Humane Society of Western Montana

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Third Party Fundraising Guidelines

Introduction

Thank you for your interest in making the Humane Society of Western Montana a beneficiary of your fundraising efforts! We appreciate your interest in working to raise funds for our shelter's programs, and for the 1000 + pets that enter our facility each year.

Individuals, partnerships, corporations, organizations or any other entity seeking to initiate fundraising activities and events to raise money, will be referred to as the Third Party Fundraiser. A Third Party activity can be defined as any fundraising initiative brought forward by an individual(s), community groups, service club, or business external to the Humane Society of Western Montana.

To help ensure that the volunteer fundraising events are enjoyable, successful, well-planned, and coordinated with current Humane Society events, and to make best use of our limited staff resources, we ask that you complete and submit the Third Party Event Proposal Form attached. We welcome your phone calls to clarify our requirements. You can contact our Development Officer at 381-7477 or development@myhswm.org.

Third Party Event Guidelines and Policies

- The Humane Society of Western Montana encourages fundraising events that are consistent with our image and core values. The Humane Society may decline participation in a fundraising event or activity that is in direct conflict with our mission or image, or which conflicts with an existing event.
- The individual or organization conducting the Third Party Fundraiser must prominently disclose to donors the exact dollar amount or percentage of gross proceeds that will be donated to the Humane Society. Events must be referred to as "benefitting the Humane Society of Western Montana," not "sponsored by the Humane Society of Western Montana."
- Your organization must receive permission from the Humane Society to use our name and/or logo in conjunction with your event. The Humane Society must approve all promotional material prior to distribution. Materials may include; press releases, public service

announcements, posters, tickets, flyers, invitations, and signage. *Any materials must refer to the organization as the Humane Society of Western Montana (not simply the Humane Society).*

- The sponsoring organization/group agrees to underwrite all costs of the special event. The Humane Society shall incur no costs unless otherwise agreed upon in writing prior to the special event or promotion.
- The Humane Society of Western Montana will make every effort to ensure that a staff or volunteer representative will attend the event or activity, but because of limited personnel resources, we cannot make a guarantee.
- The Humane Society does not share its mailing list or donor information.
- If food is served at the event, a vegetarian option must be available to participants.
- Third Party Fundraiser agrees to obey all federal, state, and local laws and regulations in promoting and conducting Third Party activities. It is the responsibility of the Third Party Fundraiser to secure required special permits or licenses as well as insurance as required by law.
- Tax credits for donations for the event are made to the original donor and not to the Third Party Fundraiser.
- Proceeds of the event must be delivered to the Humane Society within 30 days of the event's conclusion.

<u>The Humane Society of Western Montana can provide the approved Third Party Fundraiser:</u>

- Advice on event planning
- Tax receipts to donors that make checks payable to the Humane Society of Western Montana
- Humane Society of Western Montana logo
- A letter of authorization to validate the authenticity of the event and its organizers
- For events in which a minimum of 50% of proceeds will benefit the Humane Society of Western Montana, the organization can provide a listing on the web site, and in E-communications. The Humane Society will also provide mailing labels for pre-approved marketing materials and a banner for use at the event.

Third Party Event Proposal Form

I. Information about the person/group hosting the fundraiser:

Organization/Business name: _____ Contact: _____

Address: _____ City/State/Zip: _____

Phone: _____ Phone #2: _____

Website: _____ Email: _____

II. Event Information

Name of Event: _____

Type of Event: _____

Date/Time of Event: _____ Location: _____

Description/Summary of Event: _____

_____

_____

What is your fundraising goal? _____ Expected number of participants: _____

Target Market (kids, families, students, etc.): _____

How will you publicize this event? _____

Please list any other organizations benefiting from this event: _____

Brief description of the benefits to the Humane Society of Western Montana: _____

_____

Why you would like to hold this event: _____

_____

III. Financial Information

How will funds be raised? ___Pledges ___Auction ___Ticket sales ___Raffle

___Sales (merchandise, etc.) ___Donation solicitations _____Other

If selling merchandise, what will you sell? _____

What percentage will be donated to the Humane Society of Western Montana? _____

Are you approaching sponsors or potential donors? If yes, please list (to avoid potential conflict with current or potential Humane Society sponsors): _____

_____

_____

IV. Humane Society of Western Montana Involvement

What will you require from the Humane Society of Western Montana? _____

_____

Will you require the Humane Society Logo for promotional use? ___Yes ___No

If yes, please indicate what type of materials you will be producing: _____

_____

What type of Humane Society promotional materials would you like for your event (newsletters, brochures, banner, etc.): _____

Would you like a Humane Society representative at your event? ___Yes ___No

V. Agreement

I/we have read and understand all of the Third Party Event Guidelines/Policies and agree to comply with all rules as stated. Please print your name, sign and date this form and retain a copy for your records.

Name (please print): _____

Signature: _____ Date: _____

Please return the proposal form in its entirety, sign and date the Third Party Event Agreement and return to:

Humane Society of Western Montana
5930 Highway 93 South
Missoula, MT 59804

You will be notified within 7 business days as to the approval status of your proposal.