

# Animal Welfare Association Third Party Event Fundraising Guide



A third party fundraiser is any event hosted and run by an organization or business outside the Animal Welfare Association where the proceeds, either monetary or in kind, are donated to the AWA.

## Who can host a third party fundraiser?

Any group who would like to raise funds or collect supplies to help the animals in need at the Animal Welfare Association. Families, school groups, scout troops, youth groups, businesses, community service organizations, non-profit groups....can help!!!

## What type of event can we have?

That is really up to your group. You can host any type of event you are comfortable planning and running. We do have a list of ideas that can help get your started.

## AWA's Role in Your Fundraiser

### How We Can Help:

- Provide you with and AWA info packet for your event
- Advertise your event via AWA's Facebook page
  - Up to 1 scheduled post per week - possibly more depending on what other events and activities we have scheduled at the same time
- List your event on AWA's website event calendar
- Notify volunteers of your event via email
- Provide AWA volunteers to table at your event based on request and availability

### What We Can't Do:

- Create and reproduce marketing materials for your event
- Pre-purchase or sell tickets
- Purchase supplies for your event
- Staff your event with AWA staff
- Utilize AWA's mailing list, existing donors, sponsors or media contacts

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## Fundraiser Best Practices

<p><b>Do:</b></p> <ul style="list-style-type: none"> <li>● Set a Goal</li> <li>● Set a Date/Time, Find a Location, Create a Budget</li> <li>● Advertise - posters/flyers, post to community calendars, share on social media</li> <li>● Advertise event as <i>“Benefiting the Animal Welfare Association”</i></li> <li>● Make sure you have necessary permits &amp; licenses</li> <li>● Communicate with us - keep AWA in the loop</li> <li>● Have fun!!</li> </ul>	<p><b>Don't:</b></p> <ul style="list-style-type: none"> <li>● Go door to door to solicit from strangers</li> <li>● Advertise your event as an <i>“Animal Welfare Event”</i></li> <li>● Promise tax receipts. Not all donations are eligible for a charitable tax receipt. If you have donors who require tax receipts, you will be asked to fill out a donation form (one sheet per donor) after your event. AWA's donation processors will issue the tax receipts for individual donors.</li> </ul>
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## Fundraiser Ideas

Yard Sale	Ditch the Dress Code - \$1 donation for day/class to ditch the dress code	Party for A Cause - bowling, mini-golf, roller skating, spaghetti dinner, beef & beer
Coin Drive	Dine to Donate	Collection Drive
Sale - bake goods, flowers, hoagies	Car Wash	Virtual Auction

Ready to get started? Visit AWA's [website](http://www.awanj.org), email [events@awanj.org](mailto:events@awanj.org), or scan the code.



*Thank you for your interest in supporting the Animal Welfare Association by hosting a fundraising event! We do not receive local or federal government funding and are truly reliant on the generosity of supporters like you.*