

The Ride for Missing Children GCD – 2011

Fundraising Guidelines

May 2011

Dear Riders:

We would like to take this opportunity to review some very important points regarding our fundraising for The Ride for Missing Children – 2011.

- **Donations should be in the form of a check made out to NCMEC-NY. Checks should be given or sent directly to YOU, the Rider.** Enter the donation information onto the **Rider Donation Receipt Log**. There will be a donation drop off at each of the Rider meetings starting in August and September 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 Treasurer Anne Blumberg 400 Donald Dr. Schenectady, NY 12306. Her e-mail address is ablumberg_98@yahoo.com. **All donations must be received by September 19, 2011** so we can announce our "posters-raised" during the Ride Closing Ceremony. Please submit your donations early and often. Do not hold your checks until the Pledge Log is filled or you have a large number of checks.
- **Pooling of Funds:** If you and a relative are riding and wish to combine your donations, please note this information on your first pledge log submitted.
- 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. (See the 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 is part of our Rider Manual, which is available for download on our web site at www.RideForMissingChildrenGCD.org. 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, the mission of NCMEC-NY, and to support the educational programs conducted through the Saratoga NCMEC office **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.**
- **Have the donors put your name on the memo area of the check.** We will keep records of all donations made in your name. If your Donors do not, please write your name in the memo area of the donor's check.
- **Convert all cash donations to a personal or bank check.** Do not include cash with your log sheets. If a donor gives you a cash donation and wants a letter from us for tax purposes, encourage the donor to write a check. If they cannot produce a check, log in the donation with name and address and note that it was cash. (See sample donation log for more information regarding recording of these donations)
- 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.
- **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.
- **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, Hang-a-Bike, 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.
- **ALL RIDERS MUST RAISE A MINIMUM OF 1200 POSTERS (\$300) regardless of age, occupation or scholastic status.**
- If you have questions about recording your donations, please contact Treasurer Anne Blumberg at Donald Dr. Schenectady, NY 12306 or e-mail ablumberg_98@yahoo.com If you have questions about specific fundraising ideas, please contact Katie Ullman at 315-853-3941, ext. 30.