



# AREA FUNDRAISING GUIDELINES

USEA Areas and USEA Programs are encouraged to attempt to raise funds to support local or national programs and may do so through a variety of mechanisms as identified below:

## SOLICITATION

USEA Areas or Programs may solicit donors or sponsors to provide funds or materials for the use of the USEA or its Programs. With regard to donors, it is important to understand how contributions may be directed to a specific fund or program and the situations under which contributions may be restricted for a particular purpose. For sponsorships, it is important to recognize that the USEA should approach sponsorship opportunities as a professional organization and to that end the USEA has established certain guidelines for pursuing sponsorship opportunities. Please consult the USEA Donation and Sponsorship Policy for more details.

As a non-profit, members can solicit donors or sponsors in fundraising activities but are not allowed to receive monetary compensation for doing so. In the event that an area wishes to engage the services of a fundraising organization on a paid basis, this solicitor must be licensed for non-profit fundraising and the arrangement must be approved by the CEO of the USEA.

## AUCTIONS

It is permissible to raise funds by conducting an auction online or in person. In an auction setting the person or entity that provided the item for auction will receive a donation letter for the value of the item while the purchaser will not normally receive a donation letter unless the purchase price clearly exceeds the value of the item purchased.

## PROGRAMS OR EVENTS

USEA Areas or Programs may operate programs or events through which the proceeds benefit the Area or a specific Program. Common examples of such activities include camps, clinics, and competitions or tests. In each case the participant fee is not considered a donation. Individuals or entities that donate or sponsor a portion of the expenses may be given a donation letter.

## AFFINITY AND REWARDS PROGRAMS

Businesses that sell products or services to USEA members may offer 'affinity' or 'rewards' programs that provide a percentage of sales generated to members to the association as a donation or sponsorship. While it is acceptable for USEA Areas and Programs to enter into such arrangements, they should follow the intent of the policy guidelines for sponsorships regarding the size and scope of the arrangement.

## INDIVIDUAL FUNDRAISING GOALS

USEA Areas or Programs may establish fundraising goals for individual participants in certain programs. A common use of this type of fundraising activity is found in the USEA's Young Rider program – where team participants are given individual goals for fundraising to support team activities. Participants may be given credit for achievement of these goals. However, the contributions made by others during the fundraising activities must follow the policies of the USEA. This means, for example, that a donation may be made to an Area's Young Rider program but it cannot be held in account for an individual competitor. At the same time, the individual obtaining the donation or contribution may be given credit and recognition toward achievement of their fundraising goal as long as that credit is reasonable with respect to the level of fundraising achieved.

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In order to be considered reasonable, any fundraising credit or recognition must adhere to the following:

- The credit should not exceed 30% of the value of the fundraising effort,
- The credit may be used only to offset participant fees in the current year for which the Area or Program charge a fee (e.g., clinics, camps, etc.),
- The credit may not be used retroactively, and
- The credit, if unused, expires at the end of the current fiscal year.

## **RAFFLES**

The use of raffles as a fundraising mechanism for USEA programs is discouraged because raffles are usually subject to gaming laws at county, state and federal levels and require a license from those respective agencies to operate the raffle. The nature of our sport makes it likely that any raffle will involve activities in multiple states. That said, raffles may be used as a fundraising activity if a) it is operated entirely in one state, b) it is operated and licensed in accordance with all state and county gaming laws, and c) the activity has been approved in writing by the CEO of the USEA. As the USEA must obtain a federal license for all raffles operating under the USEA umbrella during a given year, Areas must plan well in advance, obtain the necessary licenses and submit them to the CEO of the USEA allowing sufficient time for a national license to be issued prior to the raffles taking place.

## **FUNDRAISING EXPENSE REIMBURSEMENTS**

USEA Areas and the national office staff will endeavor to provide helpful ideas and support for USEA Area fundraising efforts through personal contact, online contact, and newsletters. However, fundraising and the costs associated with fundraising efforts and events are entirely the responsibility of an Area or Area program. USEA will not reimburse an Area for any event costs, postage, or other expenses, except in extraordinary circumstances as approved in writing in advance for a specified amount by the CEO.