be able to be re-allocated to any other organization other than THON.
 - iii. Online fundraising is restricted to DonorDrive and links to those pages may only be posted in appropriate forums that uphold the mission of THON and Four Diamonds..
 - iv. Neither THON nor the Office of University Development and Alumni Relations at Penn State will provide mailing lists or donor information from your event.

6. Receiving Donations

- a. If cash donations are received, funds should be transferred to a money order or a cashier's check made payable to the Penn State Dance Marathon.
- b. Donations should never be transferred into a personal banking account.
- c. Donations made directly to an event or host are not tax deductible, unless the event host is a 501(c) 3 organization.
 - i. Only donations made directly to the Penn State Dance Marathon will receive a tax-deductible receipt from THON
- d. All event proceeds, along with a completed Donor Confirmation Form, must be mailed in one envelope postmarked within 30 days of the fundraiser.



7. Crediting

- a. If indicated, THON Nation Fundraising proceeds can be credited to student organizations or independent dancer couples if the event is held after July 1 of the given year.
- b. Write the organization's name and number on the "THON" Organization Being Credited" line of the Donor Confirmation Form

Mail To:

Penn State Dance Marathon
Attn: THON Nation Captains
227D Hetzel Union Building
University Park, PA 16802

8. How We Can Help:

- a. If a fundraiser adheres to the previous guidelines and is approved, THON will:
 - i. Provide verification of beneficiary to a company sponsor, if requested.
 - ii. Verify our tax-exempt status to any business or individual that makes a donation directly to THON.
 - iii. Answer any questions and/or assist with event planning to the best of our ability.

Thank you for supporting the Penn State Dance Marathon and our pursuit of a cure. Together, we will continue to make the difference in the life of a child.