Thank you for hosting a fundraiser to support RedRover! This document is intended to provide a brief outline of our requirements for third-party fundraisers. If you have any questions or would like additional support, please contact RedRover's Director of Public Relations and Partnerships Sheri Madsen at smadsen@RedRover.org.

- Third-party fundraisers are required to make a minimum $250 donation within 12 months of hosting the fundraiser. **You must sign and return a contract agreeing to these terms to use our logos and provided pictures.**

- If you would like your donation to support all of RedRover's programs, you can donate online here.
  If you would prefer to support a particular program (e.g. The Purple Leash Project, RedRover Responders), **please let us know and we will provide you with the appropriate donation form.**

- Alternatively, you can donate by mailing a check to the following address:
  - RedRover, PO Box 188890, Sacramento, CA 95818

- Please remember to include a brief explanation of your fundraiser (e.g. "Donation from Susie's Sweets Bake Sale Fundraiser") in the comment box or memo line.

- In keeping with our BBB accreditation, you must adhere to using specific language that makes it transparent how much will be donated to RedRover. Rather than "a portion of proceeds," we ask that you use language like "X% or $X of each sale." Please share any promotional copy with us for approval before posting.

- We are limited in our ability to promote third-party fundraisers through our social media channels and other communications. Exceptions will be considered on a case-by-case basis for expected donations greater than $5,000.

- RedRover is always written as one word with two capitalized R's. Please do not use "Red Rover" or "Redrover".

- Please do not alter our logo in any way, including cropping, resizing, or recoloring, unless previously authorized.

- Our brand colors are as follows and appropriate complementary and tonal colors can be found in our style guide (also available in your toolkit).

PANTONE®
7420 C
1945 U

PANTONE®
Cool Gray 9 C
Cool Gray 11 U

RGB: 148 9 64
HEX/HTML: #940940
CMYK: 0 94 57 42

RGB: 122 125 129
HEX/HTML: #7A7D81
CMYK: 47 36 29 26