

The Ride for Missing Children CNY – 2012

Fundraising Guidelines

January 2, 2012

Dear Riders:

We would like to take this opportunity to review some very important points regarding fundraising for The Ride for Missing Children – 2012.

- **Donations should be in the form of a check made payable to NCMEC-NY/Mohawk Valley. Checks should be sent directly to YOU, the Rider. Please write your name in the memo of each check submitted.** Enter the donation information onto the **Rider Donation Receipt Log**. There will be a donation drop off table at each of the Rider meetings starting in January at Valentino's Banquet Hall to make it easier for you to submit donations as you receive them. If you can't drop off your donations at Ride meetings, then please send the log and donations to the NCMEC-MV office at 934 York Street, Utica, NY 13502. **All donations must be received by May 14, 2012** so we can announce our "posters-raised" during the Ride Closing Ceremony.
- Each rider is responsible for submitting a pledge log noting contributions totaling at least \$500. **The Donation Processing Committee will no longer split donations among groups of riders.**
- **Other Donations:** If you have United Way, SEFA contributions, employer matching funds, use Active.com, or are a rider for a Corporate Sponsor, please tell the volunteers at the donation processing tables or Center Staff to assure proper tracking of *all* your donations.
- The National Center for Missing & Exploited Children (NCMEC) is a 501(c)(3) tax-exempt charity and a publicly supported organization as defined in sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Service Code. Federal I.D. # 52-1328557. All donations are tax deductible to the extent allowed by law.
- **Independent Fundraising Events:** Many Riders conduct various fundraising events to achieve their fundraising goal. We encourage these events; however NCMEC cannot officially endorse or support these events. Please contact the office with your fundraising idea, so that we are aware of what is being done and to be certain that the money you raise is credited to your poster commitment. When seeking in-kind service donations from companies for these events, you must distinguish that the donations are to your individual event and are not directly to The Ride or NCMEC-NY/Mohawk Valley. (See Rider Manual for more information)
- NCMEC does not conduct general phone solicitation for funds. In your fundraising for The Ride, please **do not** make unsolicited phone calls seeking donations from people you do not know well. It is acceptable to call people you know (close friends, relatives, and people who will know you personally), and who are familiar with you, to tell them of the Ride and ask for their support by giving donations.
- When speaking or writing with people regarding the fundraising, you may use the Rider fundraising authorization letter to identify yourself. This letter was sent to you via email. If you need us to resend it, please contact Kate Alcott at #315-723-5291 or katea3@yahoo.com.
- Exercise discretion when speaking of Missing Children and fundraising. Carefully explain the goals of our Ride, and that the funds you raise will go directly to the distribution of posters of missing children, community education and support of the mission of NCMEC-NY. **If you make up your own letters or mailers, please be aware NCMEC does not allow the use of the likeness of any missing child to be used with fundraising materials.**
- **Convert all cash donations to a personal or bank check.** We cannot accept cash donations. If the donor cannot produce a check, log in the donation with their name and address, note that it was cash, then write your personal check number next to the donation.
- Keep a copy of all of your **donation receipt logs** for your own records. If you are keeping a computer record, be sure to start a fresh page (file) every time you submit a log, numbering the pages as you go.
- **Donations From Schools:** If you have been adopted by a school because of an affiliation you have there, and you have conducted a fundraiser at the school (Pennies for Posters, Pajama Day for Posters, etc...), please convert those funds to a check and include them with your donation log, listing the school's name and address in the donor section.
- **Hang-a-Bike Tags:** Please contact Karen LaScala at karenlascala@gmail.com or #315-737-5607 to sell Hang-a-Bikes at your business or school.
- **ALL RIDERS MUST RAISE A MINIMUM OF 2,000 POSTERS (\$500) regardless of age, occupation or scholastic status.**
- If you have questions about recording your donations, please contact Larry Combs at #315-794-0461 or Pam Way at #315-794-8239 Donation Processing Committee Co-Chairs. If you have questions about fundraising ideas, please contact Katie Ullman at #315-853-3941, ext. 30.