



## **Non-Profit Advertisement Policy**

### **1. Overview**

The Town of Landis acknowledges the services that public organizations provide for its residents and the difficulty that non-profits face in gathering the tools necessary to effectively advertise to those in need. The purpose of this policy is to provide guidance and establish rules regarding the use of Town Assets to advertise these non-profit services or events, so that residents can remain informed. Town Assets covered by this policy include the Town website, newsletter, social media, or any other method of communication used by Town Staff for advertisement and marketing for the Town. The goal of this policy is to provide a framework for how interested non-profits may solicit the use of Town Assets for advertisement purposes while preserving the capacity of Town communication methods for Town events and services.

### **2. Eligibility Requirements**

➤ **Must be registered 501©3**

All requests made under this policy must come from registered 501©3s with the IRS. Proof of active registration must be provided upon advertisement request.

➤ **Town Operations**

Beneficiaries of this policy must operate within Town limits to qualify for service. Adherence to this rule requires the non-profit to be headquartered within Town limits or have held an event/provided services within Town limits in the last 12 months. Support for this clause must be provided to staff upon request for advertisement services.

### **3. General Use Policies**

- ❖ The duration and design of all content displayed shall be at the discretion of the Town Board or their designee. If there is a question regarding whether a group requesting use of Town Assets is authorized per this policy or regarding the content of a message, the Town Manager will decide regarding the request.
- ❖ The Town reserves the right to suspend all advertisement and prioritize the communication of Town events or services over those of outside organizations in the event of a conflict.
- ❖ Advertisement which would result in increased costs to the Town is strictly prohibited.

#### **4. Submitting Requests**

- ✚ All requests for Town advertisement should be submitted to the Town Clerk by email or delivered to Town Hall by mail.
- ✚ Requests should include organization name, contact information, preferred content of advertisement and proof of eligibility (See section 2).