



## Gunnison Valley Giving Connection Fundraising Guidelines

Organizations participating in the Gunnison Valley Giving Connection (Giving Connection) are encouraged to promote their campaigns through appropriate outreach efforts, which may include social media, email communications, events, flyers, or other marketing activities.

These guidelines are intended to help ensure that organizations with active Giving Connection campaigns – and the Community Foundation of the Gunnison Valley (CFGV) – achieve successful outcomes while remaining in compliance with applicable federal, state, and local regulations.

Because donations to Giving Connection campaigns are made to CFGV for tax purposes, fundraising conducted for a Giving Connection project is legally carried out on behalf of CFGV. To protect donors, participating organizations, and CFGV, the following requirements must be observed:

### Fundraising & Promotional Requirements

- **Events:** If you plan to host an event to promote your Giving Connection campaign – or intend to promote your campaign at an existing event – please notify CFGV in advance so we can provide guidance.
- **Use of Name & Logo:** If you plan to use CFGV's name or logo in any promotional materials, please contact CFGV for prior approval.
- **Clear Messaging:** All fundraising materials must clearly indicate that donations are made to CFGV through the Giving Connection, not directly to your organization.

#### Recommended language:

*"Donations for [ORGANIZATION NAME AND PROJECT NAME] 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 shared with ORGANIZATION by CFGV unless the donor selects the option to give anonymously at the time of donation."*

- **Tax Acknowledgments:** CFGV will issue tax acknowledgment letters for all donations made through the Giving Connection. Organizations must **not** send separate tax acknowledgment letters for these donations.
- **Recordkeeping:** Organizations must retain copies of fundraising materials and maintain appropriate records related to their Giving Connection campaign.

If you have any questions, please contact us at 970-641-8837 or [alicia@cfgv.org](mailto:alicia@cfgv.org). We are always happy to help – and it never hurts to ask!