



Online Fundraising and Participation Guidelines

Recognizing that online tools enhance fundraising capabilities and provide flexibility, these guidelines seek to direct the use of these tools to facilitate fundraiser understanding and cooperation. Additionally, guidelines serve to protect fundraisers as well as VRC and its employees and representatives from liability and misunderstandings.

All fundraisers are expected to:

Utilize templates provided for VRC's message: VRC's content has been carefully vetted and made available for your use to share their message. Attempts to vary from the message provided or obtained from their website may inadvertently misrepresent the organization and its programs and services.

Customize your message: You may add a custom message addressing your own experiences including your connection to the event, VRC, or veterans in general. This includes email and social media campaigns as well as online tools provided. Write content with utmost dignity, integrity, and respect. Ensure you have permission from anyone whose name you choose to use and don't share confidential information. VRC client information may not be used without the expressed written consent of the client. Remember, you may not share a video of your dance performance before the event.

Proof your content and review comments of your supporters: Have your content proofed by a trusted friend, family member, or event representative before it goes live. Review the comments of your supporters and visitors to your site. Delete or request deletion of any potentially offensive content as soon as possible. Online content may be monitored and edited by event and VRC administrators.

Only lawful content: Do what's right, legally and morally. Include nothing that deceives or disrespects others, is defamatory, obscene, harassing, or illegal. Use the tools provided only to fundraise for VRC and not for personal profit or gain.

Protect Passwords: Do not share passwords associated with your VRC fundraising efforts with anyone. Change your password periodically and don't document it any place anyone could find it nor send it via email. Use strong passwords with a mix of alpha numeric characters for greater security.

No guidelines can cover every conceivable scenario that might arise through the course of your work with us. You are encouraged to seek assistance and clarification from the Executive Director, Event Manager, or Event Coordinator should a situation arise that challenges the application of these guidelines.