

Website and Publications Approval Policy

United Charitable is the 501(c)(3) charity that sponsors your Program or Donor-Advised Fund (DAF). Your Program or DAF only has charitable status under our sponsorship. As such, it is **vital** that you include our information on **all of your marketing material, whether it's in print or on a website**. Remember, a donor can verify your Program's charitable status **only** through your affiliation through United Charitable.

Please send us **all marketing material** that you create **prior to printing** for our review and approval. Please also send us the link for your Program website **prior to publishing**. All publications and websites **must be submitted for approval** to our Client Services Associate, Raymond Moore, at raymond@unitedcharitable.org. All hard copies may be sent to our offices and will be retained in our files. If requests for changes are not met within a reasonable amount of time, we will suspend your Program until all necessary changes have been made.

The following are the items that we will check to make sure that your Program's marketing material is in compliance with our guidelines. These policies are subject to change without notification. If something changes, it is your responsibility to notify us of the changes. Remember, these guidelines are also meant to help your Program be in compliance with IRS regulations

No Lobbying and Political Content

United Charitable will not allow a Program to include content about a specific law or political candidate or other lobbying efforts on materials or websites. This would be in violation of the IRS requirement that a charitable organization cannot intervene in a campaign for public office or devote more than an insubstantial portion of expenditures to lobbying. This rule must be followed in order for United Charitable to remain a 501(c)(3) charitable organization.

Links to the Proper Disclosures

1. Your website must include the links to the following policies on our website, www.UnitedCharitable.org. Including a link to the policies will ensure that your site always has the most current policy information, as this information is frequently updated on our site according to new laws and regulations. The required policy links on your site include:

- (a) **Privacy Policy** (link is <http://www.unitedcharitable.org/privacy-policy>)
- (b) **State Fundraising and Solicitation Guidelines** (link is <http://www.unitedcharitable.org/state-fundraising-and-solicitation-disclosure-statement>)
- (c) **Non-Discrimination Policy** (link is http://www.unitedcharitable.org/_literature_147067/United_Charitable_Nondiscrimination_Policy)

2. Your materials and website must contain in plain view the following statement:

"The [NAME OF YOUR PROGRAM/DAF] is a project of United Charitable, a registered 501(c)(3) public charity, EIN 20-4286082. Donations are tax-deductible as allowed by law."

3. Your website **must** contain the statement:

"All funds raised by [NAME OF YOUR PROGRAM/DAF] are received by United Charitable and become the sole property of United Charitable which, for internal operating purposes, allocates the funds to the Project. The Program Manager or Donor-Advisor makes recommendations for disbursements which are reviewed by United Charitable for approval."

4. As a part of United Charitable, **your program is not separately incorporated**. Make sure that your donors know that their contributions will be processed by United Charitable, which will be reflected on their billing statement. Disclosing that billing statements will state "United Charitable" will avoid your donors from disputing the credit card donations that they've made to your program.

Accepting Online Donations Using United Charitable's Donation Link

Your website cannot use any other online donation modules other than the donation link provided by United Charitable or customizable Event Registration pages (i.e. **No PayPal accounts**). Access to the customizable Event Registration tool is available upon request. You may include the donation link from the United Charitable website on your Program's website. You can find the donation link by going to our website at www.UnitedCharitable.org and select "Donate." Type in the name of your program and click "Search." Select "Details" on the results page. Then click the **Donate Now** button. Copy the resulting address from your browser window into your email or website.

Links to Other Activities or Entities

Your website cannot promote any for-profit business – related or unrelated to the program. If the business is a sponsor or supporter of the program, a link to their website and their logo may be placed on a "Donors" or "Sponsors" page. Advertising or promoting the sale of specific products or services **will not be allowed**. If you would like to use the United Charitable sponsored logo, please email raymond@unitedcharitable.org.