



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA of Middle Tennessee's Events Policy

Whether for fundraising, cultivation or for stewardship, special events play a role in our fundraising efforts at the YMCA of Middle Tennessee. We want to make sure that we are putting our efforts into the most fruitful events as measured by dollars raised and overall net, messaging and community impact.

All philanthropy related events must go through an approval process before any forward movement can take place, to ensure, cross-functionally, these events can be fully supported. This includes any events related to your Community Campaign.

Approval Process

Using our [Special Event Approval Form](#), provide a detailed overview of your proposed event, during the budget cycle, to Philanthropy and Operations including:

- Overall description of event (date, staff lead, # volunteers, # participants,...)
- Purpose of event (cultivation, fundraising, stewardship)
- Estimate of staff and volunteer time (indirect costs) must be documented
- List projected gross and net revenue and expenses
 - New Events must the following projected budget minimum requirements:
 - Minimum 60% net (*includes indirect expenses*)
 - Minimum of \$20,000 net (if center/program total all sustaining campaign goal is \$125,000+)

- Minimum of \$10,000 net (if center/program total all sustaining campaign is below \$125,000)

Please note:

- 1) The focus for the Annual Giving Campaign is individualized, face to face asks versus events or large group asks such as “a-thons”...
- 2) The Special Events Approval Form must be completed and submitted to pteamhelp@ymcamidtn.org during the budget/goal setting cycle.
- 3) Any events being explored following the budget cycle will need philanthropy and operations involvement during the planning phase. Potential impact to multiple Association teams often needs to be explored prior to any approval.
- 4) Best practices for fundraising is that individuals are not given anything in return for their donation (t-shirt, auction item, other swag or items). If this is done, donors must receive a tax letter that removes the fair market value of the item(s) they received. For questions about this, contact [Michael Draper](#).

Philanthropy Approved Events (as of August 2022)

Strings and Stories: A Songwriters Night (One Brentwood)
Tickle Me Pink (Clarksville/ABC)
Champions Luncheon (YCAP)
Breakfast of Champions (Green Hills)
Ashton Thomas Memorial Golf Tournament (North Rutherford)