

Third-Party Fundraising Policy

By definition, third-party fundraising involves independent projects undertaken by an individual, affiliated group or organization, for the purpose of raising funds for, or on behalf of, a chosen charity.

The Association for Frontotemporal Degeneration (AFTD) recognizes two different types of third-party fundraising: a **Business Donation Agreement with AFTD** and a **Fundraiser on Behalf of AFTD**.

A **Business Donation Agreement** is a portion or percentage of proceeds from an event, product, promotion or service. The business making the donation receives profits or gain from the endeavor and donates a pre-determined and agreed upon portion or percentage to AFTD. If the business donation agreement occurs for a specific time frame (i.e., one month promotion), it must be agreed upon by the business and AFTD and shall be stated as such in all promotional materials and publicity.

A business donation agreement with AFTD must first be approved by AFTD staff prior to any advertising, marketing, promotion or publicity announcing the partnership. Once the partnership is approved, all advertising, marketing and promotional materials that include the AFTD name and logo must be approved by the organization before their release.

Promotions by AFTD announcing a business donation agreement shall be decided upon by the organization and placed according to AFTD's assessment and abilities. Requests by the business for specific promotions by AFTD will be considered, discussed and approved on an individual basis. A business donation agreement with the greatest potential to positively impact AFTD's mission and vision will be given priority.

AFTD reserves the right to dissolve the business donation agreement at any time. Should AFTD dissolve the agreement, the business partner must refrain from using the organization's name and logo in all advertising, marketing or promotional materials.

A **Fundraiser on Behalf of AFTD** is an external event, sale of products, promotion or service whose net proceeds are donated entirely to AFTD without profit or gain to the fundraising party. AFTD staff can help a fundraiser to develop their idea and connect them with others who have done similar events. AFTD will provide templates for letters, AFTD materials and donation envelopes, and educational information to share. The coordination and execution of these events rests with the volunteer fundraiser(s).

A fundraiser on behalf of AFTD must first be approved by AFTD staff prior to any advertising, marketing, promotion or publicity announcing the partnership. Once the fundraiser is approved, all advertising, marketing and promotional materials that include the AFTD name and logo must be approved by the organization before their release.

Note: Be sure to fill out our Events and Promotions Proposal Form to get the approval process started with AFTD for your fundraising activity.

The AFTD is grateful for all support given to us by third-party fundraisers. Together, we can make real progress towards prevention, treatment and a cure for FTD.