3rd Party Event Policy & Procedures

1. A written proposal must be submitted to:

   Reeve-Irvine Research Center
   University of California, Irvine
   2107 Gillespie Neuroscience Research Facility
   Irvine, CA 92697-4265
   C/O Tania R. Jope

2. The proposal must include:

   **Purpose of Event**
   - Purpose of the event
   - Where the event will take place
   - Target market/markets (Who will attend)
   - Fundraising mechanisms (How do you propose to raise the money)
   - Existing events/competition in the market
   - Overall structure, agenda or itinerary of the event

   **Income & Expense**
   - Overall Goal for the event
   - Individual goals for each of the income streams or fundraising mechanisms
   - Detailed expense/budget
   - Expected net revenues (Expenses not to exceed Income by more than 25%)

   **Volunteer Committees**
   - Overall Chairman
   - Volunteer Committee Structure for Logistics
   - Volunteer Committee Structure for Solicitation
   - Calendar and agenda of meetings before, during and after event

   **Center Policy**
   - The event or program must have approval from the center director.
   - The event or program must be completely run and managed by volunteers
   - No professional fund raising individuals, companies or consultants may be paid on a fee or commission basis
   - Any usage of UCI or Reeve-Irvine logos, graphics or written material must have pre-approval from the center director
   - All net proceeds will forwarded to the Center within a reasonable time frame
   - A full accounting of income and expense must be submitted after the event
   - IRS policy and US postal service policy must be followed
   - Full disclosure on gross and net proceeds and tax deductibility must be on all written material
**Fund Raising Principles**

- Event must have a highly leveraged Leadership in the community for the event Leadership.
- The Volunteer Solicitation Committee must be sales and marketing oriented.
- Event must be **Proactive not Passive**.
  - Passive: invitations, letters, advertising in newsletter, etc.
  - Proactive: Volunteers calling, making personal visits, networking.
- 1-5 ratio should be followed with volunteers. One volunteer for every 5 sales
- Special Event Rule of Thirds. For every ten people that say they will. 1/3 will, 1/3 might, 1/3 won’t
- Contingency Planning