



Independent Fundraising Event (IFE) Protocols, Social Media Parameters, and Agreement

Thank you for your interest in hosting an Independent Fundraising Event (IFE) to benefit the Navy SEAL Foundation (“the Foundation”). Supporters like you play a vital role in helping us deliver immediate and ongoing assistance to the Naval Special Warfare (NSW) community and their families.

These protocols outline expectations, brand standards, limitations, and support parameters for all Independent Fundraising Events. They must be read and acknowledged prior to approval.

I. About Independent Fundraising Events

Independent Fundraising Events (IFE) are revenue-generating activities organized by individuals, companies, schools, or community groups that choose to support the Foundation. IFEs operate with minimal or no Foundation involvement, allowing NSF to remain focused on delivering mission-critical programs to the NSW community.

Independent Fundraiser / Event Host

The Event Host assumes full responsibility for planning, financing, managing, promoting, and executing the event. Approval to use the Foundation’s name or logo does *not* imply NSF sponsorship, oversight, or partnership.

II. Getting Started

Three Steps to Seek Approval

1. Read these IFE protocols and social media parameters.
2. Submit the Independent Fundraising Event Application, including projected revenue, expenses, and anticipated net proceeds.
3. Await *written* approval before using NSF’s name, logo, likeness, or before publicly promoting the event.

The Foundation typically responds within ten (10) business days.

III. What NSF Can Provide

Support is limited due to staff capacity. NSF may offer:

- A letter of authorization verifying authenticity of the event

- Written approval for name/logo use on reviewed materials
- Tax acknowledgments for donations made directly to NSF
- Brochures or informational materials when appropriate and based on capacity
- Inclusion in NSF electronic channels *only when appropriate and at NSF's sole discretion*

Social media support is governed by the rules in **Section VII: Social Media & Communications Parameters**.

IV. What We Ask of Event Hosts

These guidelines protect the Event Host, participants, donors, and the Foundation. A full protocol agreement must be read, understood, and signed prior to approval.

V. Independent Fundraising Event Guidelines

A. Prohibited Activities

Events may not involve:

- Commission-based fundraising
- Political events or content
- Door-to-door solicitation
- Telemarketing
- Mass Internet solicitation

NSF may terminate approval for activities that conflict with Foundation values or pose reputational risk.

B. Event Approval & Foundation Involvement

- Approval is event-specific. Recurring events require renewed approval.
- Use of NSF branding (name, logo) is limited to dates/materials explicitly approved.
- NSF attendance or staff participation is not guaranteed.
- Event Hosts are responsible for travel/lodging for any NSF representative, should attendance be approved.
- NSF will not:
 - solicit sponsors or auction items
 - provide donor/volunteer/celebrity contacts
 - provide mailing lists, press contacts, or advertising
- Foundation representatives may request seating in VIP areas when appropriate.

Active-duty NSW participation cannot be promised, promoted, or implied.

C. Promotion, Branding & Logo Usage

This section incorporates the Social Media & Communications Parameters in Section VII.

Brand Requirements

- All materials using the NSF name or logo must be submitted and approved in writing *before* public distribution.
- No public announcement may be made prior to approval.
- If unapproved materials are released, the Foundation may require removal/reprinting at Host's expense.
- NSF must be identified as the *beneficiary*, not host or sponsor.

Acceptable language includes:

- ✓ "Walk-a-Thon Benefiting the Navy SEAL Foundation"
- ✓ "Proceeds from this event benefit the Navy SEAL Foundation"
- "Navy SEAL Foundation" must be used on first reference; "Foundation" may be used sparingly after.

Prohibited Branding

- Use of the SEAL Trident emblem
 - Websites/social accounts titled with "Navy SEAL Foundation"
 - Any implication that NSF or NSW personnel endorse a product, service, business, or organization
 - Any language indicating active-duty involvement
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VI. Event Insurance, Licensing & Permits

Event Hosts must:

- Obtain liability insurance naming "Navy SEAL Foundation, Inc." as an additional insured
 - Secure all applicable permits and licenses (liquor, raffle, fundraising registrations)
 - Provide certificates of insurance to NSF
 - Indemnify and hold harmless the Foundation
 - Acknowledge that NSF does not provide insurance
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VII. Social Media & Communications Parameters

These standards apply to all public-facing promotion of Independent Fundraising Events.

A. Limitations & General Policy

- The Navy SEAL Foundation generally does not promote third-party fundraising events on NSF's national social media channels.
- This ensures that NSF's communications remain focused on mission stories, program updates, and national Foundation priorities.

- Event Hosts are welcome to promote their own events using approved NSF language and branding, as outlined in Section C: Promotion, Branding & Logo Usage.

B. Website Listings

- When appropriate, NSF may create a website listing or public-facing event page to provide general information or direct supporters to an external event site.
- Website placement is considered on a case-by-case basis, taking into account:
 - Fundraising impact
 - Event visibility
 - Brand alignment
 - Staff capacity
- A website listing does not indicate NSF sponsorship or endorsement.

C. Requirements for Consideration

For any potential website listing or NSF-hosted resource, Event Hosts must provide:

- Final event details
- Ticketing and/or donation information
- Approved NSF name/logo usage
- Clear fundraising expectations
- High-quality imagery or graphics, when applicable
- Required permissions for any submitted assets

Late or incomplete submissions may delay placement or prevent NSF from posting event information.

D. Brand & Content Standards

All public-facing materials must:

- Avoid the SEAL Trident or Navy-owned emblems
- Avoid implying Foundation hosting or sponsorship
- Avoid suggesting active-duty NSW involvement
- Avoid promotional sales language or product endorsement

NSF retains the right to decline, modify, or remove any content at its sole discretion.

VIII. Solicitation of Corporate Sponsorships & In-Kind Support

To avoid donor overlap:

- Hosts must provide NSF with a list of targeted sponsors before outreach.
- NSF may prohibit outreach to specific donors.
- NSF will not solicit sponsors, auction items, talent, or in-kind donations for the Host.

IX. Event Expense & Income Rules

- NSF cannot act as fiscal agent and will not pay event expenses.
- Expenses should not exceed **25%** of gross revenue (75% benefiting NSF).
- Hosts may not receive commissions or fees.
- No bank accounts may be opened in NSF's name.
- All net proceeds must be sent to NSF within 30 business days.
- Only donations made directly to NSF are tax-deductible.

Cash donations are discouraged. If received and donors require acknowledgment, the Host must collect full donor details.

IX-A. Event Revenue & Donation Models

Independent Fundraising Events typically operate under one of the two models outlined below. These models clarify how revenue may be collected and how tax acknowledgments are handled.

Model 1: Net-Proceeds Model (most common)

- The Event Host manages all revenue and expenses independently.
- The Host may use any preferred third-party platform to sell tickets, register participants, or collect funds.
- After the event, the Host deducts expenses and remits the **net proceeds** to the Foundation.
- NSF cannot issue tax receipts to individual donors under this model because donations are not made directly to the Foundation.
- NSF will issue a general acknowledgment letter for the final contribution.

This model is best suited for higher-expense events where Hosts need flexibility to manage and recoup costs.

Model 2: Direct-Donation Model (tax-receipt eligible)

- Attendees or supporters make donations **directly** to the Navy SEAL Foundation.
- Donors receive tax acknowledgment letters from NSF.
- Funds collected under this model **cannot** be used to reimburse event expenses or pay vendors.
- Event costs must be fully underwritten by sponsors, partners, or the Event Host.

This model is ideal for low-cost events or events supported by pre-secured sponsors.

X. Financial Review & Tax Compliance

- NSF may request supporting documentation.

- Revenues and expenses may not be processed through NSF unless mutually agreed upon with six months' notice.
 - Hosts must follow all IRS and state charitable solicitation laws.
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XI. Data Privacy

- Hosts must comply with applicable data privacy laws.
 - Donor data collected for NSF must be transmitted securely and cannot be retained, sold, or used for any other purpose.
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XII. Liability & Cancellation

Hosts must:

- Comply with all federal, state, and local laws
- Maintain adequate liability insurance
- Indemnify the Foundation
- Inform participants that the event is not supervised or sponsored by NSF
- Notify NSF of major changes

Foundation Right to Terminate:

NSF may withdraw approval or require cancellation if protocols are violated or if reputational risk arises.
