Do It Yourself Fundraising Tool Kit
Welcome, Friends!

We are very excited to hear you are willing to host a fundraiser on our behalf!

Unique and fun events are held throughout the year by school clubs, local businesses, community groups, and individuals to show their passion for animals. Your generous support helps us carry out our mission of creating a more humane community through education; rescuing, protecting and enhancing the lives of animals; and nurturing the bond between animals and people.

Fundraisers can be anything from bake sales, sports tournaments, dress down days or pet supply drives. There is no set amount you need to raise and no time-frame for organizing.

Enclosed are some guidelines, tips and an event application to help you get started. If you have any questions, please do not hesitate to contact me at 716-875-7360 ext. 230 or at caitlinf@yourspca.org

I look forward to working with you!

Caitlin Fager
Events Coordinator
What is a DIY Fundraiser?

A DIY fundraiser is any fundraising activity organized by a non-affiliated group or individual where the SPCA Serving Erie County has no fiduciary responsibility and little or no staff involvement.

The path to launching a DIY event typically begins with a plan of action that is presented to the SPCA. The group or individual must submit a signed DIY Fundraiser application. Upon careful review, we will assist the organizers in examining a variety of factors to determine if the proposed event is viable.

Although we actively encourage DIY fundraising events, all events must be approved by SPCA in advance. This is an important safeguard to preserving the integrity of the SPCA’s name and our commitment to raise the funds necessary to fulfill our mission in an efficient manner.

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 DIY fundraisers. The organizer is responsible for all details, which include the following:

- Underwriting all of the related costs
- Recruiting volunteers to help out at the event
- Writing all letters, including sponsor requests and thank you letters, to potential donors, patrons, etc.
- Creating fliers to publicize the event
- Working at the actual event

Fundraising Ideas

Collect in-kind donations: The SPCA Serving Erie County has a wish list posted on our Website: YourSPCA.org. (This list can also be mailed to you.)

**Host a special event:** Host a happy hour, a basket raffle, meat raffle, etc.

**Organize a workplace competition:** Ask your co-workers to participate in a baking competition, talent show or photo contest and donate the entry fees to the SPCA.

**Host a sporting activity:** Host a golf tournament, a 5K, bowling tournament, etc.

**Host an event:** Organize a dog wash/car wash or chicken BBQ -- maybe your local grocer or gas station will allow you to set up in their parking lot!

**Hold a dress down day:** Ask your employer to hold a dress down day to benefit the SPCA. Another great work idea is to hold a weekly 50/50 split club drawing.

**Start a monthly club:** Organize a book or dinner club and collect a small donation each month to donate at the end of the year.

**Sell your forgotten treasures:** Host a yard sale or sell your items on eBay or Craigslist
Guidelines

1. To get started with your event please submit the DIY Fundraising application. Once the application has been submitted, I will do my best to contact interested parties within two business weeks to approve your event and answer any questions.

2. Please make sure you obtain all necessary insurance, permits, especially those for raffles and/or games of chance for your event.

3. When referring to the SPCA in any event promotions, please use the organization’s official title, The SPCA Serving Erie County.

3. In most cases, due to budget and resource constraints, the SPCA is unable to provide staff or volunteers for your function. If you feel, however, that staff or volunteer presence is needed at your event, please contact me and I will work with you and see what we can arrange together.

4. To protect the well-being and limit stress our adoptable animals are unable to visit your event.

5. The SPCA is a non-profit tax-exempt organization but we are unable to provide copies of our tax-exempt certificate to non-employees.

6. The SPCA is unable to provide the addresses of our donors, patrons, staff, board members, and volunteers.

7. If your event includes any promotional printed materials please send them to me and please use our official logo. Logos can be sent to you in multiple formats if needed.

8. If you will be doing any printing, we ask that you please contact our official printer, Dual Print & Mail, for a quote. Their phone number is 1-800-358-4348.

9. If partial proceeds of your event will be donated to the SPCA or multiple organizations will be benefiting from your event please make sure to indicate that on your application and we ask that you make sure this is advertised on all of your event materials.

10. If you would like exposure on our website, YourSPCA.org, please indicate this on your application. An image or summary of your event will be added to our calendar.

11. Please note, your event will be promoted in a manner to avoid statement or appearance of the SPCA Serving Erie County endorsing any product, firm, organization, individual or service.

12. The SPCA Serving Erie County has a promotional and publicity calendar that is composed of targeted marketing plans for the SPCA’s pre-existing events, programs, services, and more. In accordance with this calendar, the SPCA’s television, radio, and newspaper releases are already confirmed and we are unable to release news of community fundraisers and events to external media sources. Additionally, we are unable to post fliers or other information about your event in the shelter or in adoption packets.

13. If space is available in the calendar we may be able to promote your event on our social media platforms but we cannot guarantee it.
DIY Fundraising Application

Please remit application to Caitlin Fager at Caitlinf@yourspca.org or SPCA Serving Erie County c/o Caitlin Fager 300 Harlem Road, West Seneca, NY 14224

Group/Organization planning event: _____________________________________________________________

Individual(s) in charge: __________________________________________________________________________

Address: _________________________________________________________________________________

Phone: _________________________________ Email: ____________________________________________

Name of Event: ____________________________________________________________________________

Date & Time: ____________________________ Location:___________________________________________

Is the event open to the public? Yes _____ No ______

Would you like your event listed on the SPCA’s online calendar? Yes _____ No ______

Has this event taken place before? Yes _____ No ______

Describe the event (ticket fees, raffles, sponsors, etc.):__________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

If possible, would you like a representative from the SPCA present? Yes _____ No _____

If yes, what role will he/she play? __________________________________________________________________

_______________________________________________________________________________________

Gross Income Goal: $__________ Expenses Goal: $__________

What percentage will be donated back to the SPCA? ________________ *Any checks collected can be made to SPCA Serving Erie County
Please attach a list of businesses you will be soliciting for sponsorship or in-kind contributions. (Because so many events take place, we require this information so we may cross-reference businesses that may have already been contacted for another event.)

Will the proceeds be shared with another organization in addition to the SPCA? If so, what organization?
____________________________________________________________________________________
____________________________________________________________________________________

How will the event be publicized? (Press releases, advertisements, fliers, etc.) Please attach samples.

Do you plan to use the SPCA Serving Erie County’s logo in your promotional materials? Yes _____ No _____

What address can we email our logo to? _________________________________________________

I have read and understood the accompanying DIY Fundraising Guidelines. I hereby agree to abide by the aforementioned guidelines and provide all requested information in the manner and time frame described.

Print name ________________________________________________________________

Signature ___________________________ Date ____________________________

Please return completed application to

The SPCA Serving Erie County  
c/o Caitlin Fager  
300 Harlem Road  
West Seneca, NY 14224

Email: caitlinf@yourspca.org  
Phone: 716-875-7360 ext. 230  
Fax: 716-424-1160