

## Commercial Fundraising Committee

April, 2013

### Recommended Guidelines

1. **Loyalty or special offer programs** that reward their customers' selected organization and ask nothing in return from the organization.

These may benefit either the AIS or the local society. AIS should pursue these actively. Kroger and H&R Block have been discussed. Undoubtedly there are more out there to find. They then need to be promoted to the membership carefully. We are not promoting the company, but those members who already use the company can help AIS at no cost to themselves. Ideas include linking to their websites, small promotional mention in the bulletin.

Guidelines:

- The AIS does not endorse the sponsors of these programs or their products or services.
- The AIS will inform the membership of the potential benefit to AIS for members that may already use products or services of the sponsors.

2. **Reciprocal programs** that ask for advertising or other benefits in return.

Other horticultural groups such as AHS fall into this category. They are mostly other non-profit organizations. The AIS is essentially swapping advertising or other goods of equal value.

Things to include in these guidelines are type of groups to include and time or other limits need to be set, open ended agreements should be avoided.

Guidelines:

- The AIS will consider entering into reciprocal agreements with organizations whose mission aligns with the mission of the AIS.
- All reciprocal agreements will state the services provided and duration of the agreement.
- Reciprocal agreements will be reviewed biennially, jointly by the Treasurer, Public Relations, Storefront and Advertising committees. Recommendations for agreements will be presented to the Board for action.
- Reciprocal agreements can only be finalized by Board action.

3. **Business partners** that provide funding in return for advertising or other benefits.

As Business Partners, AIS does endorse the products or services of the partner, with the expectation that the partner also endorses the services of the AIS. Due caution must be taken when entering into a partnership. The actions of the partner will reflect on AIS.

Appropriate committees, such as advertising, the treasurer and the storefront, need to be consulted prior to acceptance of an agreement, to calculate the benefits accurately.

Guidelines:

- The AIS will consider entering into business partner agreements with business whose products or services align with the mission of the AIS.
- All Business partner agreements will state the services provided, cost to AIS, estimates of benefits to AIS and duration of the agreement.
- Reciprocal agreements will be reviewed annually, jointly by the Legal Counsel, Treasurer, Public Relations, Storefront and Advertising committees. Recommendations for agreements will be presented to the Board for action.
- Business partnerships can only be finalized by Board action.

I would like to thank the committee members:  
Andi Rivarola, Cheryl Deaton, Bob Keup, Ron Killingsworth, Hugh Stout, Susan Boyce, and Gary White.

Respectfully submitted,

Jody Nolin