



**the**  
**Humane**  
**society**  
Tacoma & Pierce County

# Fundraising Toolkit

# Getting Started .....

Looking to do your own fundraiser to help animals in need? Animal-loving community members like you make it possible for thousands of homeless, neglected, and abused animals to get the care they need.

The Humane Society for Tacoma & Pierce County (HSTPC) relies heavily on donations and fundraising events in the community to provide food, medical care, and love to around 10,000 animals every year.

This toolkit is your guide to third-party fundraising and will hopefully make it easier for you and your community to get involved.



## Donations Make an Impact .....

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

- \$5** Gives a dog a daily treat or a new toy
- \$10** Provides animals with vaccinations to protect them from illnesses
- \$50** Covers the cost of spaying or neutering a cat to prevent unwanted litters
- \$100** Provides behavioral rehabilitation to help a shy dog find their confidence
- \$250** Pays for X-rays for two injured animals so they can heal
- \$500** Helps provide medical treatment for a stray dog with a broken leg

# Fundraising Ideas .....

You can help Make Happy Happen! Here is a list of fun activities and events to help ask for support from your friends, family, and community. You can ask participants to bring a donation or you can donate proceeds to the Humane Society for Tacoma & Pierce County.

**Special occasions (birthdays, holidays, weddings, etc.)** – gift-giving occasions can be a great time to let family and friends know that you would prefer a donation to HSTPC instead of a gift.

**Dinner Party or Wine Tasting** – Start up the grill, bring out the snacks, or pour some wine! Have a casual meal with your friends and ask them to bring a donation for HSTPC.

**Garage Sale** – Doing some spring cleaning? Organize your own garage sale or even a neighborhood block sale and donate the proceeds to HSTPC.

**Bake Sale** – Who doesn't like baked goods? Bake some favorites or some homemade doggie treats and donate the proceeds to HSTPC.

**Lemonade Stand** – Get the kids involved and set up your own lemonade or juice stand in your local neighborhood and donate the proceeds to HSTPC.

**Garden Party Silent Auction** – Host a fun gathering in your own backyard and auction off a few items that you think your friends and family might like to bid on and donate the proceeds to HSTPC.

**Sports Tournament** – Host a friendly sports competition such as corn-hole, baseball, or a bowl-a-thon with your family and friends and ask them to bring a donation for HSTPC to enter the tournament.

**Game or Movie Night** – Invite your friends and family over to enjoy some games or bring out the popcorn to watch a movie and ask them to bring a donation for HSTPC as an entry fee.

**Donation Jar** – Put out a donation jar for people to leave their spare change as donations.

**Business Sales** – Business owners can let their customers know that a portion of their purchase is going to HSTPC to help animals in need.

*And more – the possibilities are endless!*

Have you held a fundraiser that went really well? Let us know!

[development@thehumanesociety.org](mailto:development@thehumanesociety.org)

# Promoting Your Fundraiser .....

There are several ways to help promote your event or activity!

## Email

Send out emails to your friends and family encouraging them to participate. Follow-up with a reminder email or two as your fundraiser approaches.





### Sample Email:

Hi <insert name>,  
I'm excited to host <insert event/activity name> on <insert date and time>! This fundraiser will help support the Humane Society for Tacoma & Pierce County, a cause that is near and dear to my heart. As you know, <insert personal story or tell of a special animal in your life>, and I am raising money to save the pets in our community. Please help me meet my fundraising goal for the Humane Society for Tacoma & Pierce County! <Insert your donation request for attendees or mention that all proceeds will be donated>. Together, we can save homeless, neglected or abused animals here in Pierce County. Thank you!




## Social Media

**Follow and tag us @TacomaHumane and use the hashtag #makehappyhappen**





### Facebook

-  Share the Humane Society for Tacoma & Pierce County posts
-  Promote your event/activity on your personal Facebook page
-  Create an 'event' on Facebook and invite your friends
-  Use the Facebook fundraising graphic provided in this toolkit or any personal photos

### Twitter

-  Retweet the Humane Society for Tacoma & Pierce County tweets
-  Promote your event/activity on your personal Twitter page
-  Use the Twitter fundraising graphic provided in this toolkit or any personal photos





### Instagram

-  Share the Humane Society for Tacoma & Pierce County posts
-  Promote your event/activity on your personal Instagram page
-  Post on your Instagram story about your fundraiser
  - o You can find HSTPC GIFs to use by searching for "tacomahumane" in GIPHY
-  Use the Instagram fundraising graphic provided in this toolkit or any personal photos



## Social Media (Continued)

### Sample Posts:

-  Please help me meet my fundraising goal for @TacomaHumane! Together, we can save homeless, neglected or abused animals here in Pierce County.
-  Please help me meet my fundraising goal for @TacomaHumane! Those who know me know that my adopted pets from the shelter mean the world to me, and I am raising money to save even more sick, neglected, and abused pets in our community.
-  Please help me meet my fundraising goal for @TacomaHumane! As you may know, their mission to advance the welfare of animals and promote positive relationships between animals and people is very important to me. Together, we can rescue homeless and hurting animals!
-  Please help me meet my fundraising goal for @TacomaHumane! When you make a gift to the shelter, you're saving the lives of homeless pets in our community, a cause that is very near and dear to my heart. Together, we can Make Happy Happen!

## Frequently Asked Questions .....

Your participants might have some questions regarding your cause. Here are some general FAQs regarding HSTPC. We ask that you stick with these responses or direct any inquiries you might get to our website at [thehumanesociety.org](http://thehumanesociety.org) to find more information.

### **Is the Humane Society for Tacoma & Pierce County a no-kill shelter?**

The Humane Society for Tacoma & Pierce County works hard every day to make sure they are giving every animal that comes through their doors a chance at finding happiness. They do not euthanize animals because they have been with them too long, or if they have too many. They only consider euthanasia in two situations.

1. An animal is terminally ill and in pain and suffering.
2. Behavior that is dangerous to public safety.

### **Is the Humane Society for Tacoma & Pierce County affiliated with the Humane Society of the United States or animal control?**

No, they are not. The Humane Society for Tacoma & Pierce County is your local, donor supported safe haven for animals. They are an independently run organization supported solely through the generosity of individuals, foundations, and businesses. With your support, every animal will have a future.

### **Besides donating, how else can I support the Humane Society for Tacoma & Pierce County?**

They are always in need of volunteers and fosters. You can apply to volunteer or foster online on their website at [thehumanesociety.org](http://thehumanesociety.org).

# Supporting Your Fundraiser .....

The Humane Society for Tacoma & Pierce County **can support you with:**

- 🐾 Customizable templates for promotion
- 🐾 A donation tracking form
- 🐾 An information sign-up sheet if your participants would like to receive our updates
- 🐾 Acknowledging all donations with tax receipts for \$5 or more when provided with the donation amount, donor name, and donor contact information (please use the [Donation Tracking Form](#)).

The Humane Society for Tacoma & Pierce County **is unable to provide:**

- 🐾 Financial support or reimbursement for any expenses
- 🐾 Access to mailing lists
- 🐾 Guaranteed promotion or advertisement
- 🐾 Guaranteed participation from our staff or volunteers
- 🐾 Adoptable animals at your activity or event



# Guidelines .....

## **What is considered a third-party event / activity?**

A third-party event/activity is a fundraiser that is hosted by an unaffiliated individual, group, company, or organization whose proceeds benefit the Humane Society for Tacoma & Pierce County. The event or activity is organized and held by the third-party without any financial support from the Humane Society for Tacoma & Pierce County, as well as minimal to no staff involvement.



## **Let us know**

The third-party should submit a [Third-Party Fundraising Information Form](#) 30 days prior to the planned event or activity.

*Approval of your event/activity is not required, but we review submissions to ensure it aligns with our organization's goals, values, mission, and objectives.*



## **Costs and liabilities**

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) agrees to hold the Humane Society for Tacoma & Pierce County harmless from all claims and liabilities in any way related to the event/activity.

## **Marketing and media**

All promotional materials must state the percentage of proceeds that will benefit HSTPC.

-  The promotional templates provided in this toolkit have been approved for use. If you plan to use the Humane Society for Tacoma & Pierce County's logo or name for promotional purposes outside of those templates, you must seek approval of such material before use.
-  Any press or other media must be coordinated, in advance, with the Humane Society for Tacoma & Pierce County.

## **Donations**

-  For fundraising, the Humane Society for Tacoma & Pierce County accepts donations by: cash, check, money order or credit card.
-  All checks must be made payable to the Humane Society for Tacoma & Pierce County.
-  Please send donations to: The Humane Society for Tacoma & Pierce County, 2608 Center St, Tacoma, WA 98409.

# THANK YOU FOR HOSTING AN EVENT/ACTIVITY TO HELP SAVE THE LIVES OF THOUSANDS OF ANIMALS IN OUR COMMUNITY!

## Resources

Click to download the forms and promotional templates.

### Forms:

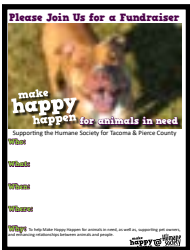
[Third-Party Fundraising Information Form](#)

[Donation Tracking Form](#)

[Email Sign-up Sheet](#)

### Promotional Templates:

[Customizable flyer \(letter size\)](#)



[Facebook graphic \(1080px X 608px\)](#)



[Twitter graphic \(900px X 450px\)](#)



[Instagram graphic \(1080px X 1080px\)](#)



- 1 Create your fundraising event/activity**
- 2 Let us know**  
\*Submit your **Third-Party Fundraising Information Form**
- 3 Spread the word**  
\*Email, social media, promotional templates
- 4 Send us your donations/proceeds along with your Donation Tracking Form to:**  
Humane Society for Tacoma & Pierce County  
Development Department – Third-Party Fundraising  
2608 Center St, Tacoma, WA 98409