

Dear New Yorker

Thinking about hiring a fundraiser? Before you sign or renew a contract, it's important to look carefully at the details. Be sure you take the necessary steps to maximize the benefits to your charity and help protect it from loss or damage to its reputation.



These tips can help guide your hiring process. If you need more information, please go to our website: charitiesnys.com or send an Email to charities.bureau@ag.ny.gov.

Sincerely,

A handwritten signature in black ink that reads "Eric T. Schneiderman".

Eric T. Schneiderman

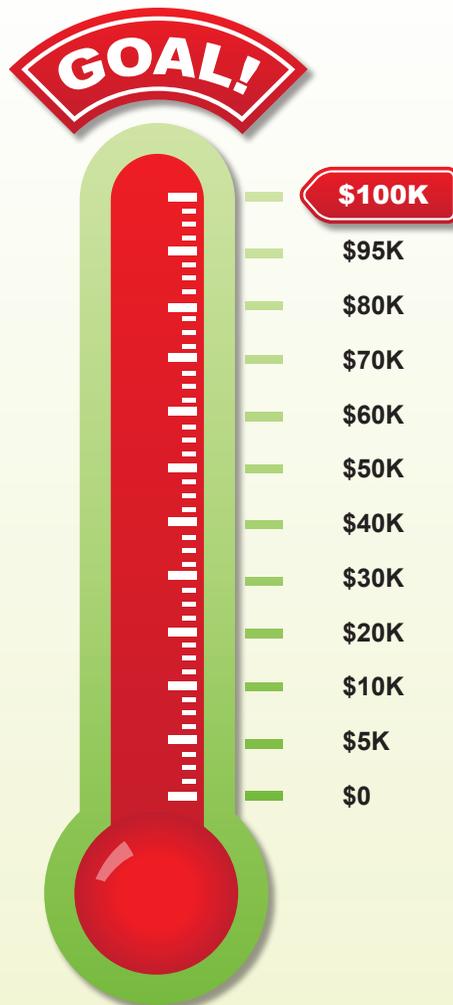
Get More Information

If you are considering a telemarketing campaign, read Pennies for Charity, the Attorney General's report on fundraising campaigns by professional fundraisers, to see the results of past campaigns by those fundraisers. The report is posted at www.charitiesnys.com.

You can find forms and instructions for registration with the Charities Bureau, guidance on complying with New York law, links to helpful websites and other information for charities on our website:

www.charitiesnys.com

BEFORE YOU HIRE A FUNDRAISER



New York State Attorney General
The State Capitol
Albany, New York 12224
1-800-771-7755
www.ag.ny.gov
charitiesnys.com
212- 416-8401

Make sure the fundraiser is registered.

Most fundraisers are required to register and file financial reports with the NYS Attorney General's Charities Bureau.

Get the best deal possible.

Check out the fundraiser's performance for other charities – you can get their financial reports from the Charities Bureau. Get proposals from several fundraisers and compare them.

Protect your Rights in Writing

You must have a written contract with a fundraiser clearly describing its responsibilities and your organization's rights. The contract must also include:

- Your charity's right to cancel the contract, without penalties, within 15 days after it is filed with Charities Bureau as well as the addresses of the fundraiser and the Attorney General to which your cancellation notice must be sent;
- The contract's financial terms, including how much will be kept by your organization and how much must be paid for fundraising fees and other expenses;
- A requirement that, within five days of receipt, all contributions must be placed in an account controlled by your charity.

Keep the List of Your Contributors.

Make sure your contract makes your organization the owner of the list of its contributors. Otherwise, the fundraiser may have the right to use the list when raising money for other charities or to sell or rent the list for other campaigns.

Protect your organization's name.

Your organization's name is one of its most important assets. Make sure your contract requires the fundraiser to get your approval of what will be said — orally or in writing — about your organization. In New York, charitable solicitations must include:

- Information about where to obtain the charity's latest financial report;
- A description of the charity's programs or directions about how to obtain that information;
- Disclosure that the solicitation is conducted by a professional fundraiser and the fundraiser's name. Individuals, such as telemarketers, must disclose their names and that they are being paid to solicit.

Get the records.

Require the fundraiser to give you regular reports and records of its expenses. Ask questions about expenses you don't understand or that seem high.

Find out what the public is saying.

Require the fundraiser to give you reports of any complaints it receives and procedures for resolving them.