



Sonoma Humane Society

5345 Highway 12 West
Santa Rosa, CA 95407

telephone

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web

www.sonomahumane.org

FUNDRAISING TOOLKIT

*Thinking about doing your own fundraiser to help the animals?
That's great! Compassionate community members like you make
the future brighter for our animal friends.*

There are many ways to raise donation support for the Sonoma Humane Society. Bake sales, wine tastings, merchandise sales, birthday parties and special events are all popular fundraisers. Local businesses often designate a percentage of their sales for a day, or offer discounts in return for a donation to the Sonoma Humane Society. The key to success is making your fundraiser simple – and fun!

We hope this toolkit makes it easy for you to get involved. Please use these tips and guidelines to help get started with your own fundraising!

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1. Getting Started

The key to successful fundraising? Keep it simple, keep it fun and ask for help!

The most important step in fundraising is asking for support, so don't forget to ask your friends, family members and co-workers to donate to your fundraising drive. And remember, you don't need to have an event to fundraise. Simply sharing your passion and enthusiasm about the Sonoma Humane Society with your circle of friends, and asking them to donate, can be a powerful form of fundraising. However, if you are considering creating your own event, see below for some tried-and-true examples.

Fundraising Ideas and Examples

- **Birthdays, holidays, weddings** and other typical gift-giving occasions can become great fundraisers. Let your family and friends know that you'd prefer a donation to the Sonoma Humane Society this year rather than a gift.
- Host a **dinner party or wine tasting**. Prepare a wonderful dinner, BBQ or wine tasting event for your friends and ask them to bring a donation for the Sonoma Humane Society as their contribution.
- Organize your own or a **neighborhood garage sale** and donate the proceeds to the Sonoma Humane Society.
- Get the kids involved and have a **bake sale, car wash, dog wash** or **lemonade stand**.
- Are you a business owner (or know someone who is)? Consider donating a **percentage of your daily sales** to the Sonoma Humane Society. Let your customers know that a portion of their purchase is going to help animals in need.
- Host a **garden party and include silent auction** items! For this you'll need to recruit some friends to help out – and you'll need the support of local businesses to donate to your auction.
- **Casino night, bowl-a-thon, holiday gift wrap**, golf tournament, pancake breakfast...the list of possibilities is as big as your imagination and determination!



Photo: Studiobark.com

2. Spreading the Word

Promoting Your Fundraiser

SOCIAL MEDIA

Utilize online social media as a free means to raise awareness for your fundraising activity.

- Create a Facebook event.
- Use the digital banners provided.
- Tweet before and during your event to build buzz.
- Post event photos afterwards to document the fun!

LOCAL MEDIA

Work with the local media to generate public interest in your event.

- Prepare and distribute a press release regarding your event.
- Stick to information about the event during interviews .
- Identify yourself as an individual who is passionate about the SHS cause, **not** an SHS staff member.

GRASSROOTS OUTREACH

Let your friends and neighbors know you're having a fundraiser.

- Call a few friends, ask them to call a few more. Use and share the talking points provided.
- Post flyers in local business windows or hand them out at other community events (PTA Meetings, farmers markets, etc) use the templates provided.

Frequently Asked Questions

Fundraisers are an excellent opportunity to share information about the work that we do! To assist you in answering a few of our most commonly asked questions, the following responses are provided.

IS SONOMA HUMANE SOCIETY (SHS) A NO-KILL SHELTER?

Yes. Since 1931, the Sonoma Humane Society has believed that no effort is too great when a life is at stake. Every animal they care for is treated with the same compassion that they would give their very own pets. Sonoma Humane Society is your community's safe haven for animals.

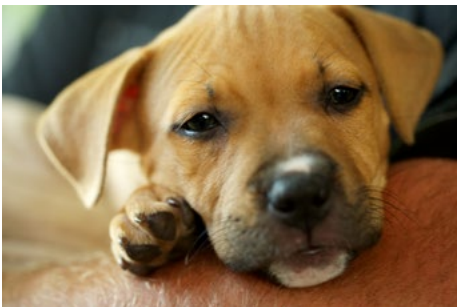
IS SHS AFFILIATED WITH THE HUMANE SOCIETY OF THE UNITED STATES OR SONOMA COUNTY ANIMAL CONTROL?

No, they're not. The Sonoma Humane Society is your local, donor supported safe haven for animals. They are an independent organization supported solely through the generosity of more than 7,500 individuals, foundations and businesses. With your support, every animal will have a future.

DOES SHS HAVE ANY VOLUNTEER OPPORTUNITIES?

Yes! When you volunteer at the Sonoma Humane Society, you're a hero for animals in need. Join 450 active volunteers today and help make your community a safe place for animals. Volunteers help in every aspect of the organization; from adoption services to animal care – a little love goes a long way.

Photo: Kate Karwan Burgess



3. Support for Your Event

The Sonoma Humane Society will support you with:

- Customizable templates and promotional materials
- Tax receipts for donors (when provided with accurate donor information).
- An event listing on our website events calendar and Facebook page (when appropriate, 30-days notice required).
- Sonoma Humane Society logo for use in your promotion.
- Sonoma Humane Society donation box (deposit required).
- Copies of our North Bay Pets magazine (when available, upon request).

The Sonoma Humane Society is unable to provide:

- Financial support or reimbursement of your event expenses.
- Guaranteed participation by our staff, volunteers or adoptable animals.
- Access to our donor, staff, volunteer or client mailing lists.
- Guaranteed promotion or advertising.

Photo: Sumner Fowler



4. Guidelines

Thank you for helping the Sonoma Humane Society provide a safe haven for animals in need. We are thrilled that you are planning a fundraiser to benefit our organization. As you plan for your fundraiser, we ask that you follow the guidelines below.

All fundraising is done on behalf of the Sonoma Humane Society. Please remember that your event is not a Sonoma Humane Society event, but an event to raise funds **for** the Sonoma Humane Society. A suggested way for promoting your event is: *“Funds raised will benefit the work of the Sonoma Humane Society.”*

Costs, Permits and Budgets

- All costs must be covered by the organizer(s).
- The organizer(s) of the event is responsible for all sales tax requirements.
- The organizer(s) of the event is responsible for obtaining all necessary permits, licenses or insurance.
- The organizer(s) agrees to hold Sonoma Humane Society harmless from all claims and liabilities in any way related to the event.
- If you are planning an event that will incur costs, set a realistic budget. Costs should represent a maximum of 25% of your budget.
- If you are selling tickets to an event that includes food, entertainment or other benefits, you must calculate the Fair Market Value and communicate this to your fundraiser participants. *Only a portion of the ticket price will be considered a tax deductible donation.*
- If you are planning to hold a raffle, you should check and comply with the local gaming authority about any special conditions.

Donations

- For fundraising, the Sonoma Humane Society accepts donations by: cash, check, money order or credit card.
- All checks must be made payable to the Sonoma Humane Society.
- All proceeds must be submitted to the Sonoma Humane Society within 30 days following the event. Send donations to: The Sonoma Humane Society, P.O. Box 1296, Santa Rosa, CA 95402.

Tax Receipts and Acknowledgements

- Remember to thank *everyone* who helped to make your event a success – the donors, the volunteers and the sponsors.
- Acknowledgement letters which serve as official tax receipts are only generated by the Sonoma Humane Society.
- The Sonoma Humane Society will acknowledge all donations of \$5.00 or more when provided with the donor name and complete contact information ([use the community fundraiser tracking form](#)).
- Donations by check will be acknowledged to the name and address on the check.
- Cash and money order donations should be redeemed for a bank cashier’s check and must be accompanied by a community fundraiser tracking form for donors to receive proper acknowledgement.
- Please be aware that the following items are not tax deductible: raffles or payment for gaming-style activities, donations for goods, services or auction purchases.

Please be aware that we are unable to:

- Solicit sponsors, prizes or publicity for your event.
- *Guarantee* volunteer or staff support of your event.*
- Share email or mailing lists of donors, volunteers, vendors, staff or clients.
- Provide funding or reimbursement for event expenses.
- *Guarantee* promotion or advertising of your event.*

**Depending upon the size and scope of the event and the lead time provided. Event information must be submitted via a ‘Community Fundraiser Information Form’ to the Sonoma Humane Society Marketing and Communications Department a minimum of 30 days in advance of the event date to be considered for promotional support.*

5. Resources

The resources included at the end of this document are also available digitally for download using the links below.

Promotional Materials and Templates:

- [Customizable flyer \(letter size\)](#)
- [Customizable flyer \(half-letter size\)](#)
- [Social Media Banners](#)

Forms:

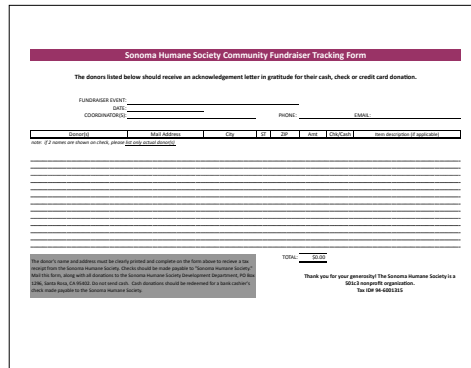
- [Community Fundraiser Information Form](#)
- [Community Fundraiser Tracking Form](#)
- [Event Sign Up Sheet](#)

Community Fundraiser Information Form



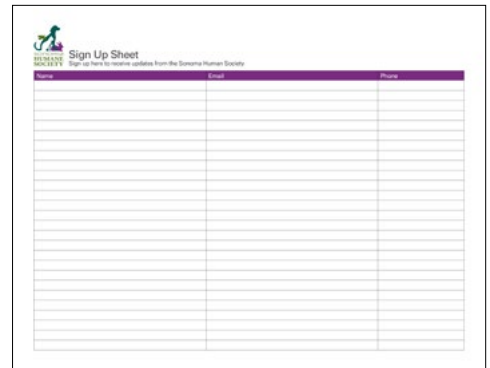
This form is used to collect information for community fundraisers. It includes sections for: Name of person/organization, Address, Phone, Email, Facebook page, Date of event, Location, Estimated number of participants, and a section for additional information. It also includes a submission deadline of 30 days prior to the event date.

Community Fundraiser Tracking Form



This tracking form is used to record fundraiser details. It includes fields for Fundraiser Event Name, Date, Coordinator(s), Phone, and Email. It also features a table for recording event statistics: Goals, Mail orders, City, State, Age, Race/Ethnicity, and Non-monetary donations. A total amount is calculated at the bottom.

Event Sign Up Sheet



This sign-up sheet is used for event registration. It includes a header with the Sonoma Humane Society logo and event name. Below the header is a table with columns for Name, Email, and Phone, with multiple rows for recording sign-ups.

Customizable Flyer (letter size)



Customizable Flyer (half-letter size)



Social Media Banners



Please Join Us for a Fundraiser



***Give
hope to
every
animal***

Photography ©2013 PHOTO LAB PET PHOTOGRAPHY, www.photolabpets.com

Supporting the Sonoma Humane Society

WHO

WHAT

WHEN

WHERE

WHY *To ensure that every animal receives protection, compassion, love and care.*





Please Join Us for a Fundraiser

Supporting the Sonoma Humane Society

WHO

WHAT

WHEN

WHERE



Photo: Sumner Fowler

WHY *To ensure that every animal receives protection, compassion, love and care.*



Please Join Us for a Fundraiser

Supporting the Sonoma Humane Society

WHO

WHAT

WHEN

WHERE



Photo: Kate Karwan Burgess

WHY *To ensure that every animal receives protection, compassion, love and care.*



Community Fundraiser Information Form

Thank you for choosing to support the Sonoma Humane Society (SHS)! Please complete the following information form and submit this to the SHS Marketing and Communications Department **at least 30 days prior to your event.**

Name of person/group organizing the event _____

Address _____

Phone _____ Email _____

Facebook page _____ Website _____

Have you worked with the Sonoma Humane Society before? Yes / No If yes, please describe: _____

Please give a brief description of your event _____

Date of event _____ Time of event _____

Location of event _____

Has this event been done before? Yes / No

How will this event be publicized? _____

Estimated number of participants _____

Are there any other organizations associated with this event? _____

How will funds be raised for SHS? _____

What is your estimate of the final (net) donation that will be made to SHS? _____

Please describe the assistance, if any, you are requesting from the SHS staff and/or volunteers (please note that we cannot guarantee attendance at, or promotional support of, your event). _____

Please list any additional information you feel is important for us to know _____

Please submit this form 30 days PRIOR to your event date.

Email to Wendy Welling, vwelling@sonomahumane.org or fax to 707-542-1317.

Attach any fliers or additional information regarding your event.

In order to accurately and quickly process and acknowledge funds raised, please mail all proceeds, along with this form and the Community Fundraiser Tracking Form to: **Sonoma Humane Society, Development Department – Community Fundraising, P.O. Box 1296, Santa Rosa, CA 95402.**

Sonoma Humane Society Community Fundraiser Tracking Form

The donors listed below should receive an acknowledgement letter in gratitude for their cash, check or credit card donation.

FUNDRAISER EVENT: _____

DATE: _____

COORDINATOR(S): _____

PHONE: _____

EMAIL: _____

Donor(s)	Mail Address	City	ST	ZIP	Amt	Chk/Cash	Item description (if applicable)
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note: if 2 names are shown on check, please list only actual donor(s)

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TOTAL: \$0.00

The donor's name and address must be clearly printed and complete on the form above to receive a tax receipt from the Sonoma Humane Society. Checks should be made payable to "Sonoma Humane Society." Mail this form, along with all donations to the Sonoma Humane Society Development Department, PO Box 1296, Santa Rosa, CA 95402. Do not send cash. Cash donations should be redeemed for a bank cashier's check made payable to the Sonoma Humane Society.

Thank you for your generosity! The Sonoma Humane Society is a 501c3 nonprofit organization. Tax ID# 94-6001315

