

Third Party Events: Fundraising FAQs Community Fundraiser Frequently Asked Questions

Why do I need to submit an application?

The Komen New Jersey Affiliate needs to validate each potential partner, organization or new initiative before agreeing to a relationship to ensure it fulfills our mission and is appropriate.

When should I submit my application?

At least four weeks prior to the event or promotion.

How much time should it take to approve the application and promotional materials?

The Affiliate is fortunate that so many people and organizations are willing to raise money for our mission. However, we are a small, volunteer-driven organization. Given the volume of requests, it takes approximately three working days to review an application. We encourage community fundraisers to keep this in mind when planning their events.

What is an expected donation?

An expected donation is your fundraising goal. The Affiliate asks you to set this amount, so we can better understand your event and your planned contribution to the fight against breast cancer.

What is the Letter of Agreement?

The Letter of Agreement (“LOA”) formalizes the partnership between the community fundraiser and the Affiliate. It details event specifics (date, time, place, etc.), provides the expected donation amount and covers detailed event guidelines. It also gives the community fundraiser rights to the Komen New Jersey Affiliate name and logo under certain conditions. The Letter of Agreement must be signed by both the event organizer and the Affiliate. Depending on the nature of the event, you may be legally bound by a minimum donation. This will be a reasonable amount agreed upon by both parties, clearly outlined in the Letter of Agreement.

How should the Affiliate be referred to in promotional materials?

All promotional materials should read: “The New Jersey Affiliate of Susan G. Komen.” The logo can only be used after a Letter of Agreement has been signed.

Do promotional materials have to include the amount that will be donated to the Affiliate?

The Affiliate requires that the donation percentage/amount be communicated to the public clearly on all communications pieces (i.e. 15% of the net proceeds will be donated, or \$5 from every ticket purchased will be donated).

Why must promotional materials be approved?

The Affiliate name and trademarks are our greatest assets. To protect and maintain them, we partner with organizations and individuals that are reputable and have products, interests and values that support and are consistent with our mission — life without breast cancer. We also want to make sure that the name is referenced correctly and the portion of proceeds and/or donations are properly stated.

How will the Affiliate support the event? Will it publicize it?

The Affiliate will list your event on our website. Depending on the date of the event, we may also be able to publicize the event on Facebook and other communications to constituents. Our resources are limited and the number of monthly events is high, so we cannot provide additional public relations support. We will provide breast health materials.

Can the Affiliate provide a speaker for the event?

The Affiliate needs a minimum of six weeks’ notice to provide a speaker for a community event. Whether or not the affiliate can send a speaker will depend on other affiliate commitments.

What types of events are not approved by the Affiliate?

The Affiliate is prohibited from participating in any event/activity that has a distinctly political feel. We do not endorse individual candidates or political party groups. The Affiliate reserves the right to decide not to participate in any activity, event, or program if it is deemed inappropriate or not in the best interest of the Affiliate.

Event taking place in less than a month?

Consider using the general pink ribbon rather than the Komen name or logo. The pink ribbon is the universal symbol for breast cancer awareness and may be used without permission. If you wish to use the pink ribbon in conjunction with a general statement such as, "Funds will be used to support local breast cancer programs," no further paperwork or approval is necessary and these donations can be mailed directly to the Affiliate.

Any additional questions, please contact the Affiliate office at 609-896-1201.

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