

# Thank You for Making a Difference

As we serve all survivors and their families with the greatest care and love, your effort to create a positive impact at Safe Nest is what keeps us moving towards the future! In this booklet you'll find helpful tips to promote your event, including marketing and social media ideas, plus facts about Safe Nest and sample news releases. Safe Nest logos and fundraising website are also added to make your plan a success.

## CONTENT

- Fundraising Tips
- Keys to Success
- Outreach and Marketing
- Media
- Social Media
- After the Event

## RESOURCES

- Logos
- Sample Media Advisory
- Sample News Release
- Facts about Safe Nest
- Social Media Websites

### *After You Read Through our Third Party Toolkit:*

**Please** be sure to fill out and submit third party application forms within this packet to the Safe Nest Development Staff. Send it to [hbro@safenest.org](mailto:hbro@safenest.org)

**Safe Nest:**  
**702-877-0133 ext. 242**  
**[hbro@safenest.org](mailto:hbro@safenest.org)**

# Plan with A Purpose

Do you want to plan a race, bake sale, dance party, golf outing, picnic, or bowling tournament? Or if you own a business do you want to ask customers to round up a bill for a great cause? The possibilities are endless!

## What's Your Goal?

What do you want to achieve? Do you want to raise awareness about Safe Nest and domestic violence? Have you set a fundraising goal? We tell our clients "*If you believe it, you can achieve it!*"

## Strength in Numbers

Form a group. Having many people supporting the cause makes fundraising easier. Find volunteers and businesses who could donate goods and services to your event. This includes food, drinks, entertainment, sound equipment, or even promotional materials. Do you know someone who could make T-shirts or flyers promoting your event? The more people who know about it, the better!

## What's Your Spending Plan?

Hosting an event takes time and money. To make money sometimes you have to spend it. Remember to factor in the total cost of your plan and its impact on net revenue. Expenses can include printing costs, postage, rental space, mileage, food catering, advertising, and websites. Make a list of every expenditure for your event.

## Details & More

Remember logistics in the planning process. How will you sell tickets? Will they be able to buy them electronically? Will you accept checks? How can people donate? What time will the event take place? Where will it be held? What's the dress code? What should people bring? What about parking? Do you need permits? A few rehearsals before the big day are helpful to ensure you haven't forgot anything.

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## **Getting Attention**

Your event shouldn't be a secret, so spread the word! The more people involved, the more likely you are to reach your fundraising goal! Contact community leaders, the media, and ask friends to help you share your important message. Share your story with the public. Why are you choosing to support this cause? Do you have a personal connection to Safe Nest? If so, share it with others!

***TIP: Post your story to the web or Facebook to raise awareness and support your event. Tug at the heartstrings of people.***

## **Recognition**

Take time to thank everyone involved in making the fundraiser a success. That includes donors, volunteers, and sponsors. It's wise to send an event follow-up via email or Facebook. Using photos from the big day lets people see the excitement and get involved in future fundraising plans.

***A FRIENDLY REMINDER: Make sure to get your plans approved by Safe Nest.***

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# The Power of Social Media

It's a great way to share information. Facebook, Twitter, Snapchat, Instagram, Vine, blogs, and other social networks expand audience reach, allowing messages to be read by many people.

## **Boosting Exposure**

When creating a post, give it a good headline. What is the event? Who's involved? How will it make a difference? Be creative, but we do ask that you be sensitive to the fact that you are raising awareness and/or money for domestic violence. Safe Nest does not tolerate dark humor in regards to domestic violence or sexual assault.

***TIP: Reiterate the date and time of the fundraiser and include a photo or link letting people know how to get involved. People LOVE visuals.***

## **EXAMPLE:**

Marcy's Bowl-A-Thon  
Helping Domestic Violence Survivors of Safe Nest  
Saturday, January 2, 2016 at 4PM  
Red Rock Casino Bowling Center, Las Vegas  
\$10 per person  
Silent Auction, Raffle, Prizes  
Call 702-123-4567

***TIP: Be sure to update social media posts as the event nears! This reminds people to support the cause.***

## **Sharing is Caring**

Believe it or not, simply telling others about your event is a great way to raise awareness. Ask people to share the good news with others on their Facebook pages, Twitter accounts, or email. If you aren't comfortable posting on social media, recruit your nearest teenager! It helps get them involved as well.

***REMEMBER: Contact Safe Nest at 702-877-0133 ext. 242 to review materials containing any Safe Nest names or logos.***

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## More on Social Media

**Make an event page:** Facebook is often used for this purpose. Set a date, time, and event location. Post a video talking about the event or type the information and use photos to enhance layout. Once completed, you can invite friends to join the event and keep track of who is coming. Explain why you've chosen to support safe Nest, and why others should get involved. Link your page to the Safe Nest website. We'll do what we can to help.

**Thank the Public:** As people register for your event, recognize them for doing so! Send a thank you message, or mention them in an online post. You can never thank someone enough.

**Provide Updates:** Frequent posts keeps information fresh and at the top of online newsfeed. Posts can include ways to volunteer, donation totals, and the date/time/location of your event.

**Profile Picture:** If you have an event logo, or image, consider making it your Facebook profile picture. Share it with other Facebook friends and ask them to upload it as their temporary profile photo. This is a good way to spread the work, perk curiosity, and create awareness.

**Get Creative:** Pictures and videos give viewers an "inside look" at your fundraiser. Make a video or photo album to promote the big day. Post pictures online after the event too. Pictures are a great way to show your community how their support made a difference.

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## Facebook

Facebook makes it very easy to promote your event online, invite other people, and keep attendees up to date. If you already have a Facebook brand page, create the event through your page, so you will instantly notify all of your followers. If you don't have a Facebook brand page, a Facebook event page can still be very effective in spreading the word.

If you set up a Facebook event, Facebook makes it easy to send it to your friends, relatives, and contacts. If you have a Facebook brand page, the event will be published to your news feed, but don't rely on that. Use the "share" function to post it on your own timeline, and encourage other organizers and volunteers to do that too. Use the "invite" function to personally invite anybody who you think might consider supporting your event.

Facebook will show you who has sent an RSVP for your event, but just because someone says they are coming online, don't assume they are. If tickets are needed, make sure you include a link for ticket sales. If it's a free event and you have a registration site (or need an RSVP by email or phone), indicate that on your Facebook page. You can never have too much information.

Don't forget to share your results with your Facebook fans - post photos, videos, and information about how much you raised.

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# Working with the Media

If your budget allows, take out a radio or television ad. You can also pitch your story to news reporters for possible coverage. Pick up the phone and call the news desk or local show producers.

## What Reporters Want:

News teams will likely interview you about your event, or someone who your event is helping. Be prepared to answer questions and give clear, concise answers.

## TIP:

- **Be Enthusiastic:** Explain the purpose behind your event and why you chose to help Safe Nest.
- **Know the Facts:** How much money do you want to raise? Have you set a fundraising goal? How many people are taking part? Is this a new event or an annual event? Who is it helping? Where is it taking place? Where can someone buy tickets? How can people find out more?
- **On the Record:** Remember, everything said has the potential to be used in a quote. Keep your messages accurate, professional, and to the point.

## Sending a News Release:

This is a great way to contact local media. Newspapers, TV and radio stations can help promote your event. When emailing a news release, send it to the stations general account or the news desk (check out the station websites for correct contact information). This way the entire newsroom staff will receive it. The more eyes on the information, the better your chances of getting a call. It's also beneficial to contact local magazines and community newspapers. Don't forget to find out what their print deadlines are so you don't miss out!

## Community Calendars:

Community Calendars are a great way to advertise your event for free! Radio, TV, and other media outlets have community calendars on their websites that you submit through simple e-mail or their website. Make sure to know all of the details of your event.

***TIP: Send news releases a month prior to your event. This gives the media advance notice and helps them plan ahead. If you don't hear anything in seven to 10 days, resend the information or call the station. Call day of your event and remind them – or ask if you can send in some photos. If one department says no, ask who else you can talk to.***

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## Photo/Video Release Forms

If the media covers your event, make sure to have photo and video releases for children. Anyone under the age of 18 must have parental consent to appear on camera or in a picture.

## Interviews

Many times the media will request a domestic violence survivor. Safe Nest cannot guarantee that a survivor will be available for interview. However, we do have staff that may be able to help.

***TIP: Safe Nest must review all press releases if you're using the Safe Nest name or logo***

## Working with News Media: Acing the Interview

If you give an interview in person or by phone, remember to be:

- Yourself
- Honest
- Comfortable
- Brief
- Human
- Personal
- Positive and consistent
- Attentive
- Energetic

## Know Your Message

Reporters and bloggers usually want quotes or soundbites to add to their story. Your job is to explain how this event is helping survivors of domestic violence at Safe Nest.

Be prepared with solid numbers on the event (i.e. average number of participants, how many years this event has taken place, your fundraising goal). We'll be more than happy to supply you with appropriate domestic violence statistics.

Answer in complete sentences. For example, if a reporter asks you, "Why are you holding this event?" You should respond with, "We're holding this event because....." If the question is, "How will this event help domestic violence survivors?" Your answer could begin with "This event will help domestic violence survivors at Safe Nest by raising money to ensure every victim has access to the services they need".

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Body language is very important. Stand up straight and look the reporter in the eye. Keep your hands by your side if you're standing, and folded nicely in your lap if you're sitting.

**NEVER** make up an answer. If you don't know something, tell reporter you'll look into it and get back to them with a response. If they need an answer immediately, and it's regarding domestic violence they are more than welcome to contact the Safe Nest Development office.

**NEVER** say "no comment" or "off the record." Anything you say may end up in print.

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# Resources

The big day has come and gone...what do we do next?

Once your event is over, contact Safe Nest to arrange a time to drop off the money or goods you have collected. **CONTACT INFORMATION: 702-877-0133 ext. 242 or hbro@safenest.org**

## Saying Thanks:

It can't be done enough! Thank everyone (volunteers, organizers, donors, sponsors) who made the event successful. Explain how the proceeds will be used to help Safe Nest and domestic violence survivors. This reinforces loyalty. People are more likely to support future events if they receive a warm thank you.

## Recap the Cause:

It's a good idea to post photos on Facebook, websites, and Twitter shortly after the event. You can also send a small recap with photo to weekly/monthly circulars. Brag about what you've done! People can still learn about the cause.

## Contact Safe Nest:

Arrange a time to drop off event proceeds. Funds should be received within 30 days after the event. Please allow four weeks from that date for tax receipt to be issued. Call **702-877-0133 ext. 242** to coordinate a drop off.

## Evaluation:

What worked? What were challenges? Plan a team meeting to explore ways to improve. Consider doing a SWOT (**S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats). Incorporate these modifications at your next event.

## Stay Connected:

Safe Nest would love to work with you in the future! Stay in touch! We can't thank you enough for your generosity and support.

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The following tools will help you promote your event:

- Logos
- Rules and Regulations
- Sample Media Advisory
- Sample News Release
- Facts about Safe Nest
- Social Media Samples
- Event Websites
- Event Forms

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## Safe Nest Logos

The Safe Nest logo is the visual representation of our organization. It's important to use the logo properly and consistently. Below is the logo that's been specifically designed for third party fundraising:



## Please follow these guidelines:

- The logo must appear with the bird and nest image and full title of "Safe Nest....."
- The logo must appear in white and purple, white and black, or purple background with white image and font. It cannot be made a different color.
- Check with Safe Nest before printing the logo on any promotional or clothing item.
- For electronic versions contact Hannah Brook, [hbro@safenest.org](mailto:hbro@safenest.org)

All materials (print, visual, and audio) that mention Safe Nest or infer connection with Safe Nest must be approved by the Director of Community and Donor Relations before production.

Events should complement the Mission and the image of Safe Nest. Companies that conflict with the Mission and values or compromise the image of Safe Nest may not be sponsors.

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### Safe Nest Support

As you plan your event, feel free to reach out to our Safe Nest staff. One of our staff members will be happy to assist as you develop a game plan. Safe Nest's role in the project must be agreed upon before the event/campaign begins. ***We cannot guarantee volunteers or that our staff members will be at your event/check presentation due to many projects throughout the year*** - but we'll try!

### Safe Nest Staff CAN Provide

- A gift recognition letter noting a charitable donation to the event organizer for total event proceeds
- Event ideas and success stories of other community fundraisers
- Safe Nest's official logo
- Promotion of your event on the Safe Nest event calendar and Safe Nest publications, time and space permitting

### Safe Nest CANNOT provide:

- State Tax exemption for event related purchases
- Give recognition letters noting a charitable donation to individual contributors *unless the gift is made out directly to Safe Nest*
- Insurance or liability coverage
- Funding or reimbursement for expenses
- Mailing list of donors or vendors
- Safe Nest stationery

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### **Proceeds**

Any promotion wishing to give a portion of the sale of any item to Safe Nest, versus all proceeds, must state exactly the portion (either percentage or specific dollar amount) being contributed to Safe Nest.

This information must be posted wherever Safe Nests name and logo may appear, for example:

- All proceeds benefit Safe Nest
- 25 cents of every dollar raised will benefit Safe Nest
- 75 percent of proceeds benefit Safe Nest.

Safe Nest reserves the right to approve any and all co-beneficiaries.

### **Solicitation**

Before soliciting businesses or individuals for sponsorship, you must receive approval from the Director of Development or Director of Community and Donor Relations.

### **Liability Policies**

Organizer(s) must agree to hold harmless and indemnify Safe Nest from any liability arising from the event.

Safe Nest, any of its Board of Trustees, or Executive Director reserves the right to cancel the event for reasonable cause, or if continuing the event is not in the best interests of Safe Nest. Safe Nest will incur no liability for any such cancellation.

The main contact person listed on the initial application must ensure that all necessary permits, insurance, and licenses (such as raffle/gaming/liquor licenses) are obtained.

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# **SAMPLE MEDIA ADVISORY**

**FOR IMMEDIATE RELEASE**  
**DATE (You send out release)**

**CONTACT:**  
**PHONE NUMBER:**  
**E-MAIL ADDRESS:**

**SPRING TEA TO BENEFIT SAFE NEST**  
**Saturday, May 21, 2016**

**(LAS VEGAS, NV)** – On Saturday, May 21st, the Fifth Annual Spring High Tea to Benefit Safe Nest will be held at the Mandarin Oriental, Las Vegas from 1PM to 4PM. The event committee has set a goal of \$45,000 to help build a new playground for children living at the confidential shelter as well as for operational costs.

**WHAT: SPRING TEA TO BENEFIT SAFE NEST**

**WHEN: SATURDAY, MAY 21, 2016**  
**1:00PM – 4:00PM**

**WHERE: MANDARIN ORIENTAL, LAS VEGAS**  
**3752 S. LAS VEGAS BLVD.**  
**LAS VEGAS, NV 89158**

**WHO: PROCEEDS TO BENEFIT SAFE NEST PLAYGROUND.**

**COST: \$75 PER PERSON**

**About Safe Nest: Temporary Assistance for Domestic Crisis**

Established in 1977, Safe Nest is Nevada's largest and most comprehensive non-profit agency devoted solely to domestic violence issues. Serving over 50,000 people annually, Safe Nest's programs include 24-hour confidential shelter, 24-hour hotline and protection order services, counseling, advocacy, court assistance, and prevention education. For more information, please call 702-877-0133.

**###**

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**hbros@safenest.org**

# **SAMPLE NEWS RELEASE**

**For Immediate Release:**

**DATE:** You send out release

**CONTACT:**

**PHONE NUMBER:**

**E-MAIL ADDRESS:**

**FIFTH ANNUAL SPRING HIGH TEA TO BENEFIT SAFE NEST  
Tea to Help Raise Funds for Shelter Playground Equipment**

**Las Vegas, NV** - On Saturday, May 21st, the Fifth Annual Spring High Tea to Benefit Safe Nest will be held at the Mandarin Oriental, Las Vegas from 1P to 4P. The event committee has set a goal of \$45,000 to help build a new playground for children living at the confidential shelter as well as for operational costs. The current equipment is outdated and lacks a shade structure, so the children are unable to play at certain times of day during the Las Vegas summers.

"Play is extremely important for children healing from domestic violence," says Hannah Brook, Director of Community and Donor Relations. "Where adults and teens can normally verbalize feelings, children have yet to develop that ability, so play is an outlet for them. Plus it allows kids the chance to have fun and socialize with other children during a very challenging time."

Also during the Spring High Tea, Estelle Murphy, Executive Director of Safe Nest, will be honored with the "Safe Nest Humanitarian Award." Ms. Murphy has been the Executive Director for Safe Nest since 1979. She was co-founder and former board member of the Nevada Network Against Domestic Violence and a driving force in influencing Nevada statutes to improve legislation impacting victims.

Tickets are still available for \$75 per person, along with various sponsorship levels. There will also be a silent and live auction. To purchase tickets or for more information, visit [www.safenest.org](http://www.safenest.org).

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###

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## FACTS ABOUT SAFE NEST

- Safe Nest was founded in 1977 in order to open the first emergency shelter for abused women and children in Las Vegas.
- Safe Nest is the only 24-hour emergency shelter in Las Vegas which operates undisclosed locations for the safety and protection of women and children in hiding from their abusers.
- Focusing its mission on the eradication of domestic violence, Safe Nest is the primary provider of domestic violence services in Southern Nevada and the largest, most comprehensive program for domestic violence in the state of Nevada.
- Safe Nest operates the local and state 24-hour Domestic Violence Hotline, which receives tens of thousands of crisis calls each year. It is the only hotline through which domestic violence victims can receive an immediate Emergency Protection Order (ETPO) at any hour of the day or night (24/7).
- Safe Nest's Domestic Violence Hotline also assists the Las Vegas Metropolitan Police in operating the Lethality Assessment Project, which identifies and refers the most dangerous cases. Nevada is continually in the top ten states in the nation in the number of domestic violence homicides, this project is focused on reducing the number of homicides by having officers in the field connect high-risk victims to trained crisis intervention specialists at Safe Nest.
- Besides the Safe Nest Shelter and the Domestic Violence Hotline, Safe Nest operates counseling offices (in Las Vegas, Boulder City, and Mesquite), a court advocacy program at various sites in Clark County, and prevention programs in the community.
- Safe Nest staff members have actively testified at every Legislative Session since 1977 and have influenced the passage of every law in Nevada which improves legal system responses for abuse victims or which provides appropriate penalties for abusers.
- Safe Nest provides therapy services for the entire family: for victims, children, and teens in abusive relationships, as well as counseling for abusive teens referred by Juvenile Court, and Batterers Treatment therapy for abusive adults who are court-ordered. Safe Nest provides prevention programs in the community, teaching dating violence prevention in the school district, conflict resolution classes in youth groups, providing mentoring programs for both girls and young boys, and partnering with interfaith leaders in the community.
- Safe Nest volunteers are trained to work in all aspects of program services.
- Shelter stay is 30 days to six months, during which the family receives case management, support groups, sobriety counseling, parenting classes, child counseling, life skill classes, job readiness training, and many other individualized services to help heal the family while they work toward independence and self-sufficiency.
- Men can also be victims of domestic violence. Safe Nest offers the exact same services it offers women whom are affected by domestic violence.

***TIP: Statistical numbers change frequently. Call us for the most up-to-date stats. Numbers show how important Safe Nest is to the Las Vegas community. Exactly why your event is so important to victims of domestic violence.***

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## Why Give?

Funds raised from your event will play a key role in supporting the work of Safe Nest's staff. These critical funds help to:

- Deliver outstanding advocacy and therapeutic services to domestic violence survivors and their families
- Confidential shelter to domestic violence survivors and their children
- Provide programmatic focus on treating needs of survivors and their children
- Preventative education programs to educate public on healthy relationships
- Invest in continued training of staff as new treatments for victims of domestic violence are discovered
- Giving to Safe Nest is one of the most effective ways to help domestic violence survivors and their children.
- Help ensure every survivor and child in our community receives care, regardless of their ability to pay.
- Help expand programs to continue to help domestic violence survivors.

## Stay Connected with SAFE NEST

One of the best ways to show your supporters how your event will help domestic violence survivors is to keep in touch through our social media accounts. You'll get the latest stories and developments, including lots of stories about the domestic violence survivors and their children who benefit from events like yours. We invite you to share and comment on our posts.

### Facebook/Safe Nest TADC

Just like you get news and updates from your friends on Facebook, you can also get a news feed directly from Safe Nest. All you have to do is show your support by "liking" our page and you'll get news, photos, videos, stories of patients, events, and more. Best of all, you can post your own comments and photos.

### Twitter/Safe\_Nest

We use our Twitter feed to provide updates on trends, survivor stories, safety tips, and other information. When you become a "follower" by subscribing to our feed, you'll get timely news and ways to get more involved through health events, fundraisers, and special campaigns.

### Instagram/SafeNest

Instagram is great for posting photos of events and visuals of newsworthy items. Tag us @SafeNest when you share with the world the great things you're doing to advocate against domestic violence.

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## SPONSOR INFORMATION

Name of sponsoring organization

Sponsor Address

Street

City

State

Zip

Phone

Web Address

## CONTACT INFORMATION

Contact Name

First

Last

Contact Address

Street

City

State

Zip

Phone

Cell

E-mail

## EVENT INFORMATION

Name of Event

Date of Event

Time

Name of Venue

Street

City

State

Zip

Cost to Attend

Website for Event

Will you be holding a drive for Safe Nest

What will you be collecting

*If you need to schedule a pick-up of items, please call 702-257-3800 in advance*

## FINANCIAL INFORMATION

Safe Nest will receive (Please check one)

100% of Proceeds

75% of Proceeds

50% of Proceeds

Other

## PR/MARKETING

*Safe Nest cannot guarantee exposure to mailing list or media for your event*

How will you market your event

Social Media

TV

Radio

Print

Other

## LOGO

Will you need our logo

What format

*Please forward any artwork with the Safe Nest logo for final approval to hbro@safenest.org*

## VOLUNTEERS

*Please understand Safe Nest is not able to guarantee volunteers for your event*

Will you be requesting Safe Nest volunteers

How many

Arrival Time

End Time

Dress

Duties

## SPEAKER

Will you be requesting a speaker

Arrival Time

End Time

How long will they speak

Demographic of audience

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# SAFE NEST

## THIRD PARTY GENERAL GUIDELINES

- Organizers must submit a Third Party Fundraising Application. Return to the Development Department at **hbro@safenest.org**.
- Any promotion of the event must avoid statement or appearance of Safe Nest endorsing any product, firm, organization, individual or service.
- Safe Nest must approve all promotional materials, including but not limited to advertising, letters, brochures, flyers and press releases prior to production or distribution.
- All promotional materials must clearly state the percentage of proceeds that will benefit Safe Nest.
- Safe Nest should receive a list of targeted sponsors for the event before they are approached in order to minimize overlap with other Safe Nest events and/or fundraising campaigns that may be underway.
- Event organizers are responsible for obtaining all permits especially those for raffles and/or games of chance. Determine if your event is in the City of Las Vegas or Clark County as that will determine what jurisdiction you obtain your permits.
- Event organizers must obtain their own liability insurance to cover the event.
- Under no circumstances should third-party event revenue and expenses flow through Safe Nest books. Only the final net proceeds from the event are to be processed by Safe Nest.
- Safe Nest should receive a complete accounting of all funds collected and expenses related to the event. Safe Nest reserves the right to inspect all event financial records.
- Safe Nest is not financially liable for the promotion and/or staging third party events.

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