

Bellingham Senior Activity Center: Presenter Policy

I. Mission & Purpose

The Bellingham Senior Activity Center (BSAC) is a program of the Whatcom Council on Aging (WCOA) a 501(c)(3) non-profit. We welcome programs and educational presentations that provide value to our senior membership. Our goal is to offer a diverse range of educational, social, and wellness programs while protecting our members from commercial solicitation.

II. General Guidelines

1. **Educational Content Requirements:** Educational/informative presentations must be objective and provide a broad overview of the topic. For example, a seminar on 'Financial Planning' should discuss general strategies (401k, IRA, Annuities) rather than a single proprietary product or service. Proposals that focus on a single proprietary product or serve primarily as a commercial recruitment tool will not be approved.
2. **Approval Process:**
 - All Program Proposal Forms must be submitted to the BSAC Program Coordinator.
 - BSAC reserves the right to select programs that best align with our current mission, membership interests, and strategic goals.
 - Staff may refer requests to the BSAC Advisory Committee when in doubt regarding appropriateness.
 - Presentation content and all handouts must be approved by BSAC staff prior to the event. For Profit organizations content may not contain promotional branding or sales pitches.
3. **Scheduling:** If approval is granted to the organization or individual, staff will determine scheduling time and date based on space and scheduling needs.

III. Commercial & Sales Restrictions

1. **Sales Rule:** No sale of goods or services is allowed during or as a result of an informational presentation unless the presentation is a performance or presentation of art (music, literature, visual art) created by the presenter, in which case, they may have their product available for purchase. A voluntary donation of 10-20% of proceeds to BSAC is encouraged to support ongoing center programming.
2. **Lead Generation & Privacy:** Presenters are prohibited from collecting attendee contact information (emails, phone numbers, or addresses) via sign-up sheets or digital forms. If a member wishes to contact a presenter, the presenter may provide their own business card or brochure at a designated table, but only after the educational portion of the event has concluded.
3. **No Endorsement:** BSAC staff will not endorse any specific company or product.

4. **Facility Rental:** Individuals or companies wishing to sell specific products or services may rent space in the center after hours on a space-available basis, subject to the WCOA facility rental policy.

IV. Political & Advocacy Guidelines

1. **Public Forums:** Political candidates may only present in an "All-Candidate Forum" approved by the WCOA Board. No individual campaigning is permitted during regular hours.
2. **Ballot Measures:** BSAC does not allow the collection of signatures for petitions or ballot measures on Whatcom County property.
3. **Lobbying:** Any lobbying activity must be specifically authorized by the WCOA Board and will typically focus on senior funding and advocacy issues.
4. Informational sessions regarding public policy or legislation affecting seniors must remain strictly non-partisan. Presenters may discuss the impact of a specific policy but may not encourage members to vote for or against a specific candidate or political party.

Effective Date: April 2026 Reference: Section 501(c)(3) Tax-Exempt Regulations