

Dane County Humane Society Independent Fundraiser Toolkit



Dane County Humane Society (DCHS) is incredibly grateful for the generosity we receive every day. As a private, nonprofit organization, we rely on our community's support to care for 9,000 animals in need each year. Independent fundraisers hosted by businesses, clubs, individual adults, local youth, and others raise lifesaving funds for these animals. Thank you for your hard work to help DCHS!

Hosting an independent fundraiser is a wonderful (and fun!) way to raise funds to make a difference for animals in need. Animals like Blipper, a pittie mix who came to us as a stray. Blipper spent his time at DCHS learning new tricks and manners from our Canine Behavior Team and playing with our volunteers. Exactly one month after arriving at DCHS, he found his perfect match in Chris, his new dad. Blipper, now Buddy, and Chris spend their days playing at the dog park and going for long walks. "He's spoiled rotten," says Chris "and I love him to death!"

Learn how YOU can make a difference for animals in need like Blipper. Read our step-by-step guide to a successful fundraiser, and how DCHS can help you help animals!

Planning a Successful Independent Fundraiser

- **Brainstorm ideas** – What type of fundraiser works best for you and your group? How much time can you commit to planning? What materials will you need? Do you have a budget and funds to cover expenses? Will you need to recruit volunteers? What are your goals?
- **Identify your audience** – Who will attend this event? Will your friends, clients, or general community be interested? How many people do you hope to reach? How much space will you need?
- **Set your goal** – Monetary donations have the greatest impact at DCHS! We are always in need of monetary gifts to help us meet the individual needs of animals in our care. Because we never know what animals may come through our doors, monetary donations allow us the flexibility to meet these ever-changing needs.
- **Set a date, time, and location** – Choose when, where and how you will host your event! Be sure to give yourself enough planning time to have your event be successful. Create a timeline to help with planning. Does the date conflict with other events in your area, or other events supporting DCHS (see the [DCHS event page](#) for this info)?
- **Tell DCHS!** – Fill out our **Independent Fundraiser Information Form** to provide us with details about your event! DCHS can help advertise your fundraiser and provide you with an Event in a Box, a kit of DCHS information and materials.
- **Promotion and publicity** – How will you spread the word about your fundraiser? Word of mouth, community calendars, local media, flyers, social media, and public bulletin boards are all great options for advertising!
- **Day-of event execution** – All of your hard work is about to pay off! Be sure to take a moment and enjoy the event too. Have fun and raise lots of funds for the animals at DCHS!
- **Fundraiser wrap-up** – You did it! You hosted a successful independent fundraiser for DCHS!! Now it's time to collect your funds, thank your participants and volunteers, and tie up any loose ends. We ask that all funds raised during your event be given to DCHS **within 30 days** of your event.

Fundraising Ideas

Having trouble deciding what type of independent fundraiser you would like to host for DCHS? See below for some ideas of successful fundraisers!



Round up at Registers
Percentage Night
50/50 Raffle
Car or Dog Wash
5K Run/Walk
Ice Cream Social
Wine & Paint Night
Tailgate Party

Donate a Portion of Sales
Silent Auction
Sports Tournament
Art Fair/Craft Show
Happy Hour Event
Benefit Bike/Motorcycle Ride
Business Anniversary/Open House
Fashion Show

Benefit Concert
Car Show
Birthday Fundraiser
Chili Cook-Off
Food Cart Night
Jeans Day
Employee Potluck
Ugly Sweater Party

How DCHS Can Help

Please submit the **Independent Fundraiser Information Form** to Ash Collins, DCHS's Donor Relations Specialist (acollins@giveshelter.org), at least six weeks before the start of your event. Once submitted, DCHS agrees to do the following for each public, monetary independent fundraiser:

- Promote the event on DCHS's event webpage
- Share the event on DCHS's Facebook page calendar with over 42,000 followers
 - DCHS cannot create the event, but can add it to our Facebook events page
- Share the event on DCHS's Wildlife Center's Facebook page calendar with over 8,400 followers
- Create 1-3 social media posts on each page, depending on the number of other events or shelter happenings
- Display the event poster you create on our Community Event Bulletin Board
- Include event in the Pawprints E-Newsletter sent to 28,000 people each month
- Provide an Event in a Box upon request
- Offer opportunity for a check presentation and photo at DCHS

DCHS may not be able to complete all of these promotional tasks if we receive the Independent Fundraiser Information Form less than six weeks before the event.

If your event will raise **\$2,500-\$5,000**, DCHS also agrees to:

- Recruit volunteer representative(s) to be present at the event to host an information table

If your event will raise **over \$5,000**, DCHS also agrees to:

- Recruit volunteer representative(s) to be present at the event to host an information table
- Have a DCHS staff member present to speak briefly at the event
- Have an animal representative at the event

Due to the high number of independent fundraisers each year and limited staff time, DCHS is unable to:

- Recruit staff or volunteers to attend, table, or coordinate independent fundraisers
- Assist in finding venue spaces, sponsorships, auction items, or vendors for events
- Create promotional materials for events
- Host adoption events or have DCHS animals present at independent fundraisers



Independent Fundraiser Guidelines

DCHS Policies and Positions – All events hosted to raise funds for Dane County Humane Society must align with our [mission](#) and [position statements](#). Fundraisers may only use DCHS' name in marketing materials if the event aligns with DCHS's values and directly supports DCHS.

Name and Logo – Please “Dane County Humane Society” or “DCHS” (not “The Dane County Humane Society”) on all promotional materials, and logos can be found [here](#).

Monetary Donations Preferred – Please host an independent fundraiser that raises monetary donations for DCHS instead of an item collection. Monetary donations allow DCHS to meet the immediate needs of the animals in our care. If you have donated your time and effort by fundraising for us, we ask you to let us do the shopping! We have many partner organizations that help us get the best 'bang for our buck' by giving us great discounts.

Promotional Materials – Email all JPG images of logos, posters, photos or other promotional materials for your event when you submit your Independent Fundraiser Information Form to Ash at acollins@giveshelter.org

Event Expenses and Tax Exempt Status – DCHS cannot contribute financially to any independent fundraiser expenses. DCHS's sales tax exemption cannot be extended to independent fundraisers.

Raffles – A raffle license from DCHS is required if you conduct any form of raffle during your event. A summary of raffle information is attached and a license can be provided upon request.

Donation Drives/Item Collections – Events that raise monetary donations have the greatest impact at DCHS. We are unable to provide full promotion assistance for in-kind only/item collection events, but can share a photo as a thank you on social media once items have been delivered to DCHS.

Donation Completion – Checks can be made out to Dane County Humane Society or DCHS, and sent to *Dane County Humane Society, Attn: Ash Collins, 5132 Voges Road, Madison, WI 53718* if you are unable attend a check presentation.

Dane County Humane Society FAQ

Does DCHS receive government funding? DCHS is a private, non-profit, community supported organization and not affiliated with any government agency or national animal welfare organization. That means we rely on the support of groups and businesses like you as donors to provide refuge, healing and new beginnings to animals in need.

Is DCHS a “No Kill” shelter? We are an open admission shelter accepting all animals regardless of age, health or temperament. DCHS is also adoption guarantee, meaning all healthy or treatable animals can stay with us as long as it takes to find a loving home. We only make the difficult decision to humanely euthanize an animal if we are unable to help them medically or if they are a danger to themselves or others.

What animals could you find at DCHS? Each year DCHS cares for over 9,000 companion animals, farm animals and ill, orphaned or injured wildlife. Almost any animal that you could have as a pet or could live on a farm you could find at DCHS – dogs, cats, peacocks, ferrets, fish, snakes, lovebirds, and more! DCHS's Wildlife Center cares for native species found in this area of Wisconsin – everything from foxes to squirrels and hummingbirds to bald eagles!

Does DCHS do anything else besides find homes for animals? As one of the nation's leading animal welfare organizations, DCHS also offers humane education programs, foster care for animals for victims of domestic abuse, a pet food pantry, dog training classes, and much more.

Learn more about Dane County Humane Society at giveshelter.org.

**Enjoy putting together your independent fundraiser and thank you for supporting Dane County Humane Society.
We couldn't do it without generous people like you—thank you!**

Independent Fundraiser Information Form

Contact Information

Can We Publish This?

Contact Name: _____ Yes No

Contact Phone: _____ Yes No

Contact Email: _____ Yes No

Mailing Address: _____

City, St, Zip: _____

Are you hosting this event for or with a business? Yes No

Are you employed by this business? Yes No

Business Name: _____

Business Address: _____

City, St, Zip: _____

Have you hosted a fundraising event before? Yes No For DCHS? Yes No

Tell us about your past events: _____

Event Information

Event Name: _____

Event Dates: _____

Event Start Time: _____ Event End Time: _____

Event Location: _____

Does your event include a raffle? Yes No

- If so, please see the raffle information at the end of the toolkit

Brief Event Description:

Promotion

Facebook event link: _____

Do you have promotional materials for your event? Yes No

- If yes, please attach JPG images of logos, posters, photos, or handouts when you submit your application
- Materials can also be dropped off at our Main Shelter location during open hours

Event in a Box

DCHS can provide an Event in a Box, which includes a DCCH tablecloth, brochures, information, a donation bank and more! Your Event in a Box may be checked out for up to a week, and will need to be picked up and dropped off at DCCH's Main Shelter during open hours.

Would you like to reserve a DCCH Event in a Box? Yes No

Preferred Pick Up Date: _____ Time: _____

Preferred Drop Off Date: _____ Time: _____

Agreements

I have read the "Dane County Humane Society Independent Fundraiser Toolkit" and understand all guidelines for independent fundraisers and how DCCH is able to assist with my independent fundraiser.

Event Organizer Signature

Date

If you have any questions or concerns, or would like to brainstorm your fundraising ideas, please connect with Ash Collins, Donor Relations Specialist, at acollins@giveshelter.org or (608) 838-0413 ext. 167.

Once complete, please submit this form with JPG files of your promotional materials.



Charitable Raffles – Quick Guide

1. What type of raffle do you want to hold?
 - Class A Tickets
 - Tickets need to be designed and printed in advance.
 - Can be sold up to 270 days in advance of drawing.
 - The winner need not be present to win.
 - The drawing must be held at a specific time in a public place so any ticket holder can witness it. This time and place must be listed on the ticket.
 - Value of prizes worth \$500 or more must be printed on the ticket.
 - Only ONE name can be on each ticket (no spouses, etc).
 - Maximum price of \$500 per ticket.
 - Class B Tickets
 - Tickets come numbered on a spool.
 - Tickets can only be sold the day of the raffle.
 - Winners must be announced the same day tickets are sold.
 - You must be present to win.
 - The drawing must be held at a specific time in a public place.
 - Maximum price of \$10 per ticket.

2. What information do I need to post?
 - a. Be sure to post a sign with the following information:
 - i. Date, Time, and Location of the Drawing
 - ii. If you are holding a Class B Raffle, be sure to post “Must be present to win.”

3. What does DCHS need returned to them afterwards?
 - a. We need ALL raffle tickets returned to us. We are required to keep them for 1 year after the raffle.
*Please return all sold ticket stubs, and any class A unsold tickets.
 - b. We need to have contact information for the winner, including their name, phone number, email, address, and a description of the prize that they won.
 - c. We need to know the total amount of money spent on the raffle and the total income from the raffle.
 - d. All money earned in a raffle must directly benefit DCHS and be used toward our stated mission, ***helping people help animals.***

Thank you for your support!

