

# *Community Fundraising & Event Handbook*



How to plan your own fundraiser or event



Animal Welfare Association

509 Centennial Blvd. - Voorhees, NJ 08043 - 856.424.2288 - [AWANJ.ORG](http://AWANJ.ORG)

Thank you for your interest in supporting the Animal Welfare Association by hosting a fundraiser or special event!

- AWA is a regional community charity
- We do not receive any funds from the government or any national group.
- All of our annual operating income is raised through fundraising.
- This handbook is designed to provide you with the tools needed to plan your very own fundraiser or event, in support of the homeless animals at AWA.
- If you have any questions, please feel free to contact us at [events@awanj.org](mailto:events@awanj.org) or call 856-424-2288 ext. 113
- To officially register your event with the AWA and review our third party event policies visit us at [AWANJ.ORG](http://AWANJ.ORG)

*When we are short on donations, we must limit the number of animals we can help and what we can do in the community.  
That is why we are reliant on the generosity of supporters like you.*



*AWA is dedicated to eliminating animal suffering and promoting the importance of the human-animal bond.*

## Why support AWA?

We help our community's people and pets through:

- Low-cost spay/neuter clinic and animal wellness services for everyone, since 1974. In 2014 we opened a 4,300 sq.ft Pet Wellness Clinic.
- Saving thousands of homeless and abandoned animals each year: 2,654 animals adopted in 2013.
- Humane Education activities for schools and youth groups. A summer camp program was introduced in 2014.
- A Pet Therapy program that brings the comfort and love of animals to nursing home residents.
- An Outreach program for veterinary services, pet food, supplies and care to city residents of Camden.



**AWA's new Pet Clinic opened its doors in December 2013**

Please use your fundraising event to help promote and bring awareness to AWA and our programs.



# Community Fundraising & Event Ideas

*There are so many ways you can get involved and support AWA... Here are just a few:*

- *Show your talents*– put your love for baking or crafting to use, by making items and hosting a sale in AWA's honor
- *Be a "Hostess with the Mostess"*- Host a party and ask your guest to contribute a "Cover Donation"
- *Happy Birthday to the AWA*– Celebrate your birthday by asking friends and family to make donations to AWA in your honor, or to give you AWA wish list items instead of gifts
- *Scrub-a-dub-dub*– Host a dog or car wash with your friends, ask for a set donation price to help our homeless animals
- *Pubs for Paws*– Organize a Pub crawl to help benefit the AWA
- *Spring Cleaning*– As you are cleaning up clutter, consider hosting a yard sale to help the animals
- *Dine and Donate*– Ask a restaurant to donate a portion of a nights profits to support AWA
- *Casual Friday*– Work with your employer to implement a dress down day, where everyone who makes a set donation to AWA can wear casual clothes to work on a certain day
- *Say "I DO" to AWA*– Instead of wedding favors donate to AWA, we can provide you a card you can print and give to your guest explaining that you donated to AWA instead of favors.
- *Think Adoption!* - Show your support by attending an AWA adoption event in the local community.

# Fundraising for Kids

*You are never too young to make a difference!*

- Wash cars, mow lawns, baby-sit, shovel snow, pet-sit or do chores to earn money... donate a portion of it to AWA to help care for homeless animals
- *Dog days of summer*– Host a lemonade stand, help your neighbors cool down and donate your profits to the AWA
- *Read-a-thon* - Gather your friends and get your family and neighbors to make a pledge for every book read!
- *Treats and good eats* - Host a bake sale for everyone... make fresh dog treats and baked goods with your family and friends then sell them, donate the profits and any leftover treats to the animals at AWA
- *Social media drive*– Social media is an easy and great way for kids to get the word out, post that your supporting AWA. Ask people to drop off donations directly to AWA in your honor

*Kids should always ask their parents permission and have grown-up supervision when working on any fundraising projects!*



**These animal lovers collected donations to help AWA**

Kids get your whole school involved! Work together with your friends and teachers to host a school-wide donation drive, host a dance in AWA's honor or have a Pajama Day where kids pay to wear their PJs to school and the proceeds go to help AWA.

# Fundraising in your workplace

*Fundraising at work is a great way to help a worthy cause, get the word out and boost morale.*

- Get your company to help fundraise through its sales. There are lots of ways they can do this: Donate a portion of a certain days sales, collect proceeds from a specific service or product, place a donation jar on the counter.
- Create a snack store. Buy goodies or soft pretzels in bulk and sell them to your co-workers. After you recoup your expenses, donate the proceeds to AWA.
- Raffle off a parking spot. Employees can enter their name and a small donation to win the best spot for a month! You can earn 12 times the donations if you host this for a whole year.
- Bosses or managers: offer to shave your head if your staff can raise a certain amount. Set an ambitious fundraising goal and see how much your employees want to see you shave your head!
- Set a fundraising goal, and if the employees meet it, treat them to lunch!
- Form a team for AWA's Paws & Feet 5k Race & Doggie Fun Day! Registration opens every January and is held in May. Ask your co-workers to join your team or donate.
- A lot of companies offer a matching gift when employees make donations, or they will make a donation when a group of employees volunteer a certain amount of time at a local charity. Make sure to check in with your management to see if they offer similar programs.

# Seasonal Fundraising

*'Tis the season... for giving!*

Holidays make for the perfect time to do fundraising!  
People are already in a happy, festive and giving mood!

- Be creative, fun and festive with your ideas.
- Think of ways to incorporate your fundraising into existing holiday themes i.e gift wrapping or a cookie swap at Christmas time or host a bake sale before Thanksgiving, sell lemonade or water ice during your 4th of July block party.
- Host a party based on the up-coming holiday or event, a Valentines day dessert party, a Halloween pumpkin carving party or a Super-Bowl Beef-n-Beer, ask your friends to donate in order to participate.
- For those gift giving holidays, make a donation to the shelter instead of giving chocolates, flowers or plants. When you make your donation let AWA know you are making it in honor of someone and we will mail them a card letting them know you made a gift in their name.
- Instead of a Pollyanna or gift exchange with your friends and co-workers suggest you all make a donation to AWA. You can print out pictures of our animals and put them in cards to hand to those who donated, letting them see who they are helping.

*Caring for animals... benefiting people*

Do you have event tickets, a week at a time share or other items you would like to donate to AWA's Bids for Pet's Sake online auction?  
We collect items all year long and the auction is hosted every October!



# Fundraising 101

## *Guidelines to keep in mind when planning your fundraiser!*

- *Decide what kind of fundraiser or event you want to host!*
- Develop a plan on how you intend to reach this goal.
- Go to AWANJ.ORG to download AWA's Fundraising Agreement. Email your form and any questions to [EVENTS@AWANJ.ORG](mailto:EVENTS@AWANJ.ORG)
- Host your event adhering to the AWA Fundraising Guidelines and Gift Acceptance Policy.
- *Set a goal*– Decide how much money you want to raise.
- *Set a date*– Take seasonal events and weather into consideration
- *Find a location*– You'll want to have the most visibility and traffic possible. Some venues give discounts for charitable fundraising.
- *Involve others* - Fundraising projects are more fun and less stressful with a team. Determine each person's job and set timelines to keep everyone on track. Invite family and friends, to get involved as they are your best network and support for you!
- *Create a budget*– Some money is almost always spent in hosting a fundraiser. Make sure your cost don't overshadow your profits.
- *Advertise*– Create posters, place ads on community events pages and online calendars. Use social media to get the word out!
- *Follow the law*– Some events need a license or a permit. Please make sure to check with your town to see what is needed.
- DO NOT go door to door soliciting from strangers.
- DO NOT promise tax receipts. Not all donations are eligible for a charitable tax receipt. Please contact our events department to see if your fundraising proceeds are tax deductible.
- Contact AWA and submit donations (cash or check made out to Animal Welfare Association) within 2 weeks of the event.

# AWA's Role in Your Fundraiser

*Hosting a fundraiser or event for AWA is a great way to help us spread the word about our organization and services.*

## **How we are ABLE to help**

- We can provide you with AWA's print material, literature and brochures about AWA.
- We can promote your event on our Facebook page. The number and frequency of post may vary, as AWA business needs must take precedence over all other post.
- On occasion we can include your fundraiser in our e-blast and online calendar. (not every event is suited for this and can only be done when space is available and it does not conflict with AWA business)
- When appropriate we may issue a direct invite of your event to our specific donors. (this **MUST** be approved by our Events and Business Relations Manager and/or Executive Director)
- If available and appropriate we may ask to have staff and/or volunteers attend your event to help raise awareness for AWA. (subject to event and availability)

## **How we are UNABLE to help**

We can not offer any support by means of money, supplies, copies or materials for your event.

We can not, pre-purchase or sell tickets of any kind.

***For Legal purposes all events should be listed as  
"Benefitting the Animal Welfare Association"***

If you have any questions please contact our events department at 856-424-2288 x 113 or email: [Events@AWANJ.ORG](mailto:Events@AWANJ.ORG)



# AWA's Major Events



AWA's Paws and Feet 5K Race and Doggie Fun Day is AWA's largest fundraising event of the year.



Every October get swept away in the excitement of an online auction!

"Click. Bid. Win.  
for homeless pets!"

# AWA's Gift Acceptance Policy

***We cannot accept any gifts or donations that are not in the spirit the of AWA and our mission.***

We greatly appreciate any and all support that you would like to lend to AWA. However, some events, fundraisers or gifts may not be in line with the spirit and mission of the AWA. We can not accept any gifts believed to be obtained illegally, in poor unusable condition or which may harm AWA's reputation.

## AWA Contact Information

### Address:

Animal Welfare Association  
509 Centennial Blvd  
Voorhees, NJ 08043

### Phone:

General Number 856-424-2288  
Events and Business Relations Office 856-424-2288 x 113

**Email:** [Events@AWANJ.ORG](mailto:Events@AWANJ.ORG)

**Website:** [AWANJ.ORG](http://AWANJ.ORG)

**Facebook:** [Facebook.com/AnimalWelfareAssociation](https://www.facebook.com/AnimalWelfareAssociation)

***Thank you for your support!***

Because of your support in hosting fundraisers and events to bring awareness to the AWA, we are able to help more animals and do more for the community! Thank you for support!



*The Animal Welfare Association is a private, non-profit 501(c)(3) charitable organization, serving and educating our community for over 65 years. We are nationally recognized for our innovative programs and proudly lead the way for other shelters in the area.*

*AWA has emerged as a provider of the most comprehensive animal care programs in South Jersey.*

