



Fundraising Do's and Don't's

If you are fundraising for Red Nose Day USA, please make sure you stay legal – and take a moment to read the following guidelines and information before you start:

Please make sure your fundraising materials (e.g. posters) include the line: “Red Nose Day in the United States is a program of Comic Relief USA, a 501(c)(3) nonprofit organization” You can use our ‘Red Nose Day Proud Fundraiser’ logo to promote your fundraising activities.

Your fundraising materials must not suggest that you represent Comic Relief USA (“we” or “us”), only that you are fundraising in support of Comic Relief USA and/or Red Nose Day USA.

If you are planning any type of lottery (such as a raffle or sweepstake), before you proceed, please check the legal rules of your state about what you can do.

If you plan to collect contributions in a public place or door-to-door, you may need a license or permit from your local authority (you should find details about this on your local authority’s website).

If minors in your state are involved in fundraising in any way, please make sure that they have permission from a parent or guardian, and are properly supervised by a responsible adult. Children should never approach strangers about fundraising.

Make sure your solicitation statements, whether such statements are made orally or in writing, are accurate and are not misleading. If you plan to split the proceeds of your fundraising activities with other charities, make sure to disclose to your donors the details, including the names of the charities and how the proceeds are being divided. And be sure to let donors know where they can learn more about us and Red Nose Day USA: RedNoseDay.org

You should always consider whether you need appropriate insurance coverage for your fundraising activity. If necessary, carry out a risk assessment and make sure participants are fully briefed about the activity. We will not provide any insurance coverage for any activity you undertake.

You may not receive any monetary compensation in connection with your fundraising efforts. If you are planning to donate funds in conjunction with the sale of an item to the public, before you proceed, please check the legal rules of your state about what you can do, including whether your state requires you to register and/or sign an agreement with us in order to do so. Please email us at Contact@RedNoseDay.org if your state requires you to enter an agreement with us.

Depending on the scale of your event, we encourage donations to be made directly to us online.

Disclaimers – please read!

Please be safe! While we really appreciate your support, we are not responsible for organizing, supervising or hosting your Red Nose Day USA activity. All activities, and participation in them, are undertaken at the organizers' and participants' own risk. You should take care that your activity does not pose a danger to you or to any participants or onlookers.

We do not accept responsibility or liability for any loss or damage, or for any death or personal injury, arising out of any fundraising activity, including liability as a result of negligence.

You may not submit, publish, post, distribute or transmit any defamatory, offensive, infringing, obscene, indecent, unlawful or objectionable content in conjunction with your fundraising activities for Comic Relief USA or for Red Nose Day USA.

Tax receipts will be issued only for contributions made directly by donors to the Red Nose Day USA campaign or to Comic Relief USA.

Keep in mind that many states have laws governing charitable fundraising activities, and we cannot be responsible for your compliance with these laws. Please be sure to check the legal rules of your state or consult with legal counsel if you have any questions about the applicability of these laws to your fundraising plan.