

# Raising Funds for our Four-Legged Friends

## Do-it-yourself fundraising toolkit

At the Wisconsin Humane Society, we are inspired 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 money for the animals. These fundraisers vary in type and size, and have included chili cook-offs, lemonade stands, bake sales, raffles and more.

If you are interested in organizing and hosting your own event to benefit the Wisconsin Humane Society, please review our policies and procedures, and check out our tips and ideas to help make your event a success.

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## Fundraising Ideas

- Bake sale
- Garage sale
- Host a 5K run/walk with entry fee to WHS
- Sell dog treats
- Birthday party with gifts going to WHS
- Holiday party with suggested donation to WHS
- Silent auction or raffle with proceeds to WHS
- Host dog park socials
- Chili cook-off for donations per entry or vote to WHS
- Taco or nacho bar at work for donations to WHS
- Loose change as donation jar/ Penny War
- Set up "Casual Friday/ Jeans Day" at work (*employees donate to WHS and then get to wear jeans on Friday*)
- Car wash
- Wedding shower donation drive
- Book sale
- Pet sitting for donations to WHS
- Gift wrapping for donations to WHS
- Neighborhood bbq's
- Dog washes
- Lemonade stand

## Top Tips for Planning & Marketing

1. **Get help from 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.
2. **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.
3. **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.
4. **Look for support!** Consider asking for sponsorships or underwriting for your event. Put together a short proposal with information about your event and the likely attendees. Make sure to include information about the benefits and recognition your sponsors will receive.
5. **Get the word out!** 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? Consider using social media to create an event page and posting the details. The more ways, the better!
6. **Use other ways 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, selling food or merchandise, etc.? Be creative and you'll be surprised at the additional funds you raise from these little extras.
7. **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.
8. **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.
9. **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!
10. **Check out our Student Service Projects brochure!** Working on a scout badge or kids project? View our Student Service Projects Brochure in our "For Kids" page on the website for ideas on ways to work toward your new badge, collect donations for your Bah or Bar Mitzvah, hold a lemonade stand and more!

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## Downloads

Feel free to copy or save the photo you would like to use.



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## Policies & Procedures

In order 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 consistency and quality in the events. Thank you for your generosity in helping us save the lives of animals in need.

1. The Wisconsin Humane Society can provide informational materials about WHS and our programs and services. Advance notice is needed with quantity and types of information requested in order for WHS to provide these materials. Feel free to print and use the following materials for your event:
  - a. [WHS Services & Thank you flyer](#)
  - b. [WHS 2013 Annual Report](#)
2. Due to the number of requests we receive, the Wisconsin 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.
    - ii. Fill out the application here: <http://www.wihumane.org/news-events/community-events>
  - 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 WHS endorses any product, firm, organization, individual or service.
5. All promotional materials must clearly state the percentage or portion of proceeds that will benefit WHS
6. Event organizers are responsible for obtaining all permits, especially for raffles, as well as their own liability insurance to cover the event. WHS is not financially liable for the promotion and/or staging of third-party events.
7. We cannot process third-party event expenses. Only final net proceeds from the event can be processed by WHS.
8. Please note that third-party and community fundraisers cannot be held at the Wisconsin Humane Society.
9. We are happy to provide acknowledgements to individuals and businesses who have made donations to WHS through your event, but we must receive each person/businesses full name, address, donation type and amount.
10. If you have additional questions about your fundraising event, please contact us at [jvancamp@wihumane.org](mailto:jvancamp@wihumane.org) or visit our website at [wihumane.org](http://wihumane.org).

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