



## **Community Foundation of the Gunnison Valley Fundraising Guidelines for the Gunnison Valley Giving Connection**

To make the best use of an opportunity with the Gunnison Valley Giving Connection, an organization may want to undertake some form of marketing or promotion for their campaign, which might include, but is not limited to, things such as social media posts, emails, or flyers.

This document was created to help organizations with active Giving Connection campaigns and Community Foundation of the Gunnison Valley (CFGV) have successful outcomes and be in compliance with all federal, state, and local requirements.

When an organization utilizing the Giving Connection conducts fundraising activities and solicitations for their project, they must keep in mind that for tax purposes, such fundraising is being done on behalf of CFGV. In order to protect donors, Giving Connection organizations, and CFGV, the following requirements must be observed:

- If you plan an event to promote your Giving Connection campaign or have an event where you will be promoting your Giving Connection campaign, please notify CFGV prior to holding the event so we may provide further guidance.
- If you will be using CFGV's name or logos in advertising and promotion, please contact CFGV for approval.
- Every effort should be made to make it clear on fundraising materials that funds are being raised on behalf of CFGV, not by CFGV, and not directly on behalf of your organization.
  - Recommended language to use is as follows: "Donations for ORGANIZATION'S PROJECT are tax deductible and are made to the Gunnison Valley Giving Connection, a component fund of the Community Foundation of the Gunnison Valley (CFGV). Donor names and mailing addresses will be furnished to ORGANIZATION by CFGV unless the option to give anonymously is marked at the time the donation is made."
- CFGV will furnish tax acknowledgement letters to donors for their donations to CFGV through the Giving Connection. Do NOT furnish your own tax letters for Giving Connection donations.
- Organizations using the Giving Connection must keep records and copies of fundraising materials.

Always feel free to call or email with questions. It never hurts to ask!