



# THIRD-PARTY FUNDRAISING TOOLKIT



418 Water Tower Court  
Watertown, Wisconsin 53094  
[www.whsadopt.org](http://www.whsadopt.org)

Dear Supporter,

Thank you for your interest in supporting the Watertown Humane Society (WHS) by hosting an event to benefit the animals in our care. Friends like you make it possible for the WHS to make a positive impact in the lives of animals that need us the most. At WHS, we envision a world where every adoptable pet finds a loving home. Until then, we will work to provide medical care, daily enrichment, and more. Working together makes this all possible.

Each year, WHS receives many requests from individuals, businesses, and groups who love animals as much as we do and want to raise funds to help animals in need in our community. We are so grateful with the continued support our shelter receives! Enclosed you will find the proposal form, tips and tricks, and guidelines on how WHS can support your efforts. Please keep in mind, due to our limited resources, we must carefully consider the level of involvement with each event. We ask for and appreciate your understanding.

As you begin to plan your event planning, remember to have fun - after all this is FUNdraising! Let your imagination run wild as you get creative. Once you have established your plan, fill out the WHS event planning proposal. WHS will then review and confirm once we have received. Please be specific as possible as this will allow us to best understand how we can support your efforts.

WHS is a charitable, non-profit organization dedicated to providing care for the lost, homeless, neglected and abused animals of the City of Watertown and surrounding communities. Each year we place over 600 pets into safe, loving homes and reunite countless pets who have become lost. Because of the support of our community and our dedicated staff, we continue to save lives and reduce pet homelessness.

We again thank you for your interest in supporting the Watertown Humane Society.

Gratefully,

A handwritten signature in black ink that reads "Jenny Visner". The script is fluid and cursive, with the first name "Jenny" being larger and more prominent than the last name "Visner".

Director of Marketing

## ABOUT THE WHS

Serving the Watertown and surrounding communities since 1900, the Watertown Humane Society is safe haven for homeless, abused, and unwanted animals looking for a second chance at finding their forever home.

We help animals in numerous ways at our shelter. From medical care to placement, our shelter places over 400 animals into loving homes each year.

In addition to adoption, our shelter participates in community outreach programs in conjunction with local veterinarians each year such as vaccination clinics. The opportunities provide necessary veterinary care to our community at an affordable price.

## WHAT IS A THIRD-PARTY FUNDRAISER?

A third-party fundraiser is any fundraising effort by a non-affiliated group, organization, or individual which benefits the WHS. The WHS has no financial responsibility for third-party fundraising efforts, and there is minimal or no involvement from the WHS staff.

We work hard to support third-party fundraisers to the greatest extent possible with the limited resources we have and ask that fundraisers follow the WHS guidelines detailed in this toolkit.

## GUIDELINES AND POLICIES

In order to ensure the integrity of the WHS name, image and reputation are properly maintained, we require all third-party fundraisers to abide by the following policies. Your cooperation will help us guarantee consistency and quality in all events.

1. You may not alter or recreate the WHS logo, or create your own logo to represent the WHS, including but not limited to change of color, stretching or removing words from the logo.
2. All promotional material must clearly state the percentage or portion of proceeds benefiting the WHS.
3. The event must be promoted in a manner to avoid statements or the appearance that the WHS endorses any product, firm, organization, individual or service.
4. All promotional material must clearly state that the event is sponsored by you or your organization with proceeds going to the WHS.
5. Due to the privacy of our donors, adopters and volunteers, WHS does not provide mailing lists or access to our database for promotion of third-party events.
6. All sponsors must be disclosed to WHS in order to ensure there are no conflicts with WHS philanthropic efforts or relationships.
7. WHS can provide informational materials about the organization and our programs/services. Advance notice is needed with quantity and types of information requested in order to provide materials. WHS does not provide custom signage for events. Event signage is the responsibility of the third-party organizer.
8. Due to the number of requests received, WHS may attempt but cannot guarantee promotion of your event in publications or on our website, staff/volunteer support at your event, distribution of promotional materials for your event, or attendance of WHS animals at the event.
9. WHS does not post any third-party fundraisers on our organizational social media pages. You are, however, welcome to tag WHS.
10. While WHS may be able to provide guidance for your event, we do not have the personnel to handle the organizational and administrative tasks associated with third-party events. Therefore you are responsible for all details of the event, including underwriting or providing all of the related costs, recruiting volunteers, creating flyers, obtaining permits and liability insurance (if applicable), and implementation of all event logistics.

## **GUIDELINES AND POLICIES (CONT.)**

11. WHS cannot process or reimburse any expenses incurred as a result of a third-party fundraising event. It is the responsibility of the third-party organizer to settle all expenses prior to submitting final net proceeds to the WHS.
12. Third-party and community fundraising events cannot be held at WHS unless approved by the President exclusively.
13. WHS is happy to provide acknowledgements to individuals and businesses who have made donations to the WHS through your event. To do this, we require the full name of each person/business, address, donation type and amount. A third-party donation tracking sheet is provided for this purpose within this toolkit.
14. Tax receipts can be provided to donors who make checks payable to "Watertown Humane Society only. Donations made directly to the third-party event are not tax-deductible.
15. WHS is not responsible for financial loss and may withdraw support of any event should activities be discovered that undermine the WHS mission or reputation.

## DONATION IMPACT

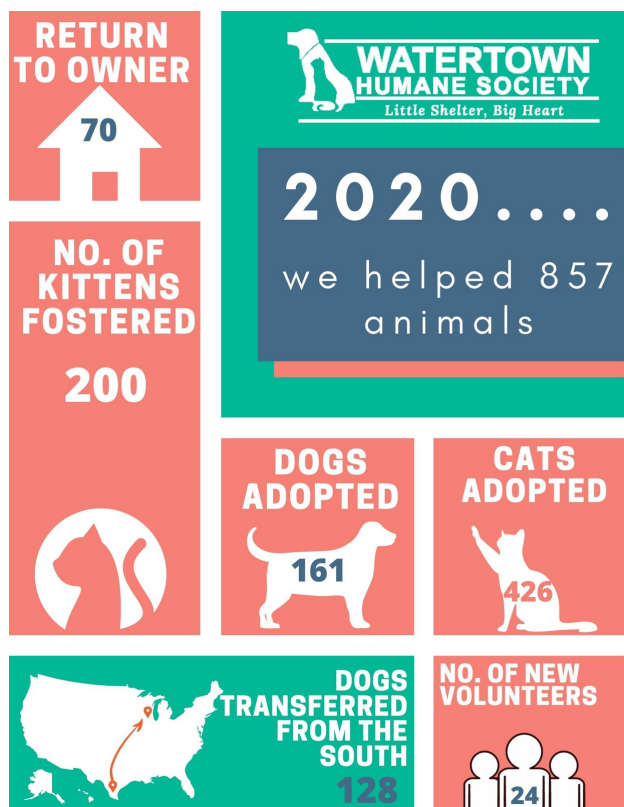
By supporting the WHS, you are not only helping to provide medical care, shelter, and food for animals in need, you are providing hope. Hope that together we can find homes for animals that need us the most. Any donation made to the WHS directly helps animals in the following way:

- Providing food, shelter, vaccinations, and other necessary medical care
- Providing spay/neuter surgery to prevent unwanted litters and reduce pet homelessness
- Creating a healthier pet community by offering vaccination clinics

## WHAT DOES MY DONATION DO?

Every gift, no matter the size, greatly benefits the WHS. The WHS is grateful for your support. Below are a few examples of where your donation goes and how you can make a difference.

## YEAR IN A GLANCE



## GET CREATIVE

When planning an event, get creative! Choose something that you already enjoy doing to make the event as fun as possible. After all, this is FUNdraising! Hosting a benefit to the WHS should be something you're extremely proud of. Think of all the animals in need you will be helping!

To help get started, we've included some ideas that have worked for others. The ideas truly are endless.

- **Game/BINGO Night** - invite your friends to participate in games, donations, and prizes person. Can be done in person or via a social media channel like Facebook Live/Zoom, etc.
- **PAWty with a Purpose** - invite your friends, neighbors, or co-workers over and ask them to donate a few dollars to a good cause.
- **Lemonade Stand/Bake Sale** - tasty treats or delicious lemonade are always easy to sell to passing cars!
- **Charity Night** - check with local restaurants to see if they would be willing to donate a portion of sales from a dedicated night. Spread the words to family and friends!
- **Car or Dog Wash** - Great for younger kids! Ask for donations instead of setting an actual price.
- **Coin Drive** - set up coin jars at your employment or school and start collecting!
- **Ice Cream Social** - Great for work, school or a community event.
- **Percentage of Sales** - host an online or in person party and donate a percentage of sales (Pampered Chef, Norwex, etc.)
- **Signature drink or meal** - portion of proceeds go to WHS
- **Charity bike ride**
- **Prize wheel** - set an amount per spin with proceeds going to WHS

We want your event to be a big success, so we have included some tips below to help you with your planning journey.

- **Start early.** The sooner you start asking for donations, the more time you'll have to grow your fundraising efforts.
- **Think of a catchy name.** Get creative with your fundraising names. They can be cute, funny, or full of animal puns. No matter what you choose, you'll want to make sure it conveys what your event is all about. When selecting a name, please be sure that you do not use a similar name to any event the APA already produces in order to avoid any confusion.
- **Set a goal.** Give yourself something to aim for. When people find out what your goal is, it makes them more likely to get involved and support you. Be sure to identify your expenses and any potential sources of donations (monetary and items you'll need for your event).
- **Keep your expenses low.** One of the best ways to increase the amount of money you raise is to keep your expenses low. Ask people or businesses to donate or discount event-related items.
- **Involve family and friends.** Ask for help brainstorming ideas, sharing the work load, or making connections with others who can help or get involved.
- **Send emails.** Send emails to your family, friends and coworkers so they know what you are working on. People who care about you will want to hear your message.
- **Reach out on social media.** Send messages and share your fundraising progress with those who follow you. Create a Facebook invite you can invite family and friends to for easier communication.
- **Let the WHS know!** While we cannot guarantee any promotion, we may be able to hang up a flyer or include it on our events page on our website. At the very least, tag us in your Facebook event. We do not post any third-party fundraisers on our social media pages, but you can tag us for greater exposure.
- **Ask your employer about matching gifts.** Many companies match their employees' donations, which is a great way to double your impact.
- **Say thank you.** Remember to send letters to everyone who supports and volunteers for your event.
- **Stay organized.** Keep up-to-date lists, including contacts and information related to the event. This makes future planning super easy!