

UNITED WAY OF THE DESERT 2011-2012 DARK PERIOD POLICY

In order to effectively maintain the mutually beneficial image of a single, united campaign, participating agencies agree to respect a **Dark Period** between October 15 and January 31. During this period, agencies will not conduct any major external fund-raising activities that could be viewed as duplicating or competing with the United Way of the Desert=s campaign. While external and corporate campaigns are hereby restricted, fund-raising efforts conducted within the agency=s constituency, and events that involve a significant quid-pro-quo, are not subject to Dark Period restrictions. The following examples are provided for clarity:

DARK PERIOD **ALLOWABLE** FUND-RAISING ACTIVITIES:

- < Social events principally involving agency constituents.
- < Events that include or allow for the participation of the contributor, and/or involve a significant return to the contributor, for example: Spaghetti dinners, bowling parties, fashion shows, car washes, etc.
- < In any of the above events, the cost of participation must be on a value received basis.

DARK PERIOD **RESTRICTED** FUND-RAISING ACTIVITIES:

- < Solicitation of businesses for corporate or employee contributions.
- < Solicitations of members of the public, or businesses, to become agency sponsors, benefactors, members, etc., which involve a fee or other contribution.
- < Mail solicitations directed at any Coachella Valley resident or business.

EXEMPTIONS TO DARK PERIOD

Requests for exemptions should be directed to, and may be authorized by, the Executive Director of the United Way of the Desert. Any request to authorize an otherwise restricted activity must be made in writing. The request must be made at least 30 days prior to initiation of any related publicity, solicitations, or ticket sales, and at least 90 days prior to the event.

FAILURE TO COMPLY

When a participating agency conducts any fund-raising activity in violation of the Dark Period restrictions, the proceeds of such events shall be considered by the Allocations Committee. The committee shall make appropriate adjustments in their recommended annual allocations for the involved agency for the following year.

Agency Name

Chief Professional Executive

Date

Board President/Chairman

Date