



SEPSIS ALLIANCE®

Suspect Sepsis. Save Lives.™

THIRD PARTY EVENT FUNDRAISING GUIDELINES

Sepsis Alliance (SA) is extremely grateful for the efforts of all volunteers who host fundraising activities to benefit the Organization. Your commitment saves lives.

SA defines a third party event as any fundraising activity by a non-affiliated group or individual, where SA has no fiduciary responsibilities and little or no staff involvement.

NAME & LOGO

All promotional materials should state that the event is to benefit SA, and not imply a co-branded event. The third-party fundraiser may download and use the “Benefiting Sepsis Alliance” logo offered on sepsis.org.

LIABILITY

The third-party fundraiser is responsible for all vendor agreements, contracts, insurance and necessary permits for the event. SA will not assume liability for a third-party event.

PROMOTION & PUBLICITY

Once your event has been created and submitted to SA, staff will work to see how we can help promote the event. Please note that while we will support your efforts, we do not have the staffing available to organize or plan your event.

All publicity material related to the event must be created and distributed by the fundraising group. This includes, but is not limited to, invitations, press releases, digital media, newspaper or newsletter, articles, merchandise, etc. All publicity materials should be sent to Sepsis Alliance for written approval before use.

Sepsis Alliance has a firm policy about protecting its donors' and participants' information. We do not rent or share mail or email lists.

SA will provide educational materials to display at your event.

DONATION SOLICITATION AND RECEIPTING

SA provides access to an online fundraising tool to solicit support from your personal network. SA will also provide gift acknowledgements and receipts provided the donation is made directly to SA and the donor contact information and donation amount is documented.

It will be necessary for you to provide us with a check for any event proceeds, along with an accounting of those proceeds, within 30 days following conclusion of the event.

MISSION & VALUES

Please describe Sepsis Alliance in this way:

Sepsis Alliance is the nation's leading sepsis advocacy organization, dedicated to saving lives by raising awareness of sepsis as a medical emergency. A 501(c)(3) organization, Sepsis Alliance was founded by Dr. Carl Flatley after the sudden, unnecessary death of his daughter Erin to a disease he had never even heard of. Sepsis Alliance produces and distributes educational materials for patients, families and health providers on sepsis prevention, early recognition and treatment. The organization also offers support to patients, sepsis survivors, and family members through its sepsis.org website which receives more than 1 million visits each year. The organization founded Sepsis Awareness Month in 2011, and works with partners to host community outreach events across North America. Since Sepsis Alliance began its mission, sepsis awareness has increased almost threefold, from 19% to 55%. For more information on Sepsis Alliance, a GuideStar Gold-rated charity, please visit <http://www.sepsis.org>.

Thank you for thinking about Sepsis Alliance. We look forward to hearing from you. Please contact Savannah Stark at sstark@sepsis.org to share your ideas with us, or if you have any questions!