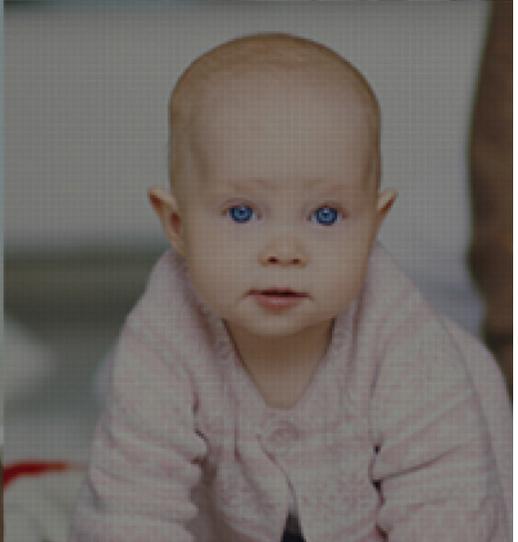
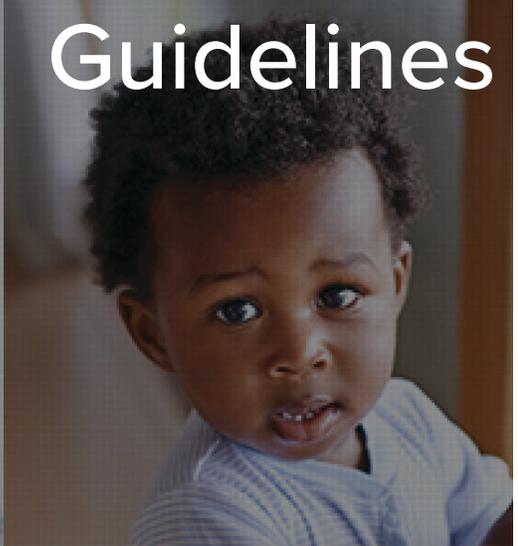
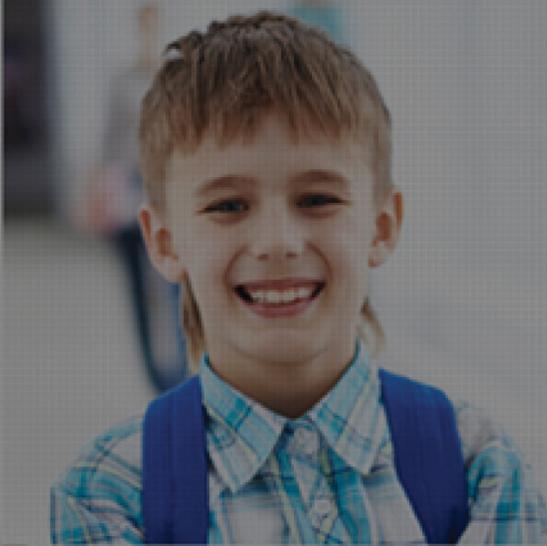
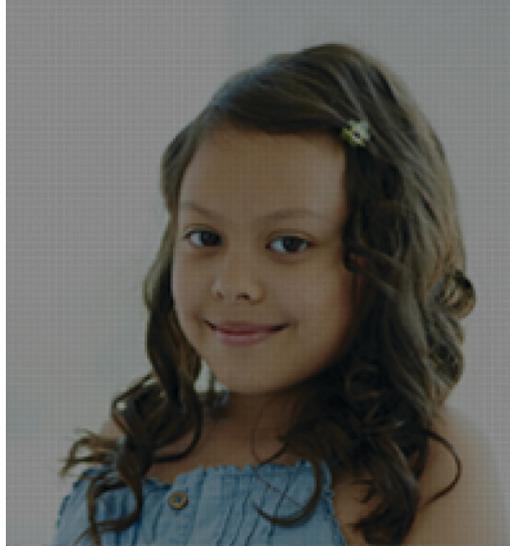


Event Hosting Guidelines



FLORIDA  BAPTIST
**Children's
Homes**

**ONE
MORE
CHILD**



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GENERAL INFORMATION

In order to effectively communicate our message to your audience, the following information is useful in helping plan your event or fundraiser:

Our Mission

Our mission is to provide Christ-centered services to children and families in need locally and globally.

Our Vision

Our vision is to bring hope to hurting children, to show that the love of Jesus changes lives and to impact the life of one more child.

Our Commitment

Florida Baptist Children's Homes and One More Child are passionate about continuing to meet the immediate and eternal needs of children and families. Our services and programs are helping change the lives of orphaned and disadvantaged children in Florida and around the world.

With respect to services rendered, Florida Baptist Children's Homes and One More Child are committed to compliance with the Americans with Disabilities Act, as well as compliance with all applicable federal and state discrimination laws.

Our Programs and Impact

In 2017, we impacted **200,524** children and individuals through our programs and services. We provide Christ-centered services to children and families at more than 50 locations locally and globally. Some of our programs include: Foster Care, Single Moms, Anti-Trafficking, Child Hunger and Family Support Services.

To learn more about the lives impacted by our programs and services in 2017 view and download our 2017 Annual Report at: <http://onemorechild.org/wp-content/uploads/2018/03/FBCH-OMC-2017-Annual-Report-FINAL.pdf>

Jumpstart Your Event Planning With Our Online Media Resources

Throughout this document you will see links that will guide you to photos, logos, press release templates and more. They are all part of our Media Resources Kit, which is located at: <http://onemorechild.org/mediaresources>

EVENT HOSTING GUIDELINES

We are so grateful that you have decided to partner with us! Our goal is to pair your passion and influence with our purpose – helping one more child locally and globally – by providing you with answers to frequently asked questions and directing you to helpful resources.

These guidelines are a blueprint for how you can host a successful event that will benefit Florida Baptist Children’s Homes and/or One More Child. We want to make clear that there are exceptions and special circumstances that can change the scope of our involvement in an event, determined by what is in the best interest of our organization and the children and families we serve.

- The staff of Florida Baptist Children’s Homes and One More Child are glad to answer questions and direct you to resources to help with the planning and promotion of your event, but due to constraints of time and resources our staff are not able to be responsible for the planning, promotion, staffing and/or execution of the event.
- If you would like, you can request a staff member to be present at your event by calling us or by filling out a “Speaker Request” form on our websites (www.FBCHomes.org and www.OneMoreChild.org). We cannot guarantee a staff member will be in attendance, but we will make every effort to be present if our availability allows.
- Your event must comply with all local, state and federal laws including, but not limited to, laws pertaining to hosting an event or a charitable fundraiser.
- All promotional materials must reflect our Christ-centered values, be consistent with our brand standards, and respect our identity and be a positive reflection of our programs and ministries.
- Generally, or unless prior arrangements are made, Florida Baptist Children’s Homes and One More Child are not responsible for any production costs incurred as the result of an event or fundraiser.
- It is not permissible to set up a bank account in our organization’s name.
- We do not share personal or private information of any donors, partners or volunteers and we do not help solicit for an event. This is to protect our valued partners who entrust us with their personal information.
- We are glad to consider sharing details of your event through our social media accounts and website if it meets the standards laid out in this guide.
- The tax-exempt and/or non-profit status of Florida Baptist Children’s Homes and One More Child may not be used for an event, including but not limited to

providing tax receipts for items and funds donated. We are glad to provide you with documentation, such as a letter, affirming your intent to raise funds for our organization.

- Our organization will not be a party to any liability coverage and accepts no legal responsibility and cannot be held liable for any damage, risk or injury that occurs in connection with an event or fundraiser. You agree to defend, indemnify and hold harmless our organization, its staff, board and volunteers from any and all claims and liabilities relating to an event.
- As an organization defined by Section 501©(3) of the Internal Revenue Code, contributions made directly to the organization qualify for the maximum charitable contribution deduction under the Internal Revenue Service Code. We only send tax-deductible receipts to donors who make payments directly to our organization. If a donor to your event or fundraiser requests a receipt, you can instruct them to make a check payable to Florida Baptist Children’s Homes or One More Child and make a note of the event, or to give a gift online at www.FBCHomes.org/give-now or www.OneMoreChild.org/give-now and make a notation about the event or fundraiser. We can only process checks for goods or services that are made out to our organization and that are in our possessive ownership.

LOGOS AND ARTWORK

We encourage you and your organization or group to use our logo when you promote and host an event, but we ask you to respect the following guidelines to ensure your materials look fantastic and they adhere to our brand standards.

We have two distinct, but related brands: Florida Baptist Children’s Homes and One More Child.

You should use the dual logo →
WHEN YOUR EVENT IS IN
SUPPORT OF THE FOLLOWING
PROGRAMS:



- Residential program
- Emergency shelters
- Sanctity of Human Life program

You should use the standalone One More Child Logo →
WHEN YOUR EVENT IS IN SUPPORT
OF THE FOLLOWING PROGRAMS:



- Foster Care
 - Single Moms
 - Anti-Trafficking
 - Child Hunger
 - Family Support Services
 - Global
 - Child Sponsorship
 - Mission Trips
- It should be clearly stated that the event is “In Support Of” our ministry and not being hosted by it; a great place to indicate this is above or next to the logo.

Example: Proceeds benefit:



- Our logos are available for non-commercial use only.
- It is fine to proportionally re-size our logo and the color or black-only versions are acceptable to use; no other alterations are to be made to the logo, including the changing of order of the ministry logos when using the dual logos in outreach materials.
- Please **do not stretch or compress our logo** under any circumstances



All of our approved logo variations are available to download at:

www.fbchomes.org/our-mission/media-resources/our-logos/

If you have questions regarding the use of our logo, or if you need a different size or format, please contact our Communications Department:

- Call us at 863.687.8811
- Email us at Communications@OneMoreChild.org
- Write to us at P.O. Box 8190, Lakeland, FL 33802

We also have a **PHOTO LIBRARY** available for your use to assist with marketing and outreach efforts for your event.

- There are approved photos representing many of our ministries available for download and use at the following link: <http://www.fbchomes.org/our-mission/media-resources/photo-gallery/>
- Please always print them in color if using for print purposes and also make sure the proportions are constrained so photos are not skewed.

GETTING THE WORD OUT

Part of hosting a successful event is getting people excited about it and getting them to RSVP. Some of the ways you can get the word out is through social media, emails and press releases. Here are a few suggestions that we hope will encourage you as you put together an event that will make a tremendous impact for One More Child.

Social Media

- When using platforms such as Facebook, Twitter and Instagram to highlight your event, please tag the ministry your event will benefit, such as Florida Baptist Children's Homes / One More Child or One More Child Global
- Our organization utilizes the following social media accounts (click on links to view)
 - [FBCH / One More Child Facebook](#)
 - [FBCH / One More Child Twitter](#)
 - [FBCH / One More Child Instagram](#)
 - [One More Child Global Facebook](#)
- When creating social media posts, feel free to use the logos that are part of our online resources mentioned above (please keep them proportional when re-sizing them) and link to pages on our websites to help direct people toward additional information.
- We also encourage you to leverage some of the videos that highlight our organization and some of its programs. Check out our video library by going to <https://vimeo.com/onemorechild>

Emails

- We recommend utilizing in-house email lists you have to stay connected to people before an event and to thank them after it; we don't share donors and/or partners email addresses in order to protect their personal information.
- If you are not well-versed in or familiar with the world of "marketing emails", don't fret – we recommend considering a free service such as [MailChimp](#) or [Vertical Response](#) that offer appealing templates that you can plug your information and our logos (as long as they aren't stretched or tweaked) into.
- It must be clear that the email is not FROM Florida Baptist Children's Homes or One More Child, but is in support of our organization.

Press Releases

- A press release is a standard format of presenting information to send to the press, i.e. newspapers, magazines, TV, radio, etc.; the goal of sending a press release to media contacts is to get the word out about your event and/or to garner event coverage.
- On our website, we have a press release template to help you quickly plug-in the information about your event and get it out to the local media. You can find that here: <http://www.fbchomes.org/pressreleasekit/>
- Upon request, we can provide a list of local media contacts in your area. Email us at Communications@onemorechild.org

WHOM TO CONTACT

Here is a list of staff members who would love for you touch base with them whenever you are putting on an event of fundraiser. We are here to support you as you support us and make immediate and eternal impacts for One More Child!

Our Development Team

PANHANDLE

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Heather.York@OneMoreChild.org

NORTH FLORIDA

Caleb Garrett

904.402.8582

Caleb.Garrett@OneMoreChild.org

CENTRAL FLORIDA

Pam Fuller

863.687.8811, ext.2230

Pam.Fuller@OneMoreChild.org

SOUTHWEST FLORIDA

Emily Petrilli

863.577.4467

Emily.Petrilli@OneMoreChild.org