

# Dane County Humane Society Independent Fundraiser Toolkit



Dane County Humane Society (DCHS) is incredibly grateful for the community support we receive every day. Our independent fundraisers are hosted by prominent businesses, neighborhood associations, organizations, individual adults, local youth, and more to help the over 9,000 animals in need that come through our doors each year! Thank you for working in your network to benefit DCHS and our animals!

Hosting an independent fundraiser is a wonderful (and fun!) way to raise funds to make a positive difference for our animals in need. Animals like Sadie, a lab mix who came to us from a crowded shelter in Birmingham, Alabama. Sadie and her fellow transferees were placed up for adoption with us, and Sadie quickly stole the hearts of staff and volunteers. When Mary, who had been looking for a new furry family member, met Sadie, it was love at first sight!

Learn more about how YOU can make a difference for animals in need like Sadie. Read on for a step-by-step guide to having a successful fundraiser, and how DCHS can help!

## Planning a Successful Independent Fundraiser

- **Brainstorm ideas** – What type of independent fundraiser works best for you and your group? How much time can you commit to planning your fundraiser? What materials will you need? Do you have a budget in place and funds to cover any expenses? Will you need to recruit people to assist? What are the goals of your fundraiser?
- **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** – The best way to have a big impact is to host an event that raises monetary donations for DCHS. DCHS is always in need of monetary gifts to help us best meet the individual needs of each animal in our care. Because we never know what animals may come through our doors, monetary donations allow us the freedom we need to meet these ever-changing needs.
- **Set a date, time, and location** – Choose when and where 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 you picked conflict with other events in your area, or other events supporting DCHS? Check the DCHS event calendar at [giveshelter.org](http://giveshelter.org). Once you have these specifics set, you can start advertising your independent fundraiser.
- **Tell DCHS!** – Fill out our **Independent Fundraiser Information Form** (attached) to provide us with information about your event! DCHS is happy to help advertise your fundraiser, as well as offer you our Event in a Box, a useful tool that includes informational materials about DCHS.
- **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](mailto: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 website calendar
- Share the event on DCHS's Facebook page calendar with over 35,000 followers
  - DCHS cannot create the event, but can be listed as a co-host for the Facebook event and will add it to our Facebook events page
- Share the event on DCHS's Wildlife Center's Facebook page calendar with over 6,500 followers
- Create 1-3 social media posts, depending on the number of other events or shelter happenings
- Display the event poster you create at DCHS on our Community Event Bulletin Board for DCHS visitors to enjoy
- Include event in the Pawprints E-Newsletter sent to 16,000 people early each month
- Provide an Event in a Box upon request
- Offer opportunity for a check presentation at DCHS with an animal after the event

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

**Name and Logo** – Use “Dane County Humane Society” in all promotional materials, and indicate on the Independent Fundraiser Information Form if you would like DCHS’s logo to use for promotion.

**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 currently in our care. If you have donated your time and effort to the shelter by fundraising for us we encourage you to let us do the shopping! We have many partner organizations that help us get the best 'bang for our buck' by giving the shelter great discounts and allowing us to buy in bulk.

**Promotional Materials** – Email all JPG images of logos, posters, photos or other promotional materials when you submit your Independent Fundraiser Information Form. DCHS can use these for promotion!

**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** – Contact DCHS for our raffle license information if you are interested in hosting a raffle as part of your event.

**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

**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 find as a pet or would 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!

**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.

**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.

**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.

To learn more information about DCHS, view the 2017 Annual Report in our Family Tails Magazine here - [https://issuu.com/giveshelter/docs/spring\\_2018\\_family\\_tails\\_for\\_web](https://issuu.com/giveshelter/docs/spring_2018_family_tails_for_web) - or check out our website, [giveshelter.org](http://giveshelter.org).

**For questions or to submit your Independent Fundraiser Information Form, please contact: Ash Collins, Donor Relations Specialist; [acollins@giveshelter.org](mailto:acollins@giveshelter.org); (608) 838-0413 ext. 167.**

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

# Independent Fundraiser Information Form

## Contact Information

## Can We Publish This?

Primary Contact Name: \_\_\_\_\_  Yes  No

Primary Contact Phone: \_\_\_\_\_  Yes  No

Primary Contact Email: \_\_\_\_\_  Yes  No

Primary Contact 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: \_\_\_\_\_

What is your position or title? \_\_\_\_\_

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: \_\_\_\_\_

Event Partners or Sponsors: \_\_\_\_\_

Cost to Attend or Participate: \_\_\_\_\_

Brief Event Description (100 word max):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What is your objective?

Raise Funds for DCHS  Other: \_\_\_\_\_

### Promotion

Is this event open to the public?  Yes  No

Do you want this event posted on the DCHS Website ([giveshelter.org](http://giveshelter.org)) Event Calendar?  Yes  No

Do you want us to share your Facebook event on DCHS's Facebook page?  Yes  No

If yes, the Facebook link is: \_\_\_\_\_

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

Would you like DCHS's logo for your promotional materials?  Yes  No

- If so, please select a logo color:  Purple  Black  White

### Event in a Box

DCHS can provide independent fundraisers with an Event in a Box to provide shelter programming 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 DCHS's Main Shelter during open hours.

Would you like to reserve a DCHS 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 DCHS is able to assist with my independent fundraiser.

\_\_\_\_\_  
Event Organizer Signature

\_\_\_\_\_  
Date

*Once complete, please submit this application to Ash Collins, Donor Relations Specialist; [acollins@giveshelter.org](mailto:acollins@giveshelter.org); (608) 838-0413 ext. 167 with JPG files of your promotional materials. Thank you!*

