



## **Community Partners Frequently Asked Questions**

### **When should I be in touch about my event?**

At least four weeks prior to the event or promotion.

### **What is an expected donation?**

An expected donation is your fundraising goal. We ask that you set an 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 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 Oregon Affiliate name and logo under certain conditions.

### **Is there a minimum donation amount?**

At Komen we recognize that every dollar counts. Every dollar counts for an organization like ours and while individual donations may be small, they add up in a big way.

### **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 marks 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 proceed 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 and on Facebook. Depending on the date of the event, we may also be able to publicize the event in the e-newsletter. We will provide breast health materials when requested.

### **Can the Affiliate provide a speaker for the event?**

The Affiliate needs a minimum of four week notice to provide a speaker for a community event.

*Please note: The Running Ribbon is a registered trademark of Susan G. Komen for the Cure® and may only be used under the contractual consent of the Affiliate for Official Fundraising Partners.*

Questions:

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