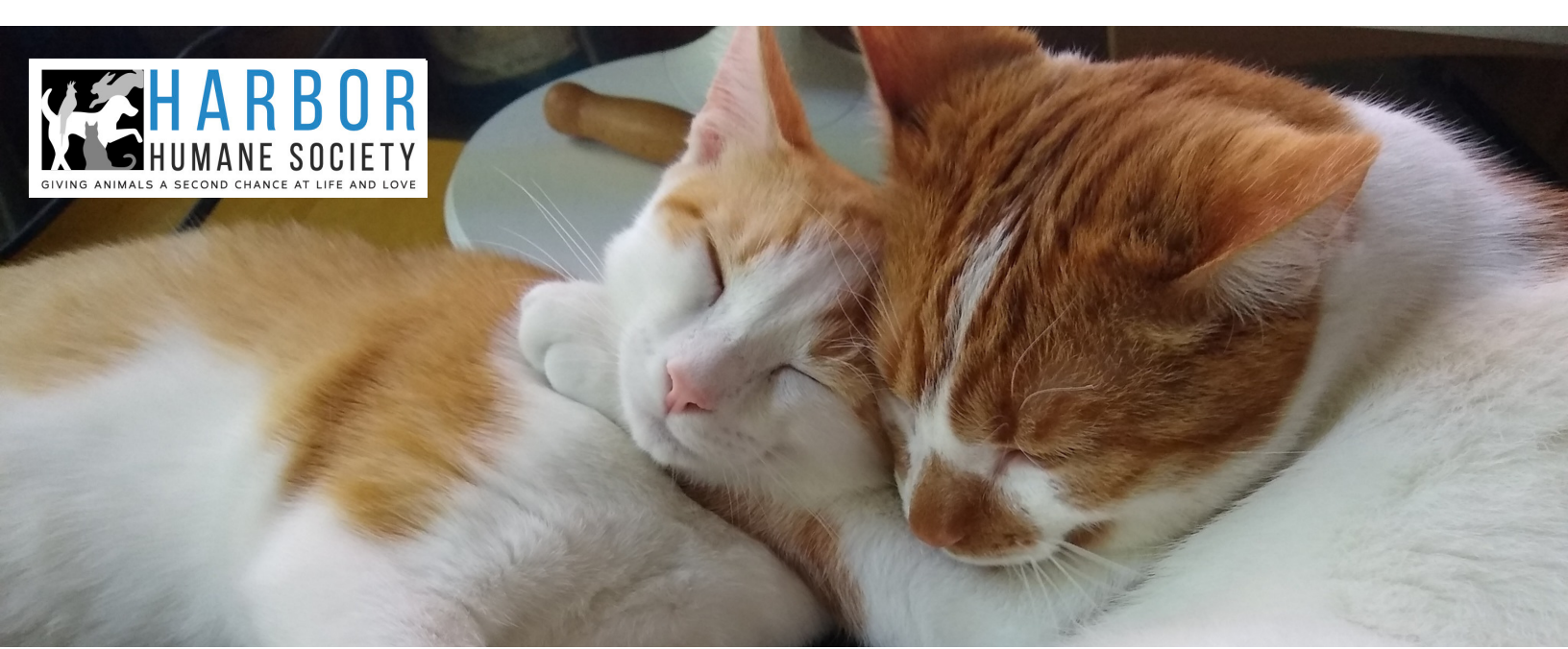




partners for paws

3RD PARTY PARTNER GUIDELINES





Friends,

Thank you so much for your interest in hosting an event on behalf of Harbor Humane Society. In order to continuously provide a second chance at life and love for so many homeless pets, we depend on the generosity of our community. We're grateful for all the efforts in helping expand awareness of our services to our community and the pets in need of homes.

Fundraising helps to support our mission of providing a safe harbor for animals entrusted in our care as we strive to secure their future.

The funds you raise will go towards the medication and supplements, spay and neuter, clean water, nutritious food, medical treatment, and the overall well-being of the animals in our care as they await their furever home.

Other initiatives that benefit from your fundraising efforts are low-cost spay/neuter clinics and vaccine clinics, our pet food pantry, and the general reduction of pet overpopulation.

We want to support your fundraising efforts as best we can, so we've created this Tool Kit to set you up for success!

If you have additional questions, please contact us at akelty@harborhumane.org or 616.399.2119 ext. 120.

Unfortunately, due to our limited resources and the volume of requests, we require a threshold of \$500 to be raised/donated from the event in order for HHS to be present.



How to Host A Successful Fundraising Event

- 1) Make a plan:** Who is the host of your event, is it virtual, who is your audience?
- 2) Get the word out:** How are you going to market the event? Let everyone know the date as soon as possible so they can plan to attend!
- 3) Set a goal for your event:** Setting a fundraising goal for your event can help you early on in the planning process and encourage donors to give.
- 4) Budget expenses:** Identify any expenses and potential sources of income. Keep expenses low by asking for in-kind donations of supplies from friends or family, or even local businesses.
- 5) Thank your supporters:** Send thank you cards or letters to all the supporters and volunteers who helped make your event a success.

Event and Fundraising Ideas

- Host a donation drive to support HHS with critical shelter supplies.
 - You can find an updated Amazon wish list under the donate tab on our website. Incentivize supporters by setting up a raffle prize for anyone who donates to be entered!
- An online peer-to-peer fundraising platform to reach your supporters near and far.
 - Our team can guide you in setting up a page (think GoFundMe style!)
- Get your friends involved and tag team efforts by hosting a community event!
 - 5Ks, Craft Fairs, Classroom Wars, Bake Offs, Trivia Night, Car Wash, Athletic Tournament, Holiday Party, Etc.
- A Facebook fundraiser!
 - You can set up a birthday or other big event into a fundraiser through Facebook.
- Giveback days (or nights!) with local businesses.
 - If you're connected to a business, host a percent of sales donation themed night that drives business in and creates an easy donation to HHS.

Third-Party Fundraiser *Policies*

How can Harbor be involved with your fundraiser?

Volunteers spearheading the management of third-party partnerships is *key* in maximizing the dollars raised for our shelter. Due to time and resource constraints, Harbor Humane is limited in the amount of help we can lend to each partnership request.

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.

Harbor Humane Society CAN provide the following:

- Approved usage of Harbor Humane Society name, logo, brochure, and information/fact sheet about our shelter and services upon request.
- Support in drafting co-branded marketing materials to promote your event if time allows.
- Authorization of letter to validate the authenticity and intention of the fundraiser if needed.
- Pre-event promotion and post-event recognition of your fundraiser to Harbor Humane's community of supporters on our social media platforms such as Facebook and Instagram if time allows.
- Feedback on event structure ideas, tips, and suggestions if time allows.
- Assistance setting up an online peer-to-peer fundraising platform to further the reach of your network, similar to a GoFundMe.

Harbor Humane Society canNOT provide the following:

- Access to contacts or donor lists.
- Board members, animals, employee, or volunteer staffing at the event if less than minimum threshold of \$500 raised/donated.
- Event assistance such as soliciting donations or auction items, attending committee meetings or recruiting event attendees.
- We are not responsible for the event/fundraiser of any kind such as expenses, insurance, or purchases.

Third-Party Fundraiser *Application*



Please complete the following application and submit via email for consideration of approval for third-party fundraisers. **If our presence is requested, applications must be submitted at least 4-6 weeks prior to the event.**

First Name: _____ Last Name: _____ Phone: _____

Address: _____ City/State/Zip: _____

Company Name: _____ Company Phone: _____

Your Title: _____ Email Address: _____

Company Address: _____ City/State/Zip: _____

Website: _____

Name of Event/Fundraiser: _____

Type of Event: _____ Event Time: _____

Event Location: _____ Event Date(s): _____

Fundraising Goal: _____ Expected Number of Attendees: _____

Event Details: _____

Why did you choose to support Harbor Humane with your event?: _____

Other charities involved with/benefiting from your event: _____

Which, if any, Harbor Humane materials are you requesting permission to use or display in connection with your event?: _____

Any additional information you wish to share about your proposed event/fundraiser: _____

Agreement:

I hereby certify that the above information is correct and that I have reviewed Harbor Humane Society's Third-Party Fundraising policies and agree to all the terms of agreement.

Signature: _____ Date: _____

Please return your signed Third-Party Fundraising Event Application to akelty@harborhumane.org or in person at our shelter. If you have any additional questions, comments, or concerns please contact akelty@harborhumane.org or give us a call at 616.399.2119 ext. 120

Thank you for your interest in partnering with Harbor Humane Society to help us give animals a second chance at life and love.

Harbor Humane Society
14345 Bagley St.
West Olive, MI 49460
akelty@harborhumane.org