

Region/Clan Fundraisers

Official Guidelines

Running a fundraiser at public events can be a rewarding opportunity for a Region or Clan to raise funds for many administrative or charitable uses while also engaging with the public to build interest in the region/clan/organization. MMCC primarily uses the following fund raising activities:

- 1) Jail & Bail/Bounty Hunt
- 2) Giveaways
- 3) Livery/Merchandise

Fundraisers are a great way to raise money for region and clan administrative and charitable purposes, though Giveaways and Jail & Bail activities provide the best return on investment (ROI) and least amount of prolonged work.

(Disclaimer: While it is understood that MMCC is a global fraternal association of regions and clans, these fundraiser guidelines are written with the laws of the USA and its states in mind. Regions and Clans outside the USA should always research their national and local laws regarding nonprofit not-for-profit fundraising prior to raising funds from the public.)

Jail & Bail/Bounty Hunt

Since 2007 MMCC has traditionally used the "Jail & Bail", also known as a "Bounty Hunt", to raise funds for administrative and charitable use. This activity consists of using a jail cell prop and "hiring out" MMCC members in-costume to arrest and imprison a target in the jail cell for a limited period of time. During this period of time it is encouraged that participating members of the public take pictures and interact with the "prisoner".

An initial investment is required to fund the creation of a portable jail cell, so it is advised to factor in construction costs to the region or clan's annual budget. Money to produce the jail cell can be raised through member contributions (suggested), or livery sales.

Since the Jail & Bail activity does not contain a prize component, or pay-to-play component, this event does not fall under federal or state non-profit gaming laws. Funds raised from Jail & Bail/Bounty Hunt activities should be handled in accordance with MMCC's Cash Handling Policy.

*(Jail & Bail/Bounty Hunt is used as an **example** of a fundraising event for the sake of these guidelines, and should **NOT** be considered the only fundraising event a clan is allowed to host)*

Giveaways

(As a rule, MMCC does not approve or condone the use of raffles for fundraising. This extends to all regions, clans, and strongholds globally.)

“Giveaways” is a blanket term for Contests, Lotteries, Raffles, and Sweepstakes as all of them give participants the chance to win a prize. Each US state has their own laws on running giveaways, and any questions about your state's laws on giveaways should be directed towards the state department of justice.

ALL MMCC give-aways must be a “Sweepstakes” style give-away with the following requirements:

- 1) Entry is free
- 2) Winnings may be taxable, check your local laws.

A sweepstakes-style give-away must have a free method of entry. This means participants must have a way to enter the sweepstakes without expending time or money.

You can find the Sweepstakes & Contest laws for your state by clicking on the link below:
<https://www.sweepstakessweeps.com/sweepstakes-and-contest-rules-by-state.html>

Prizes are the most important part of the giveaway, because that’s the main element that will attract individuals to your fundraiser event.

Examples of giveaway prizes: Resin or 3D printed helmets and armor, Sintra armor sets, “Swag bag” of MMCC/region/clan livery, books, and more. Virtually anything could be a give-away prize. However, investment in collecting give-away prize(s) may require funds or a time commitment. If at all possible, attempt to source give-away items from MMCC members, community vendors or request a give-away bag from the MMCC Quartermaster before considering spending clan funds of giveaway prizes. Remember that prizes provided by members, individuals or business are considered “**donations in kind**” , and should not be reimbursed or compensated for.

Question: “If entry is free, how will we raise funds?”

Answer: By promoting the possibility for the participant to “donate” to whatever cause funds are being raised for (Clan sets/props, charity org, charitable purpose).

Example: Fake Clan is holding a fundraiser give-away at a local convention. John Q. Attendee is attending the convention as a ticketed guest. Walking by the clan’s table they see a sign that says “Helmet giveaway, no purchase necessary to enter! Donations Appreciated.”, and John asks for a ticket. While giving John his ticket the clan member says “If you’d like to donate towards our mission, here’s a donation jar.”. John decides to drop a couple bucks in the jar, and as a thank-you the clan member **might** give John an extra ticket (at the discretion of the attending clan officer).

In the above case we've established the following:

- 1) Entry is free
- 2) After entry, the possibility of making a donation is verbally conveyed, with no-pressure, to the entrant.
- 3) An optional **thank-you gift** is given, at the discretion of the clan officer in-charge at the event, once a donation is made. (thank-you gift can be more entry tickets)

Before any fundraising activities take place, a reason/mission/charity for raising the funds must first be established. The clan must have **clearly displayed** signage that properly states the give-away, the reason/mission/charity that proceeds from the fundraiser will be going towards, FREE entry, donations accepted, and drawing date & time.

Example:

"XXXX Item Giveaway!

Raising money for interactive prop/XYZ charity/MMCC scholarship (examples)

Free Entry!

Donations Appreciated!"

Drawing Date & Time: XX/XX/XX, XX:XX

Signage should also state if prizes will be shipped to winners, or if ticket holders must be present to win.

MAKE SURE TO KEEP A ROLL OF TICKETS ONHAND FOR GIVEAWAYS!!!

Livery

Region & clan livery created for the purpose of raising funds MUST be done according to MMCC policy & procedure on branding and livery.

General Livery Fundraising Guidelines

MMCC regions and clans should NOT raise funds without an initiative for the use of raised funds that is in line with MMCC non-profit mission. Livery produced for fundraising purposes MUST contain the fundraising purpose when the items are submitted for Quartermaster approval. Examples of proper initiatives:

- 1) Purchasing PR materials (Banners, table cloths, business cards, etc.)
- 2) Building/refurbishing a prop or set used for public display
- 3) Raising money for a verified non-profit charity organization
- 4) Raising money for an internal MMCC initiative (Member Relief Fund, MMCC Scholarship, Foundling Forge, etc.)

US Regions and clans running fundraisers MUST use their Square Reader for payment card transactions. Cash donations should be deposited into the MMCC bank account in accordance with the Cash Handling Policy, and the Exchequer notified of a total amount of funds received so it can be entered in the general ledger for proper accounting.

(Disclaimer: Livery fundraising guidelines must be observed by all MMCC regions and clans around the world. All livery must be approved by the Quartermaster before physical creation, and listed on the MMCC Member Marketplace.)

FUNDRAISING IN COMBINED-GROUP SETS

Fundraising in "Combined group Sets" (sharing the same set/prop footprint with sister groups like 501st Legion, Rebel Legion, Saberguild, The Dark Empire, Droidbuilders, and/or Galactic Academy) must be agreed upon by ALL participating organizations prior to occurring. The recipient charity organization of the donations should be agreed to ahead of time, in a communication where all participating group's local leadership have accessibility/visibility. If the MMCC region/clan/stronghold wishes to fundraise for a different charitable cause, or for an initiative covered by the clan's Public Fund, then such fundraising must be agreed upon by all groups participating within the combined-group set. Such communications and agreements should take place within a reasonable amount of time from the start of the event. Any MMCC fundraising, agreed upon by all participating groups, that differs from the agreed upon primary charitable cause, must include adequate signage to not be confused as funds raised for the primary charitable cause.

Questions on fundraisers should be directed to the Exchequers office.