



OFFICE OF THE NATIONAL COMMANDER
NATIONAL HEADQUARTERS
CIVIL AIR PATROL
UNITED STATES AIR FORCE AUXILIARY
MAXWELL AIR FORCE BASE, ALABAMA 36112-5937

5 July 2017

MEMORANDUM FOR ALL CAP Commanders

FROM: CAP/CC

SUBJECT: Crowdfunding Guidance

1. It has come to my attention that some Civil Air Patrol units and members are actively using online crowdfunding websites (e.g. GoFundMe.com, KICKSTARTER.com, Indiegogo.com, Crowdfunder.com) to raise funds. Although CAPR 173-4, *Fund Raising/Donations*, is under revision, the current regulation offers no guidance for use of such applications for CAP fundraising. This memo serves to provide that guidance until such time as CAPR 173-4 is revised.

2. **Definition.** Crowdfunding is the practice of funding a project or venture by raising monetary contributions from a large number of people. Crowdfunding is a form of crowdsourcing and of alternative finance. Although the concept can also be executed through mail-order subscriptions, benefit events, and other methods, it is now often performed via internet-mediated registries. This modern crowdfunding model is generally based on three types of actors: the project initiator who proposes the idea and/or project to be funded, individuals or groups who support the idea, and a moderating organization (the "platform") that brings the parties together to launch the idea. In the case of Civil Air Patrol, we have two different types of initiators, CAP units and individual CAP members.

3. **CAP unit crowdfunding advertising guidelines:**

a. CAP units should be mindful and reasonable in the amount of money they wish to raise through crowdfunding.

b. Identify a specific unit initiative (e.g., squadron needs to buy Color Guard equipment).

c. Specify a defined period of time for the fundraising activity (e.g. a start and stop date in the crowdfunding advertisement)

d. Pull the crowdfunding advertisement promptly after the monetary goal has been reached or at the end of the specified time frame, whichever occurs first.

e. Wing commanders are the approval authority for fundraising activities (see [CAPR 173-4](#)).

f. Refer to the [CAP Corporate Branding Guide](#) to ensure a positive reflection on CAP.

g. The advertisement should include the CAP UNIT Boiler Plate Donation Statement at the bottom (see Attachment 1)

h. The use of the Civil Air Patrol Employer Identification Number (EIN) is prohibited.

i. Individuals (cadets and senior members) cannot wear any USAF or CAP style uniform in any photos promoting a fundraising activity or event, however the wear of unit tee-shirts or unit polo shirts are authorized.

4. CAP member's crowdfunding advertising guidelines:

a. Members should be mindful and reasonable in the amount of money they wish to raise through crowdfunding.

b. Provide a clear explanation as to why the funding is needed. (e.g. "My parent cannot afford to send me to encampment.")

c. The use of the Civil Air Patrol name while implying that CAP is the intended recipient of any of the monies donated is prohibited. For example:

(1) Prohibited: "My CAP unit is collecting money to send me to encampment."

(2) Acceptable: "My name is John Smith and I am a cadet in the Civil Air Patrol. I am looking for money to help me attend a CAP encampment."

d. Also prohibited is the use of CAP insignia, copyrights, emblems, badges, marks, or words.

e. Specify a defined period of time for the fundraising activity (e.g., a start and stop date in the Crowdfunding advertisement).

f. Pull the crowdfunding advertisement promptly after the monetary goal has been reached or at the end of the specified time frame, whichever occurs first.

g. Individuals (cadets and senior members) cannot wear any USAF or CAP style uniform in any photos promoting a fundraising activity or event, however the wear of unit tee-shirts or unit polo shirts are authorized.

h. **There can be no statement indicating that the donation is tax deductible.**

i. Members are encouraged to use the CAP member Boiler Plate Donation Statement at the bottom of the advertisement (see Attachment 1)

5. Commanders at all levels are responsible for ensuring that members under their command are aware of these guidelines and my expectations outlined in this memorandum.

6. Any questions concerning these guidelines should be directed to the CAP Development department, 877-227-9142 ext. 225 or CAP General Counsel office ext. 234.



JOSEPH R. VAZQUEZ

Major General, CAP

Attachment:

CAP Boiler Plate Donation Statements and
Additional Information

cc:

CAP Vice Commanders

CAP Chiefs of Staff

ATTACHMENT 1
CAP BOILER PLATE DONATION STATEMENTS
AND ADDITIONAL INFORMATION

FOR UNITS:

- CAP unit Boiler Plate Donation Statement “Contribution Disclaimer: The Civil Air Patrol is a non-profit organization pursuant to Section 501(c)(3) of the United States Internal Revenue Code. Your donation to the CAP may qualify for an income tax deduction in accordance with Federal and/or State income tax laws. Please consult with your tax advisor to determine whether your donation is tax deductible in whole or in part. Nothing in this communication is intended to constitute legal or tax advice.”

NOTE 1: The boiler plate has to address IRS Publication 1771 “Charitable Contributions”:

- Donors must have a bank record or written communication from a charity for any monetary contribution before the donors can claim a charitable contribution on their federal income tax returns.
- Donors are responsible for obtaining a written acknowledgment from a charity for any single contribution of \$250 or more before the donors can claim a charitable contribution on their federal income tax returns.
- Charitable organizations are required to provide a written disclosure to a donor who receives goods or services in exchange for a single payment in excess of \$75.

NOTE 2: CAP/GC does not recommend local unit usage of GoFundMe fundraiser accounts because many of these 3rd party agents are “streamlining” their reporting structure to simply cut a single check made payable to the Charity on record which would be CAP. Hence, the support goes to the main charity and not the subsidiary units.

FOR INDIVIDUAL MEMBERS:

CAP member Boiler Plate Donation Statement “Contribution Disclaimer: I may be a Civil Air Patrol Member, but you are NOT donating monetary funds to the Civil Air Patrol, you are giving them to me therefore your donation is not tax deductible.”