



FUNDRAISER TOOLKIT



getting started

WHO IS THE SIOUX FALLS AREA HUMANE SOCIETY?

Serving since 1919, the Sioux Falls Area Humane Society is an open admission facility that takes in abandoned, abused, homeless and unwanted animals that need tender loving care until they can find a permanent home. We help these animals find their forever homes through adoption, prevent animal cruelty and offer public and community education, and much more. Our mission is to be a safe haven and human voice for all animals in need.

We've come a long way and are growing each and every day. We are an open admission shelter, and we have made a promise to never euthanize animals for reasons of space or time, and we've upheld that commitment ever since. Strong community support helps make each and every day at the shelter a possibility and a bright future for each animal.

HOW CAN THE PUBLIC HELP IMPROVE THE FUTURE OF SFAHS?

The dream of all who work at the shelter is to work ourselves out of a job; that there are no longer any homeless animals or animals in need of protection. We would love for kennels emptied into loving homes and for there not to be a need for a shelter. While that will likely not come true, we still work every day to find homes for every single adoptable pet. So how can you help? Can you foster a litter of kittens? Can you sponsor a spay/neuter surgery? Can you donate food or other wishlist items? Do you have an extra half hour a few days a month to come and show some love to the animals? 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.



donation impact

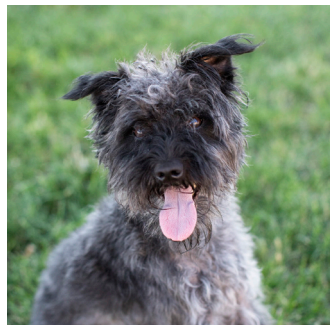
By supporting the Sioux Falls Area Humane Society, you are helping animals get the second chance they deserve. Any donation made through community fundraisers directly impacts the animals in our community by:

- Providing food, shelter, and medical care at the shelter
- Educating our community on how to properly care for animals
- Rescuing animals from abusive and neglectful situations
- Supporting under-served communities with necessary resources to care for their pets

WHAT DOES MY DONATION DO?

No matter the gift, big or small, the SFAHS appreciates any donation you are able to give.

Any Amount	Helps give an animal at SFAHS a better tomorrow
\$1	Gives a dog a “kongicle” - a favorite frozen treat
\$5	Supplies toys and a blanket for a litter of kittens
\$10	The minimum hourly cost of electricity. That’s \$3000 a month!
\$25	Provides 40 lbs. of Purina Dog or Cat Chow
\$50	Provides 9 Collars & leashes for the shelter
\$100	Provides 5 microchips for animals at the shelter
\$250	Provides the opportunity for 3 spay surgeries at the shelter
\$500	2 weeks worth of gas refills for the humane officers trucks
\$1,000	Gives housing and care to 67 animals in the shelter for one day



fundraiser ideas

IDEAS FOR EVERYONE

- **Movie Night** – Host a movie night at your home, a local hall, or park for your friends and family. Make some popcorn and ask them to support animals in need.
- **Party with a Purpose** – Invite all of your friends (and their friends) over and charge a few dollars for a good cause!
- **Spare Change Jar** – Ask family, friends, and your place of employment to place a change jar for people to drop in their spare change as they pass by. Leave the jar out year round or just during a certain time frame.
- **Game Night** – Invite your friends out for a night of games, donations, and prizes.
- **Charity Night** – Host a charity night at a local restaurant, dessert, or coffee shop.
- **Bake Sale or Lemonade Stand** – Create some magic in the kitchen and earn donations from your work!

IDEAS FOR CORPORATE FUNDRAISERS

- **Get Organized** – Organize a get together with your team! A coffee break, dinner, or happy hour is a great way to discuss a variety of creative ideas to collectively reach your team goal.
- **Jeans/Casual Day** – For a donation, employees can dress casually on a designated day.
- **Collect “Extra Change”** – Collect change near the snack and pop machines, lunch room, or front desk.
- **Prize Drawing** – For a \$10 donation, coworkers are entered into a drawing for gift certificates, prime parking spaces, or tickets to shows or sporting events.
- **Used DVD/CD/Book Sale** – Bring old DVDs, CDs, and books to sell for a good cause.
- **Food/Beverage Sale** – Cookies, donuts, popcorn, muffins, pizza, ice cream, and smoothies always go over well. Sell homemade dog treats for all the four-legged friends!
- **Break a Balloon Contest** – Buy a dart for \$1-\$5 and throw it at a wall of balloons to collect the prize inside. Prizes can include casual days, prime parking spots, free lunch, and gift certificates.
- **Lunch In** – Encourage employees to bring lunch for a week (or see if your company will supply) and donate the savings.
- **Jail a Manager** – Place a manager “under arrest,” charging \$1-\$5 a minute to keep them in jail.
- **Executive Dunk Tank or Pie Throwing Event** – One toss for each donation made to support animals!
- **Staff Cook-Out** – For a \$10 donation, coworkers dine on food prepared by the team.

top tips

- **Start Early** – The sooner you start asking for donations, the more time you'll have to grow your fundraising efforts.
- **Think of a Name**– Get creative with your fundraiser names. Funny, punny or cute, make sure people can clearly understand what your event is. 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.
- **Set Your Fundraising Goal** – Give yourself something to aim for. Many people who set a goal raise more than they thought they would! 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.
- **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.
- **Make a Personal Donation** – Be the first to show your commitment to animals in need.
- **Involve Your 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.
- **Send Emails** – Sending emails to your friends, family, and coworkers is a great way to get your message out. Share your story and include the details of your event. Don't be afraid to follow up if people don't respond.
- **Reach Out on Social Media** – Send messages and share your fundraising progress on social media. And don't forget to thank donors!
- **Let SFAHS Know!** – Make sure you fill out a Community Fundraiser Info Form and send us a flyer! 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 on social media organically that are not directly from the shelter.
- **Ask About Employer Matching Gifts** – Many companies match their employees' donations. Ask donors if their company will match their gift, raising twice the amount for animals in need.
- **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.
- **Stay Organized** – Keep up-to-date data 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.
- **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



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 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. We cannot cover any events including but not limited to alcohol, inflatables, carnival rides, aerial stunts or pony rides.
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, unless approved by the Executive Director exclusively.
9. We are happy to provide acknowledgments 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 at allisonk@sfhumanesociety.com for permission and an appropriate logo file. You may not recreate the SFAHS logo, create your own logo in lieu of ours to represent the SFAHS, or alter the SFAHS logo in any way, including but not limited to change of color, stretching horizontally or vertically or removing words from the symbol.
11. If you have additional questions about your fundraising event, please contact us allisonk@sfhumanesociety.com or visit our website at sfhumanesociety.com

social media tips

Send out emails to your friends and family encouraging them to join your efforts and contribute!

Hint send multiple emails...often times people want to give, but lose the email or forget so a reminder email is a great thing! Then promote your event through social media. In addition, add pictures and share your personal story explaining WHY you are passionate about raising funds for the Sioux Falls Area Humane Society

Facebook

- Post information about your fundraiser on your Facebook profile. Include details so your friends can get involved.
- Like the Sioux Falls Area Humane Society Facebook page
- Share posts from the Sioux Falls Area Humane Society page on your personal Facebook page.
- Create an 'event' on Facebook and invite your friends

Twitter

- Follow the Sioux Falls Area Humane Society on Twitter @sfadopt
- Retweet the Sioux Falls Area Humane Society tweets
- Promote your event on your personal Twitter page using #hashtag #sfadopt

Instagram

- Follow the Sioux Falls Area Humane Society on Instagram @sfadopt
- Regram the Sioux Falls Area Humane Society posts
- Promote your event on your personal Instagram page using #hashtag #sfadopt
- Post in your Insta story about why you are so passionate about fundraising for the SFAHS



Sample Posts

- Did you know there are hundreds of homeless animals right here in our own community? Often the first time they have had a warm bed or full meal is when they are being cared for by the Sioux Falls Area Humane Society. I'm doing my part to help these animals feel the love by raising funds for the SFAHS. Donate today and help me reach my goal!
- I'm excited to host an event for the Sioux Falls Area Humane Society, and I could use YOUR help. Please support my efforts!
- I'm raising funds for the Sioux Falls Area Humane Society in honor of {insert personal story}. Support me today!
- I'm halfway there! Thanks to generous supporters, I've raised \$XXX towards my goal of \$XXX. Don't miss your chance to support my efforts. Donate Now!

FAQ

Can you bring dogs out to our event?

With the large number of appearances we are requested to make, we unfortunately cannot fulfill every request, and ask that you please understand that our hearts are completely with you for your event, even if we cannot be there in person. We cannot guarantee a visit from an adoptable animal at your event, and we will not be able to bring out multiple animals to your event. Typically, visits from an adoptable shelter pet is limited to just one for safety and only 1-2 staff members will be allowed at each event, unless otherwise stated.

Will a staff member or volunteers be at the event?

With the large number of appearances we are requested to make, we unfortunately cannot fulfill every request, and ask that you please understand that our hearts are completely with you for your event, even if we cannot be there in person. We cannot guarantee that a staff member or volunteers will be available to assist you at your event. Make sure you fill out your Community Fundraiser Info Form a minimum of 30 days prior to your event and we will try our best to make sure someone is at your event.

What is your highest need, as far as items?

To see what items are most in need of, please view our wishlist page on the website. We update our “Most Needed” section often, and there is a PDF copy of our wishlist on the website as well. You can find this under the “Ways to Give” tab.

Can you bring out animals for an on-site adoption event?

No. We are not able to do any adoption events off-site, due to the legal paperwork needed to complete the adoptions.

What is the most beneficial, items or money?

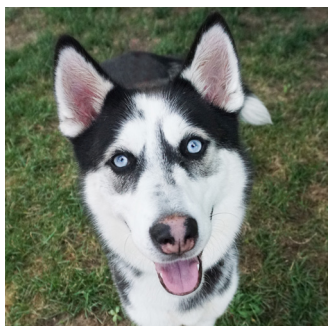
We accept any and all donations, no matter what form. Typically, a monetary donation will go farther at the SFAHS. If you wish to donate items, please pull specifically from our wishlist, to ensure we can use the items here at the shelter.

Where does the money go?

Please see the donation impact grid on page 3 of this packet to see where your money goes and what kind of difference you are making.

Will you share my event on Facebook?

We do not post any events organically on our Facebook page or other social media. If you tag us in your event, we will share on our social pages.





Community Fundraiser Information Form

Thank you for choosing to support the Sioux Falls Area Humane Society (SFAHS). Please complete the following informational form and submit to the SFAHS Marketing Department **at least 30 days prior to your event.**

Please note SFAHS cannot do adoption events off-site, and cannot guarantee a visit from an adoptable animal.

Name or person/group organizing the event: _____

Address: _____

Phone: _____ Email: _____

Facebook Page: www.facebook.com/ _____ Website: _____

Have you worked with the SFAHS 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 ever been done before? YES / NO

How will this event be publicized? _____

Estimated number of participants: _____

Are there any other organizations associated with this event? YES / NO

If yes, what other organizations? _____

Will you be collecting items, funds or both? _____

If applicable, how will funds be raised for SFAHS? _____

What is your goal for final donation amount to the SFAHS? _____

Please describe the assistance, if any, you are requesting from the SFAHS staff and/or volunteers.

(Please note we cannot do adoption events off-site and 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 Allison Wyant, allisonk@sffhumanesociety.com or mail to SFAHS, ATTN: Marketing at

3720 East Benson Road, Sioux Falls, SD 57104

You do not need to wait for approval for your event. If there any issues with your form, we will contact you.



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.