

# FREQUENTLY ASKED QUESTIONS

Thank you for your interest in planning a fundraiser benefitting Mary Bird Perkins Cancer Center or Cancer Services. Your support helps fuel our mission of improving survivorship and lessening the burden of cancer through expert treatment, compassionate care, early detection, research and education.

Below you will find some frequently asked questions that can help with planning and executing your fundraising.

If you need additional help, please do not hesitate to reach out at [fundraise@marybird.com](mailto:fundraise@marybird.com).

## ***Do I need to create a 501c3 (non-profit) organization to host a fundraiser for Mary Bird Perkins Cancer Center or Cancer Services?***

- No, anyone can host a fundraiser to benefit Mary Bird Perkins and Cancer Services with our approval.

## ***Can I post about my fundraiser on my own social media accounts?***

- Absolutely! We encourage you to promote your fundraiser on your personal and/or professional social media pages in a manner that is consistent with the Cancer Center and Cancer Services' missions and public image. Check out our social media tips and brand standards documents for details.

## ***Will you help promote my fundraiser?***

- We find people have the most success when they promote their fundraisers to their network of family, friends and co-workers. Please tag the Cancer Center or Cancer Services in your posts and we will share posts if we are able to. Please review the social media tips document for all the Cancer Center and Cancer Services' social media information.

## ***Can I use the Cancer Center and Cancer Services' name and logo?***

- If name/logo is used in promotional materials for fundraisers, please send a proof to the office of development for approval. The logos are registered trademarks and cannot legally be reproduced without written permission. Check out our branding standards document for more information.

***Are there any guidelines around sponsorships and in-kind donations?***

- You are welcome to solicit sponsors and in-kind donations for your fundraiser. However, the Cancer Center cannot solicit potential contributors on your behalf. The value of in-kind sponsors and donations should not be included in your total revenue, but should be acknowledged when reporting the final information from your event.

***Does the Cancer Center provide event insurance?***

- Unfortunately, we cannot offer insurance coverage for your event. Insurers are very specific about what we can and cannot cover and the complexities of us providing insurance for all fundraising events makes this impossible for us.

***Should I send a personal thank you letter or card to my donors?***

- Yes, we recommend sending a handwritten thank you letter to donors within a week after the event. A sincere thank you letter can turn a one-time donor into a long-time supporter.

***Can someone from the Cancer Center or Cancer Services attend and/or speak at my event or committee meeting?***

- While we try to attend as many events and/or meetings as possible, we have a small staff, so our participation will depend on availability. Please notify us of key dates as far in advance as possible and we will work to try and accommodate you.

***Can I have a raffle as part of my fundraiser?***

- Yes, please obtain a raffle permit from the Office of Charitable Gaming and follow all rules and regulations.

***Can the Cancer Center issue tax receipts to my donors?***

- Donors contributing to online fundraising campaigns will receive a receipt for their tax records. Fundraisers collecting money on their own (not utilizing the Cancer Center/Cancer Services online option) will be responsible for acknowledging donors and distributing tax receipts. Please retain all donor names, addresses and amount of donations for your records.

***Can I pay myself back for expenses I've incurred?***

- Yes, the fundraiser is responsible for covering all expenses incurred and will not be reimbursed by the Cancer Center. Please deduct your expenses from the funds raised prior to submitting your donation. By keeping expenses down, you will generate a larger donation in the end.

***Can I direct my funds raised to a specific area of the Cancer Center?***

- The Cancer Center encourages donors to provide support to our comprehensive programs and services across the entire continuum of cancer care – where it is most needed and will provide immediate impact for cancer patients.

***Where do I send proceeds if my fundraiser is not online?***

- Please send one donation check to the Cancer Center within 30 days of your fundraiser and make a note of your fundraiser's name. Checks should be made payable to Mary Bird Perkins Cancer Center and sent to:

Mary Bird Perkins Cancer Center  
Attn: Office of Development  
4950 Essen Lane  
Baton Rouge, LA 70809

For more information or assistance please contact [fundraise@marybird.com](mailto:fundraise@marybird.com) and a member of our Development Team will be happy to assist you.