



Raising Funds for our Four-Legged Friends Do-It-Yourself Fundraising Toolkit

At Harbor Humane Society (HHS), we are inspired by the generosity and support we receive from people and businesses in the community. Often spending their own time and money, individuals and businesses are always coming up with new ideas and creative ways to raise money for our homeless animals. These fundraisers vary in type and size, and have included fundraisers at local restaurants, car washes, bake sales, garage sales, and more.

If you are interested in organizing and hosting your own event to benefit Harbor Humane Society, please review our policies and procedures, and check out our tips and ideas to help make your event a success. The third-party fundraiser must submit a Third Party Event Application to the HHS Development manager. It may take up to 10 business days to process your application, so please plan accordingly.

Fundraising Ideas
Top Tips for Planning & Marketing
Policies & Procedures

Fundraising Ideas

- Bake Sale
- Garage Sale
- Host a 5K run/walk with entry fee to HHS
- Pet sitting for donation to HHS
- Gift Wrapping for donations to HHS
- Lemonade stand
- Dog washes
- Sell dog treats
- Neighborhood bbq's
- Fundraiser through a local restaurant. (e.g. Culvers, Buffalo Wild Wings)
- Birthday party with gifts going to HHS
- Holiday party with suggested donation to HHS
- Wedding shower donation drive
- HHS donation in lieu of wedding favors
- Silent auction or raffle with proceeds to HHS
- Host dog park socials
- Donation jar/Penny War
- Car wash
- Set up "Casual Friday/Jeans Day" at work

Have a new idea or held a fundraiser that went really well? Let us know!

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.
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 you get the word out, the more animals you will help!
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 raffle, passing the hat, selling food or merchandise, etc.? Be creative and you will be surprised at the additional funds you raise from these little extras.
7. Say thank you! Remember to send letters to all of the supporters and volunteers that helped make your event a success; you will probably need their help again next time.
8. 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.
9. 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!
10. A fundraiser for HHS may be a way to get in your volunteer or service hours.

Policies & Procedures

In order to ensure that the Harbor 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.

Harbor Humane Society can provide informational materials about HHS and our programs and services. Advance notice is needed with quantity and types of information requested in order for HHS to provide these materials. Feel free to print and use the following materials for your event:

- a. HHS services & thank you flyer
 - b. HHS brochure
2. Due to the number of requests we receive, Harbor Humane Society may attempt to provide, but cannot guarantee:
- a. Promotion of your event in our publications
 - i. This may include listing on our community calendar, advertising on social media sites, and/or displaying posters inside our facility.
 - b. Staff, volunteers, or animals may be able to attend. All animals must be accompanied by a trained HHS staff member or volunteer.

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. We do ask that you submit all publicity and promotional material containing Harbor Humane Society's name and/or logo to Harbor Humane Society's Development Manager for review and approval prior to publication and distribution of these materials.
5. The event must be promoted in a manner to avoid statements or the appearance that HHS endorses any product, firm, organization, individual, or service.
6. All promotional materials must clearly state the percentage or portion of proceeds that will benefit HHS.
7. Event organizers are responsible for obtaining all permits, especially for raffles, as well as their own liability insurance to cover the event. HHS is not financially liable for the promotion and/or staging of third-party events.
8. We cannot process third-party event expenses. Only final net proceeds from the event can be processed by HHS. Third-party fundraising events must be financially self-sustaining without contribution from or financial risk to Harbor Humane Society.
9. Harbor Humane Society is the beneficiary – not a sponsor – of third-party fundraising events. Promotional materials that use Harbor Humane Society's name should incorporate the following statement: "Proceeds to benefit Harbor Humane Society."
10. Please note that third-party and community fundraisers cannot be held at Harbor Humane Society.
11. We are happy to provide acknowledgements to individuals and businesses that have made donations to HHS through your event, but we must receive each person/businesses full name, address, donation type and amount.
12. If you have additional questions about your fundraising event, please contact us at development@harborhumane.org or 616-399-2119 ext. 111.

Harbor Humane Society reserves the right to decline participation or cancel participation in a fundraiser for any reason. Generally, the following fundraisers will NOT be approved:

- Fundraisers that do not adhere to HHS Third-party Fundraisers Policies and Procedures.
- Fundraisers that require significant attendance from HHS staff or volunteers.
- Fundraisers scheduled in close proximity to a HHS fundraising event (i.e. Ales for Tails, Putts for Paws, etc...).
- Fundraisers that are controversial in nature or do not represent a positive image for HHS.