



of Metropolitan Dallas



## Third-Party Event/Promotion Guidelines

**Thank you for your interest in hosting a third-party event/promotion to help at-risk girls in your community become strong, smart, and bold! We are honored to have your support and the opportunity to partner with you!**

### How We Can Help

We want your fundraising activity to be successful and fun! We will do everything we can to help you, including:

- Promote your event and results within our communications and social media, as appropriate.
- Provide a GIMD logo and information about GIMD for your materials
- Send thank you letters/donation acknowledgements to donors who make donations directly to GIMD.

Please note that, due to donor confidentiality, Girls Inc. of Metropolitan Dallas does not share our donor/ mailing lists.

### Staff Participation

Due to limited staffing resources:

- GIMD cannot provide staff to lead the planning and execution of third-party events or promotions
- GIMD staff presence at an event must be determined on a case by case basis.

### Requirements

- We reserve the right to decline participating in a fundraising activity that we believe does not complement the mission of or project a positive image of GIMD.
- The sponsoring organization must provide GIMD with a list of targeted corporate sponsors. This includes any in-kind donations you are soliciting for your event such as silent auction items, etc. In rare cases, GIMD reserves the right to exclude solicitation to specific sponsors.
- All materials that include GIMD's name or logo must be reviewed and approved by

- exclude solicitation to specific sponsors.
- All materials that include GIMD's name or logo must be reviewed and approved by GIMD prior to distribution.
- Materials should not imply that the event is sponsored or co-sponsored by GIMD. Please use "...benefiting Girls Inc. of Metropolitan Dallas" in your materials.
- The public should be informed how GIMD will benefit from the event or promotion (ex. "all proceeds benefit..." or "50% of ticket sales will benefit...").

## Frequently Asked Questions

- **What is the minimum gift amount a special event should provide?**

We welcome donations of all amounts!

- **Does Girls Inc. Dallas prefer cash gifts or in-kind donations, like supplies?**

Every gift helps advance our efforts to serve girls and young women in our community. However, cash gifts enable us to leverage your donation to meet the greatest need. Like many nonprofits, we have limited space to store supplies and materials. If you are interested in learning more about our most urgent supply needs, please contact us.

- **What colors should I use in my materials?**

Here is a snapshot of our color palette. These colors are easily customizable in a number of software platforms including Microsoft Word and Publisher.



Pantone 192  
**C** 0 **M** 94 **Y** 65 **K** 0  
**R** 237 **G** 24 **B** 73  
**WEB** #ed1849



Pantone 430  
**C** 5 **M** 0 **Y** 0 **K** 45  
**R** 148 **G** 156 **B** 161  
**WEB** #949ca1



BLACK  
**C** 100 **M** 100 **Y** 100 **K** 100  
**R** 255 **G** 255 **B** 255  
**WEB**: #000000



WHITE  
**C** 0 **M** 0 **Y** 0 **K** 0  
**R** 255 **G** 255 **B** 255  
**WEB** #ffffff

- **Who can I contact if I have more questions?**

Please contact Tori Correll, VP of Fund Development, at [tcorrell@girlsincdallas.org](mailto:tcorrell@girlsincdallas.org) or (214) 654-4559.

- **I'm ready to get started! What are the next steps?**

To get started, please complete the Event Submission Form at <https://girlsincdallas.org/host-a-fundraiser-event/>.

**Thank you again for your interest in inspiring girls to become stronger, smarter, and bolder than they ever thought they could become! We look forward to partnering with you!**