



# Putting the Fun in Fundraising!

## Do-it-yourself fundraising toolkit

At the Sioux Falls Area Humane Society, we often are approached by individuals and businesses in the community with overwhelming amounts of generosity and support. We get a lot of questions about fundraising and how these individuals or businesses can help us, so we decided to develop this handy little toolkit to help make each of those events a success! There are many different options for fundraising depending on what size and creative way you would like to raise money, and we are always ready to hear your idea!

### *I'm so ready to host a fundraiser! Where do I start?*

First of all, thank you for considering a fundraiser to benefit the Sioux Falls Area Humane Society. Below you can check out our tips and ideas to help make your event a success! You can also find some of these ideas listed on our website under "Ways to Give – Fundraisers"

If you have any questions along the way, we are here to help! Contact Allison K. at [allisonk@sfhumanesociety.com](mailto:allisonk@sfhumanesociety.com) for any event or fundraiser questions.

## Fundraising Ideas

- Bake sale
- Penny Wars
- Garage sale
- Host a 5K run/walk with entry fee to SFAHS
- Sell dog treats/make dipped bones!
- Birthday party with gifts going to SFAHS
- Holiday party with suggested donation to SFAHS
- Silent auction or raffle with proceeds to SFAHS
- Host dog park socials
- Chili cook-off for donations per entry or vote to SFAHS
- Taco or nacho bar at work for donations to SFAHS
- Loose change as donation jar
- Gift Wrapping during the Holidays
- Set up "Casual Friday/ Jeans Day" at work (*employees donate to SFAHS and then get to wear jeans on Friday*)

## Top Tips for Planning & Marketing

- 1. Get help from friends and family!** Friends and family can help you brainstorm ideas, delegate the work and have fun doing it- which will help you raise more funds for the animals. When naming your event please **do not name your event the same as any SFAHS event or a similar name**. We don't want to cause any confusion as to what is from the SFAHS and what is a donation drive/fundraiser by another organization.
- 2. Set a realistic fundraising goal!** When you start planning your fundraiser and collecting ideas, be sure to identify your expenses and potential sources of revenue and donations. This will help you set a realistic fundraising goal and minimize expenses.
- 3. Keep expenses low!** One of the best ways to increase the amount of money you raise at an event is to limit the amount of money you spend. Keep the expenses low by asking people to donate or discount event-related expense items, such as entertainment, venue rental, decorations, food, beverages and auction items.
- 4. Look for support!** Consider asking for sponsorships or underwriting for your event. Put together a short proposal with information about your event and the likely attendees. Make sure to include information about the benefits and recognition your sponsors will receive.
- 5. Get the word out!** A large part of your success will depend on how well you spread the word and the number of people you invite. How do you plan to let people know about your event? Consider using social media to create an event page and posting the details. The more ways, the better!
- 6. Use other ways to raise money!** What other things can you add to your event to raise funds? What about live or silent auctions, raffles, 50/50 drawing, passing the hat, selling food or merchandise, etc. Be creative and you'll be surprised at the additional funds you raise from these little extras.
- 7. Let us know!** Send us a flyer or email with the information about your fundraiser to [allisonk@sfhumanesociety.com](mailto:allisonk@sfhumanesociety.com) and we will try our best to promote the fundraiser. We cannot guarantee any public promotion or sharing of the event, but will be able to at least hang up a copy of your poster on our events board here at the shelter! Tag us in the event on Facebook and we will share it! We do not post any fundraisers organically that are not directly from the shelter.
- 8. Say thank you!** Remember to send letters to all of the supporters and volunteers that helped make your event a success; you'll probably need their help again next time.
- 9. Keep up-to-date lists!** Having a list of your event contacts makes next year's event or future planning much easier. Make sure all lists have the most up-to-date information, including phone, email, name and addresses.
- 10. Mark your calendar!** If you plan to make your event an annual one, set a date early and be sure to let everyone know as soon as possible so they can plan to attend, volunteer or support you again!

## Policies & Procedures

In order to ensure that the Sioux Falls Area Humane Society's name, image and reputation are properly represented, we ask that all third-party fundraisers abide by the following policies. Your cooperation will help us guarantee consistency and quality in the events. Thank you for your generosity in helping us save the lives of animals in need.

1. The Sioux Falls Area Humane Society can provide informational materials about SFAHS and our programs and services. Advance notice is needed with quantity and types of information requested in order for SFAHS to provide these materials. The SFAHS does not provide any custom signage for each event, so you will need to create your own signage.
2. Due to the number of requests we receive, the Sioux Falls Area Humane Society may attempt, but cannot guarantee:
  - a. Promotion of your event in our publications
    - i. We can try, however, to include your event on our community events calendar.
  - b. Staff, volunteers or animals at the event
  - c. Distribution of posters or literature for your event
3. While we 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 to help at the event, creating flyers for the event and working the actual event.
4. The event must be promoted in a manner to avoid statements or the appearance that SFAHS endorses any product, firm, organization, individual or service.
5. All promotional materials must clearly state the percentage or portion of proceeds that will benefit SFAHS
6. Event organizers are responsible for obtaining all permits, especially for raffles, as well as their own liability insurance to cover the event. SFAHS is not financially liable for the promotion and/or staging of third-party events.
7. We cannot process third-party event expenses. Only final net proceeds from the event can be processed by SFAHS.
8. Please note that third-party and community fundraisers cannot be held at the Sioux Falls Area Humane Society.
9. We are happy to provide acknowledgements to individuals and businesses who have made donations to SFAHS through your event, but we must receive each person/businesses full name, address, donation type and amount.
10. The SFAHS logo cannot be used in any form without explicit permission from the SFAHS. Please contact Allison K. at [allisonk@sfhumanesociety.com](mailto:allisonk@sfhumanesociety.com) for permission and an appropriate logo file.
11. If you have additional questions about your fundraising event, please contact us [allisonk@sfhumanesociety.com](mailto:allisonk@sfhumanesociety.com) or visit our website at [sfhumanesociety.com](http://sfhumanesociety.com)

Thank you so much for considering the Sioux Falls Area Humane Society as the benefit of your fundraising project. We continue to move forward and be innovative in our ideas and processes to help save more of the animals that need homes each year. We need community support to continue our mission, and we need the people and funding to provide resources to the growing number of animals who are in need of medical and behavioral support.