

DO-IT-YOURSELF

fundraising toolkit



SUPPORT THE WISCONSIN
HUMANE SOCIETY MISSION
TO MAKE A DIFFERENCE
FOR ANIMALS AND THE
PEOPLE WHO LOVE THEM



Do-it-yourself Fundraising

At the Wisconsin Humane Society, we are inspired every day 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 funds for the animals. These fundraisers vary in type and size, and have included everything from charity workouts, yoga classes and doggy dips to pet photo contests, raffles and jean/casual dress days!

HOW WILL THIS TOOLKIT HELP?

If you are interested in organizing and hosting your own event to benefit the Wisconsin Humane Society, we're here to help! Feel free to use a few of our ideas and suggestions or all of them – whatever works best for you and your event! You may want to start with something simple and easy-to-plan, but our hope is that this toolkit will help you, however ambitious you feel.

Whether you've hosted fundraising events in the past or are new to fundraising, this toolkit is designed to help put your idea of giving back to the animals into action and to help you effectively raise money and awareness for WHS. Our goal is to make planning your fundraiser as easy as possible. From creating a timeline and a budget, to organizing and publicizing your event, it is a planning guide that will allow anyone to plan a successful fundraiser for WHS.

In this toolkit, you'll find:

- About WHS
- Popular Fundraising Ideas
- Fundraising for Kids
- Tips for Success
- Spread the Word
- Making the Ask
- Where the Money Goes
- Fundraising Guidelines
- Contact Us



*Your support makes a difference
and can change the lives of animals who need us most.*

About WHS

The Wisconsin Humane Society (WHS) is a private nonprofit organization whose mission is to make a difference for animals and the people who love them.

Programs & Services

The Wisconsin Humane Society (WHS) has been saving the lives of animals in need since 1879. WHS operates shelters in Milwaukee, Ozaukee, Racine, Door, Kenosha, and Brown County, as well as a spay/neuter clinic in West Allis. WHS receives no general government funding to provide lifesaving care to 40,000 animals annually, and is not part of any national umbrella organization (HSUS, ASPCA, PETA, etc.).

As the largest shelter in the state of Wisconsin, WHS offers the following specialized services:

- **A comprehensive adoption program that matches more than 10,000 homeless animals** with new families; there are no time or space limits for any animals in our adoption program
- WHS receives surrendered animals, stray animals in Racine, Ozaukee, Kenosha, Brown and Door Counties, animals from Milwaukee Area Domestic Animal Control Commission (MADACC), and transferred animals from overcrowded shelters
- **Spay/Neuter clinic** providing community access to low-cost, high-quality spay/neuter services
- **Low-cost Vaccination Clinics** for cats and dogs open to the public, to ensure our community's pets stay happy and healthy
- **A pet food bank** to assist families through tough financial times
- **Educational programs for children and adults** designed to practice compassion, respect, and responsible care for animals
- **A foster program** for animals in need of additional behavioral or medical support
- **Dog training and specialty classes** for dogs and puppies
- **Behavioral experts** available to answer questions and offer advice to community members about their own pets
- **The Wildlife Rehabilitation Center** at our Milwaukee Campus, which provides rescue, rehabilitation, and release for nearly 5,000 wild animals annually



About WHS

The Wisconsin Humane Society (WHS) is a private nonprofit organization whose mission is to make a difference for animals and the people who love them.

Founded in 1879, WHS has been saving the lives of animals in need for more than 140 years. WHS is a 501 (c)(3) organization and operates animal shelters in Milwaukee, Ozaukee, Racine, Door, Kenosha, and Brown Counties, as well as a Spay/Neuter clinic in West Allis. WHS annually serves 40,000 animals and their families. We receive no general government funding and we are not part of any national umbrella organization.

As the largest shelter in the state of Wisconsin, WHS offers a variety of specialized services, including:

- **A comprehensive adoption program** that matches 12,000 homeless animals with new families; there are no time or space limits for any animals in our adoption program.
 - We receive nearly all the area's surrendered animals, as well as animals from local and state animal control facilities, and animals transferred from other shelters. We are the stray animal holding facility for municipalities in Racine, Brown, Kenosha, Door and Ozaukee Counties only.
- **Affordable spay/neuter services** open to the public at the WHS Spay/Neuter Clinic in West Allis.
- **A pet food bank** to assist families with pets through tough financial times.
- **Youth programs** to engage and inspire the next generation of animal lovers!
- **Community outreach programs** that connect families with resources for their pets.
- **A foster program** for animals in domestic violence situations.
- **Dog training** classes for dogs and puppies.
- **A Wildlife Rehabilitation Center** that provides rescue, rehabilitation, and release for 5,000 wild animals annually.





Fundraising Ideas

COMMUNITY EVENTS

- **Neighborhood/Company Bake Sale:** Host a bake sale for your office, neighborhood or school.
- **Craft Fair:** Host a craft fair and ask vendors to donate to WHS to participate, or ask for a minimum donation as an entry fee to those attending. These can be generic, or have a fun theme, like holidays or pets!
- **Poker/Bingo Tournament:** Find a location to host a tournament. Ask local businesses to donate food/prizes and charge an entry fee to play.
- **Doggie Dip:** Host a doggy dip at your community pool at the end of the season where the pool “goes to the dogs” for a donation to WHS.
- **Host a Benefit:** Host a benefit art show, concert, or theatre performance where entrance fees and/or proceeds from selling the art support the animals at WHS.

COLLEAGUES, FAMILY & FRIENDS

- **Host a Happy Hour:** Host a happy hour at a bar and donate a percent of the proceeds to WHS. Some local bars also offer charity giveback days where volunteers can bartend and choose a charity to receive their tips.
- **Birthday/ Special Occasion Fundraiser:** In lieu of gifts, ask your friends and family to make a donation to the animals in your honor for your birthday, anniversary, wedding, pet’s birthday, milestone, or other celebration.
- **Jeans/Dress Down Day at the Office:** Organize a dress-down day at the office. Work with your boss/HR department to host a day where employees can dress casually in exchange for a donation to WHS.
- **Holiday Party for Pups:** Many offices or groups of friends have holiday get-togethers, why not ask everyone to bring a donation or wishlist item, and give back this holiday season.
- **Pet Photo Contest:** Host a pet photo contest & ask for a donation per vote or entry into the contest!
- **Chill Cook-off or Taco/Nacho Bar:** Have co-workers bring in their favorite chili and have everyone in the office donate to taste & vote on their favorite - or provide a taco/nacho bar and ask for a donation to eat it!

ATHLETIC EVENTS & ACTIVITIES

- **Charity Workout:** Host a charity workout, yoga class, run/walk, or bike ride, where entry fees go to WHS
- **Super Bowl Pool:** Host a Super Bowl contest (or other major sporting event) where half the money collected goes to the winner, the other half goes to WHS.



SUCCESS STORY: These sweet pups are the White Cottage Red Door “Barktenders,” greeting everyone who visits their family store. As a way to give back to other pups, all of the “tips” they collected from patrons and community members were donated to the animals at WHS. After working all summer earnin’ those tips, the “Barktenders” raised more than \$1,000 for WHS!

100% of Barktender
Tips are Donated to



Think outside the box

JUST GIVING – our easy online giving platform!

Fundraise from home by creating your own page on JustGiving! Using JustGiving's template, you can build a customized donation collection site within seconds, then share with your friends and watch as your fundraising thermometer grows. Great for birthdays, weddings, company fundraisers, sporting events and more. Simply go to justgiving.com/wisconsinhumanesociety and click the "Fundraise for us" button to get started.

Step 1: Sign up and create a password

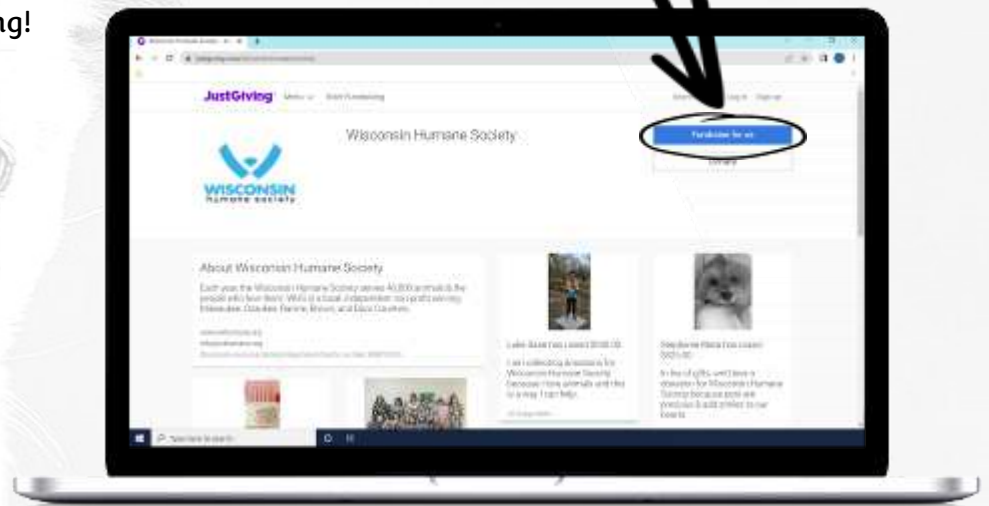
Step 2: Complete your profile

Step 3: What type of fundraiser are you hosting?

Choose your option and click start

Step 4: Check the details and answer a few questions

Step 5: Start Fundraising!



ROUND UP AT THE REGISTER

Do you own or work at a business where you can run a Round Up Campaign?

Rounding up at the register is a program that gives you the opportunity to give back to your community every time you shop. Shoppers have the option to round up to the nearest dollar when they check out, and the difference is donated to the Wisconsin Humane Society.

Other options include giving a % of one day's sales, or sell paper icons at your register for \$1, \$5 or \$10 donations to WHS.

Take your campaign to the next level:

Consider having your company match all donations collected

Incentivize your staff by holding an internal competition

Example: the top 3 sales staff to receive the most donations at their register that week, month, or throughout the campaign win a gift card

Have shoppers purchase a paper icon or paw print where they write their name on it and it gets displayed either at the register, service counter, or in another highly visible location within the store

Be the "change" in an animal's life





Young Animal Advocates

If you want to get your kids involved, or if you're an animal-loving super star yourself and want to organize your very own fundraiser for the animals at the Wisconsin Humane Society, this quick guide will help you reach your goals successfully. A big thank you to each and every one of the young philanthropists who choose to support animals!

Use spare change for change

Create your very own change jar and drop in your spare change at the end of every day. Spare change adds up very quickly! Ask permission to collect spare change in your classroom. You can make more than one change jar and ask your parents or other adults to take them to work, too.

Use your birthday

Instead of gifts for your birthday, ask your friends and family to give you a donation for the animals and programs at WHS. **BONUS:** You can also do this for the holidays in lieu of asking for presents!

Be a social media star

Create a video with you, your siblings, or your friends that features you asking for donations. You can create a song or any kind of short skit to include in the video. Post the video on social media and ask people to donate to your cause.

Host a lemonade stand or bake sale

Make homemade lemonade or bake something sweet and set up a stand to sell the tasty goodies in your neighborhood, at a parent's work place, or at school during lunch.

Chocolate or candy grams

Sell candy or chocolate bars with custom messages or names of animals available for adoption (by looking at the WHS website) and sell them to your friends and family.

Write letters to ask for donations

Ask your teacher for permission to write a letter to send home with your fellow classmates. The letter can include information about why you are raising money and a little bit about WHS. You can also write a letter and mail it to any of your friends or family asking for donations.



SUCCESS STORY: This group of neighborhood friends got together one weekend and decided to raise money for the animals at the Wisconsin Humane Society by hosting a lemonade stand! They sold lemonade in their neighborhood, with a plan to help animals, and had a lot of fun doing it!

KIND KID SPOTLIGHT: Let us know about your fundraising super star so we can coordinate a drop-off time and take a photo with your donations at the shelter! We may even feature it in our Kind Kids Spotlight!



Tips for Success



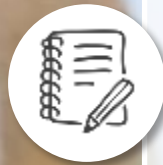
You've determined what you want to do and you're ready to get started. Now what? Below are a few of our top tips for planning and marketing your fundraiser for the animals!



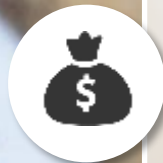
Get help from co-workers, group members, and friends. Co-workers, members of your group & friends can help you brainstorm ideas, delegate the work and have fun doing it- which will help you raise more funds for the animals.



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.



Keep expenses low and look for support. 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 friends to donate or discount event-related expense items, such as entertainment, venue rental, decorations, food, beverages and auction items.



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.



Use add-ons 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, prize wheel, selling food or merchandise, etc.? Be creative and you'll be surprised at the additional funds you raise from these little extras.



Mark your calendar - and theirs! 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!



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.



Spread the Word

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? Below are a few ideas to help promote your event! You can choose to do one of these, a few, or all of them! **Most importantly: Have fun!**

USE SOCIAL MEDIA

- **Create a Facebook event** and invite people, or create a Facebook fundraiser for WHS! Include details about the event and tell people why you support the Wisconsin Humane Society.

PRO TIP: Creating something public? Don't forget that you can add WHS as a co-host of the Facebook event you create for your fundraiser!

- **Create a hashtag** or use one that already exists
- **Post photos of your fundraiser on social media** (especially previous years if this is an annual event)
- **Don't forget to tag the Wisconsin Humane Society** so we can see all the great things you're doing!
- **Don't forget about our WHS Community Events Calendar!** Contact us today, fill out our community events form and we'll include your event!
- **Remember: the more channels you use, the better!**

GET CREATIVE

- **Create flyers and shareable graphics to get the word out!** Make sure you include the WHS logo, date, location and contact info for questions or to sign up

PRO TIP: Consider adding pull tabs on the bottom of the flyer with either contact info to get involved or the date/location of the event so people can rip one tab off to take with and remember the event

- **Ask for help distributing your flyers** in local coffee shops, community boards, gyms, and other places you frequent. (friends, family, co-workers, etc.)
- **Ask local businesses to get involved**, like your local pizza place, bars, bank, or other businesses for added promotion and support.





Making the Ask

The most important aspect of fundraising is to know who to ask. When asking for donations, remember to consider all the different groups of people you know. People want to support your efforts – but most people won't give without being asked, and try to remember: the worst that can happen is they say no!

THINK ABOUT WHO YOU KNOW

Family: Consider more than just your immediate family and include people you might see over the holidays or relatives who live in different states.

Friends: These include your close friends as well as your acquaintances. Consider your friends from all different times of your life: school, college, even your neighbors!

Past fundraisers you've supported: Think about all the cookies, pizzas, candy, magazines, popcorn, etc. you've purchased over the years to support others' fundraisers – this might be a good time to reach out to ask them to reciprocate the kindness for your fundraiser.

Community Groups: Think about all the clubs in which you participate: religious, political, civic, volunteer activities, PTA, athletic clubs, book clubs, alumni – both in-person and virtual groups.

Businesses you frequent: Consider asking your doctor, your friends at the gym, your hair dresser, dry cleaner, deli, even the person you buy coffee from every morning may want to give if you ask!

Professional relationships:

- Start with your current colleagues and then think about former co-workers
- Ask your clients, partners, vendors, etc.
- Use LinkedIn! Search through your contacts to see who might be interested in lending a hand.

HOW TO ASK FOR DONATIONS

PROTIP: Always remember: people can't give if you don't ask.

Phone: Believe it or not, phones do still work to make calls! Calling your friends, family, colleagues to ask for support is a great way to get started! Businesses also often respond more positively to people who stop in or call to ask for support us just sending a letter with a donation request.

Email: Sending emails is quick and is a great way to ask for support, and follow-up on your asks.

Mail a letter: Some people love getting mail! Sending a letter asking for support and explaining why you want to raise funds for animals can go a long way.

In-person: Nothing beats face-to-face interactions, and people are much more likely to say yes to requests in-person, especially for a cause you care about!

Social media: Consider creating a fundraiser through Facebook which will allow you to ask all of your friends for donations right on the platform. You just pick WHS as your designated charity and tell everyone why this cause matters to you!





Your Donations at Work

Don't forget to let people know how their donations can make a difference in the lives of animals, right here in our community, who need us most.

EVERY DOLLAR *makes a difference*

\$10

Protects two dogs from heartworm disease

\$25

Feeds ten newborn kittens for a week

\$50

Provides a lifesaving care kit to a litter of orphaned kittens

\$100

Microchips 20 dogs so they can return to their families if lost

\$250

Provides distemper vaccines for 30 puppies

\$500

Provides lifesaving care to a litter of puppies battling Parvo

\$1,000

Provides veterinary care for animals of domestic violence victims



THE STORY OF CATSANOVA

Found on the side of the road in the rain, her coat was thinning, her skin was infected, and she had horrible pain at the base of her tail.

Our veterinary team got to work administering treatment and after assessing the damage, knew the only way to relieve her pain was to amputate her tail. The next day, she was purring up a storm, offering up her belly for scratching and winning over everyone she met.

From emergency medical care to routine treatments, the Wisconsin Humane Society helps thousands of animals like Catsanova each year. Without any general government funding, **we rely entirely on donations from generous people like you to make this lifesaving work possible.**



Fundraising Guidelines

Thank you for your generosity in helping us save the lives of animals in need! To ensure that the Wisconsin 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

ORGANIZER RESPONSIBILITIES

- 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.
- Event organizer is responsible for determining and securing a venue for your event. Please note third-party and community fundraisers cannot be held at WHS.

PROMOTION & PUBLICITY

- The Wisconsin Humane Society (WHS) can provide informational materials about the shelter and our programs and services. Advance notice is needed with quantity and types of information requested in order for WHS to provide these materials.
- Due to the number of requests we receive, the Wisconsin Humane Society may attempt, but cannot guarantee:
 - Promotion of your event in our publications
 - Inclusion of your event on our community events calendar.
 - Fill out the application here: <http://www.wihumane.org/news-events/community-events>
 - Staff, volunteers or animals at the event
 - Distribution of posters or literature for your event
- The event must be promoted in a manner to avoid statements or the appearance that WHS endorses any product, firm, organization, individual or service.
- All promotional materials must clearly state what percentage or portion of proceeds will benefit WHS.
- Event organizers are responsible for obtaining all permits, including raffles, as well as their own liability insurance to cover the event. WHS is not financially liable for the promotion or staging of third-party events.

FINANCIAL POLICIES

- WHS cannot process third-party event expenses. Only final net proceeds from the event can be processed by WHS and are valid to receive a tax receipt.
- We cannot issue charitable tax receipts for individuals or businesses who make donations - monetary or in-kind - to your third-party event. We highly encourage seeking donations to limit event expenses, but these donations are not tax-deductible to the extent of the law, as they are given to the event host, and not directly to a 501(c)3 organization.
- We are happy to provide receipts to individuals and businesses who make monetary donations directly to WHS as part of your event, as long as the exact monetary donation and donors' contact information are received by WHS.



Where are we?

We are here to help if you have any questions or need help getting started. The most important thing to remember is that fundraising for the Wisconsin Humane Society should be fun. You are making a difference in the lives of animals with nowhere else to turn and there is no better way to spend your time!

MILWAUKEE CAMPUS

4500 West Wisconsin Avenue
Milwaukee, WI 53208
414-431-6122

OZAUKEE CAMPUS

630 West Dekora Street
Saukville, WI 53080
262-377-7580

RACINE CAMPUS

8900 16th Street
Mount Pleasant, WI 53406
262-554-6699

KENOSHA CAMPUS

7811 60th Avenue
Kenosha, WI 53142
262-694-4047

GREEN BAY CAMPUS

1830 Radisson Street
Green Bay, WI 54302
920-469-3110

DOOR COUNTY CAMPUS

3475 Park Drive
Sturgeon Bay, WI 54235
920-746-1111



Contact Us

Have questions along the way or want to drop off donations after your fundraiser is finished? Contact us today!

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