

St Margaret Mary Parish
Parish Fundraising, Sponsorship & Endorsement Policy
November 2017

This document serves as a practical guide, in the spirit of what scripture says about stewardship, worship and the mission of the Church, for fundraising activities and parish support of altruistic activities for St Margaret Mary Parish.

For purposes of this policy, the following definitions apply:

- Fundraising is the direct solicitation of goods or financial resources from St Margaret Mary Parish or its parishioners.
- Sponsorship is the use of St Margaret Mary's name in any form or in any medium for the purpose of solicitation of financial or volunteer support by any organization other than St Margaret Mary Parish.
- Endorsement is the publication, in any form, of activities or events of organizations not directly associated with St Margaret Mary Parish.

All fundraising, sponsorship or endorsement activities should:

- Be consistent with Catholic teachings and
- Complement the mission of St Margaret Mary Parish.

Fundraising

- Should not negatively influence or detract from parish sacrificial giving.
- A member of the parish must endorse or participate in the fundraiser.
- Should not conflict with any other fundraising activity already approved and scheduled.
- Fundraising events must positively impact the St Margaret Mary Parish community, either directly or indirectly.
- Funds raised can only be used to support St Margaret Mary Parish, parishioners of St Margaret Mary Parish who have demonstrated need or organizations which have been vetted and received approval from the pastor or joint approval of the Minister of Hospitality and Communications (aka Parish Secretary) and Business and Operations Director.
- A Fundraising Request Form (attached) must be completed and submitted to the Parish Office at least six weeks prior to the fundraising event.
- Repeat or ongoing fundraisers must be renewed on an annual basis.

Approval process

- Fundraising requests will be reviewed by the Minister of Hospitality and Communications, Business and Operations Director and Pastor. Approval/denial will be based on the guidelines provided in this policy statement, any other pertinent information available at time of request, as well as taking into account any logistical needs of the fundraiser.
- Fundraising requests (approved and denied) will be reported to the Finance Council on a quarterly basis.

Sponsorship

- Should have relevance to a substantial community of St Margaret Mary parishioners and/or the communities St Margaret Mary serves.
- Should create a positive image for St Margaret Mary Parish and parishioners.
- All copy/content which includes the St Margaret Mary parish name, logo or other identification, requires approval by the Minister of Hospitality and Communications and/or Business and Operations Director before publication.
- Requests for sponsorship must be submitted for approval at least six weeks prior to the event or publication.

Approval process

- Sponsorship requests are approved/denied jointly by the Minister of Hospitality and Communications and Business and Operations Director based on the guidelines provided in this policy statement and any other pertinent information available at time of request. Parish Pastor will be consulted when needed.
- Sponsorships (approved and denied) will be reported quarterly to the Pastoral Council.

Endorsements

- Should have relevance to a substantial community of St Margaret Mary parishioners and/or the communities St Margaret Mary serves.
- Endorsements should not negatively influence or detract from sacrificial giving.
- Fundraising requests cannot conflict with the fundraising activity of St Margaret Mary Parish.
- Any associated costs (paper, postage, etc.) are the responsibility of the requesting organization.
- Priority will be given to the following organizations, provided adequate publication space is available:
 - St Margaret Mary School
 - St Mary Catholic School System
 - St Gabriel Parish-Neenah
 - St Patrick Parish-Menasha
 - St John Parish-Menasha
 - St Mary Parish-Menasha
 - Mount Tabor-Menasha
 - SPIRITUS-Menasha
 - St Vincent de Paul Society-Neenah
 - Knights of Columbus-Neenah Council
- Requests for endorsements must be submitted for approval at least six weeks prior to the event or publication.

Approval process

- Endorsement requests are approved/denied jointly by the Minister of Hospitality and Communications and Business and Operations Director based on the guidelines provided in this policy statement and any other pertinent information available at time of request. Parish Pastor will be consulted when needed.
- Endorsements (approved and denied) will be reported quarterly to the Pastoral Council.

**St Margaret Mary Parish
Fundraising Request Form**

Fundraiser Name: _____

Requested Date(s) for Fundraiser: _____

Sponsoring Committee/Organization: _____

Contact Information:

Name (committee lead): _____

Telephone Number: _____

Email Address: _____

Fundraiser Beneficiary(ies): _____

Fundraiser Goal (in dollars or other quantitative measure): _____

One-time or On-going Fundraiser? (Please circle appropriate response)

Description of Fundraising Activity:

Please provide a project plan for this fundraiser. The following items should be included with the project plan:

- **Facility needs, if any:** _____
Date and time needed: _____
- **How you plan to publicize the fundraiser**
 - **Bulletin – Yes or No**
 - **Bulletin inserts – Yes or No**
 - **Verbal announcement – Yes or No**
 - **Web site – Yes or No**
 - **Mailings – Yes or No**
 - **Other, please describe** _____

Request Submitted by: _____ **Date:** _____

For Office Use:

Date Request Received in Parish Office: _____

Status of Request: Approved or Denied (circle appropriate response)

Reason for Denial:

Date decision communicated to contact above: _____

Submit form to St. Margaret Mary Parish Office, 439 Washington Avenue, Neenah WI, six weeks prior to fundraising event. You will receive a response to your request within two weeks of submission.