

# **PAW-SITVELY PARTNERED EVENTS**



**WANT TO BE HELP SAVE THE LIVES OF  
10,000+ ANIMALS PER YEAR?**

**HELP BY HOSTING A THIRD PARTY  
FUNDRAISING EVENT!**



**Nevada**  
HUMANE SOCIETY



Thank you for your interest in hosting a fundraising event for Nevada Humane Society. Friends like you make it possible for Nevada Humane Society to make a difference in the lives of homeless pets in our community! We appreciate at least 30 days advance notice for any event so that we may give you proper recognition, make sure your expectations are met and so we can provide additional promotional support.

Enclosed, you will find:

1. Third Party Event Levels
2. An event Planning Form.
3. Some tips and tricks for a successful event
4. Some ideas for hosting a third party event

We look forward to working together to put the “fun” in fundraising to help the animals! Once you have your idea in mind, fill out the event planning form and Nevada Humane Society will review your request and contact you and your organization with confirmation.

Again, we greatly appreciate your request for participation at your event helping us make a difference in the lives of animals in our community. Please do not hesitate to contact me with any questions.

Megan McCalister

Volunteer and Events Manager

(775)856-2000 ext.335

[mmccalister@nevadahumanesociety.org](mailto:mmccalister@nevadahumanesociety.org)



About Nevada Humane Society: NHS is a charitable, non-profit organization founded in 1932. Our mission is to find homes and provide care for homeless pets. Beyond the no-kill shelter policy we established in 2007, NHS has set—and achieved—the goal of making Washoe County a no-kill community where every homeless pet that can be saved is guaranteed a good home. We accomplish our mission through quality animal care, comprehensive adoption programs, accessible low-cost spay/neuter and vaccine services, low or no-cost medical intervention aimed at keeping animals in homes and a free Animal Help Desk. Our non-profit organization is dependent upon donations and does not receive funding from government agencies or national animal welfare groups, including Washoe County. Thanks to the amazing support of the community and the hard work of the dedicated staff, volunteers, and rescue partners, we have achieved dramatic results. Washoe County is now one of the safest communities in the United States for homeless animals and received the prestigious Maddie’s Community Lifesaving Award in 2012.



## Third Party Event Levels

**The more you help us, the more we can help support the event!**

### **🐾 Purr-fect Partner:**

- Audience: 50 people or less
- Anticipated funds raised: Less than \$1,000 or 50 donated items (if doing a food drive, etc.)
- Nevada Humane Society Support\*:
  - Inclusion in our events calendar
  - 1-2 social media posts to drive our attendance to your event
  - 1 adoption event at your location (if available)

### **🐾 Paw-sitive Partners:**

- Audience: 50-75 people
- Anticipated funds raised: \$1,000-\$5,000 or 50-100 donated items (if doing a food drive, etc.)
- Nevada Humane Society Support\*:
  - Inclusion in our events calendar
  - Up to 3 social media posts to drive attendance to your event
  - Tabled adoption event at your location (if available)

### **🐾 Woof-tastic Partners:**

- Audience: 75+ people
- Anticipated funds raised: \$5,000+
- Nevada Humane Society Support\*:
  - Inclusion in our events calendar
  - Up to 5 social media posts to drive attendance to your event
  - A paid social media post to reach your target market
  - Tailored even at your location to drive attendance to the event (if available)
  - Utilization of creative assets
  - Assistance in content distribution (via volunteers)
  - 1 recorded video at your location to help promote the event (if interested)
  - Newsletter Inclusion
  - Inclusion in our Support Nevada Humane Society landing page on our website
  - Opportunity to have the event pitched to our media contacts
    - \*Please note this does not guarantee media coverage

\*Please note this is dependent on amount of time provided leading up to the event.



Please take a moment to read the guidelines below and fill out the application so that we may better assist you with:

- 🐾 Advice on event planning
- 🐾 Assist in determining our highest needs for support
- 🐾 Provide tax receipts to donors who make checks payable to “Nevada Humane Society”
- 🐾 Additional advertising and promotional support

**Please review the following guidelines and policies prior to submitting your Third Party Fundraising Application:**

By hosting your third party fundraising event you are helping us tremendously. Because of this, we would like to make this process as easy for you as possible. By completing your application with 30 days’ notice we can provide:

- Social media recognition to drive our audience to your event
- Inclusion of your event in our events calendar

If you cannot meet the 30 day deadline we will still do our best to:

- Provide social media recognition (dependent on availability)
- Include your event in our events calendar
- Provide as much support as possible leading up to the event

Rules and Regulations:

1. Please note that Nevada Humane Society reserves the right to deny any application for a fundraising activity that doesn’t comply with the mission or create a positive image for NHS.
2. Approved events must be promoted and conducted in a manner that avoids the appearance of Nevada Humane Society endorsing any product, firm, organization or service.
3. On application approval, permission will be granted for the use of Nevada Humane Society’s logo, however, promotional materials will need to be preapproved and the logo cannot be used for any other purpose other than what is described in this Application.
4. Due to commitments we have to our donors, NHS does not provide its database for promotion of an event.
5. As space permits, and if applicable, NHS is happy to promote the event via social media channels.
6. Disclosure indicating percentage of profits NHS will receive.
7. Nowhere can it state that NHS is a sponsor or co-sponsor.
8. When referencing Nevada Humane Society in promotional materials, please reference us by our full name, Nevada Humane Society. Please do not abbreviate “NHS” or add “the”.
9. You must notify NHS if another organization will benefit from this event/promotion. All sponsors need to be disclosed to NHS.
10. If your event includes soliciting local businesses for cash or in-kind support, please include your prospect list to ensure solicitations do not conflict with existing relationships or development plans.
11. NHS cannot make any investment, pay for or reimburse any expenses incurred as a result of a fundraising event. This means that the event must pay all expenses prior to remitting the net revenue to NHS.
12. NHS is not responsible for financial loss and may withdraw support of any event should activities be discovered that undermine the NHS mission or reputation. NHS asks that you send in your donation from your event within 30 days of the event.
13. Reasons for denial of application include but are not limited to: Doesn’t support the NHS mission, Inadequate system to ensure the accountability of funds raised, The proposal would conflict with existing philanthropic relationships, The project would conflict with a marketing or public relations campaign, The proposal is considered unethical or inappropriate.



## Third Party Event Application

Please remember that our staff is happy to provide advice and guidance. We do not have the personnel to handle the organizational and administrative aspects of a third party event.

### Section 1: Organization Information

Name of Organization or Event Host: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City/ State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Phone # (work): \_\_\_\_\_ Phone # (cell): \_\_\_\_\_

Fax: \_\_\_\_\_

### Section 2: Event Information

Name of Event: \_\_\_\_\_

Event Level:  Purr-fect Partner  PAW-sitive Partner  Woof-tastic Partner

Special Requests from NHS: \_\_\_\_\_

Description/Event Summary: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date of Event: \_\_\_\_\_ Time of Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Expected Number of Participants: \_\_\_\_\_

Fundraising Goal (after expenses): \_\_\_\_\_

How will you promote the event? : \_\_\_\_\_

Who is your target audience? : \_\_\_\_\_

If you are selling goods and/or services, please indicate what will be sold and what portion (if any) of the proceeds will benefit Nevada Humane Society? : \_\_\_\_\_

\_\_\_\_\_



### Section 3: Financial Information

How will funds be raised?: \_\_\_\_\_

Pledges    Auction    Ticket Sales    Raffle    Donation    Sales (liquor, merchandise, etc.)

Other (please explain): \_\_\_\_\_

Are you approaching sponsors?    Yes                       No                      If yes, please list organizations/vendors being approached: \_\_\_\_\_

Will the proceeds of your event/activity be donated ONLY to NHS?    Yes    No (if no, please list who else will be benefiting):  
\_\_\_\_\_  
\_\_\_\_\_

Will you require tax receipts?         Yes                       No (If yes, please see page 10)

Are you charging admission to you event?  Yes                       No    If yes, how much? \_\_\_\_\_

What percentage of the net proceeds will benefit Nevada Humane Society? \_\_\_\_\_

### Section 4: Nevada Humane Society Participation

Would you like a NHS representative at your event?  Yes                       No

    If yes, do you request this individual speaks publicly on the behalf of Nevada Humane Society?  Yes  No

Would you like materials and information from NHS at the event?  Yes                       No

Brochures                       Volunteer Information                       Other

Will there be a table and chairs available for NHS information?    Yes                       No

**\*\***Are you requesting that we bring adoptable animals to the event or prior?    Yes                       No

Will you require NHS logo and name for promotional use?  Yes                       No (If yes, please indicate what type of promotional materials you will be producing):  
\_\_\_\_\_  
\_\_\_\_\_

**\*\*Please Note: In order for us to bring adoptable animals to your event, we need to have an available NHS volunteer or staff member present and this may not always be possible. Also, comfort and safety are our number one priority and specific conditions are necessary. Please ask for more details.**



Nevada  
HUMANE SOCIETY

## Third Party Event Agreement

Please review and sign a copy of this form and return it with the fundraising application.

This form is due four (4) weeks, or 30 days prior to the proposed event. Completion of this form doesn't guarantee approval. Upon approval, you will receive an approved signed copy of the application for your records.

By signing this document, I/we acknowledge receipt of Nevada Humane Society's Guidelines and Procedures for Third Party Events (page 3) and agree to comply with all provisions in organizing and holding our fundraising event. I/we also agree with the collection of any and all information Nevada Humane Society deems necessary to evaluate the event. I/we further attest that all of the information provided on this form is correct and accurately describes the proposed event.

I/we also agree that Nevada Humane Society, employees, volunteers and members are not responsible for any injuries, damage or theft sustained during the event and cannot assume any type of liability for your event, participants, volunteers or employees. We cannot provide liability insurance or coverage for third party events and fundraisers.

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Applicant Signature

Date

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Printed Name

Title

**Please return this application and agreement by email, fax or mail to:**

Nevada Humane Society  
Attention: Megan McCalister  
2825-B Longley Lane  
Reno, NV 89502  
Fax: 775-284-7060  
Email: [mmccalister@nevadahumanesociety.org](mailto:mmccalister@nevadahumanesociety.org)  
Phone: 775-856-2000 x335

**For Internal Use**

Approved?  Yes  No

Notes: \_\_\_\_\_

\_\_\_\_\_

NHS Representative Signature

Date





## Charitable Tax Receipting Information

- 🐾 NHS will issue donation receipts for any cash donation. If an individual has made a donation, the receipt will be issued in the name of that individual at their home address. If a corporation has made the donation, and if a tax receipt is requested, the receipt will be issued in the company name at their corporate address. An individual or corporation cannot receive a donation receipt for money that was not donated by them. Receipts are issued after the money is received internally at NHS.
- 🐾 In Kind Donations (i.e. prizes, product or service): A donation receipt for income tax purposes can be issued for donations of in-kind equal to the fair market value of the property received. To process in-kind donations, NHS needs a detailed donation form completely filled out (form on page 10).
- 🐾 Goods and services not eligible for a donation receipt include purchase of items such as raffle or lottery tickets, admission tickets, golf green fees, and the cost of donated service. This includes special services that necessitate hiring someone for the event (i.e. tent set-up and entertainment).
- 🐾 If you require a donation receipt to be issued to participants in your event, we ask that you include the NHS Tax Identification Number (88-0072720) on all your publicity and that you state "tax receipts will be issued for donations of \$10 or more, or on request". After the event, in a timely manner, please provide NHS with a list of names, full addresses and phone number as well as the amount of gift that each individual receipted (form on page 10).
- 🐾 Corporations or businesses that agree to sponsor an event will receive an invoice and thank you letter via email from NHS that would enable them to claim back the full amount of their sponsorship and marketing expense.
- 🐾 For fundraising events such as dinners, auctions and golf tournaments, a tax receipt may be issued for the entry fee less the "cost per person to put on the event". However, the cost amount cannot exceed 80% of the entry fee.





## Fundraising Ideas from A to Z

- 🐾 Animal Art: Ask local artist to contribute pet themed artwork or have your co-workers or friends hand paint wine glasses and auction them at work or event.
- 🐾 Ask: The easiest way to raise funds is to ask friends, neighbors and friends to support NHS.
- 🐾 Bake Sale: Hold a bake sale at work (maybe handmade dog treats) at a busy workplace. Hold them weekly.
- 🐾 Bingo Night
- 🐾 Birthday Party with a Purpose: In lieu of gifts, ask for money or supplies for NHS.
- 🐾 Block Party: Put together an old fashioned block party on your street or in a parking lot. Have a DJ donate a few hours, BBQ, have face painting, etc. and raise money.
- 🐾 Boss for a Day: Allow employees to buy raffle tickets to be boss for a day (or extra vacation day or other perk).
- 🐾 Bowling Night
- 🐾 Breakfast With\_\_\_\_: Put together a breakfast with your CEO, a local celebrity or public figure and see if a restaurant can donate the lunch and sell tickets to benefit NHS.
- 🐾 Brown Bag Lunch Day: Have everyone bring lunch and donate money that they would have spent to NHS
- 🐾 Candy Sales: Buy candy wholesale and sell at work.
- 🐾 Car Wash: Great for students and instead of charging a price advertise “donations accepted” this could also work as a “Dog Wash”.
- 🐾 Car Smash: Secure an old car and sell swings with a sledgehammer. You could write on the car “Knock out pet homelessness”.
- 🐾 Challenges: Challenge another school, business or team to raise more money or bring in more pet supplies. Get a radio station to help and possibly give free publicity.
- 🐾 Coin Drive: Set up coin jars in your office or business and set a goal. Another idea is have a silver coin drive with teams and paper money counts against the team, so you can sabotage others jars. Winning teams get a prize.
- 🐾 Concession Stands: Have a local sports team concession stand give back a percentage or \$\$ amount to NHS.
- 🐾 Craft Fair: Create pet themed crafts and sell them with proceeds benefitting NHS.
- 🐾 Cutest Pet Contest: Set up a bulletin board with pets at work and let other donate a dollar per vote.
- 🐾 Dog Walking: Walk neighborhood dogs and instead of charging a fee, ask for donation for NHS.
- 🐾 Email: Email friends for donations
- 🐾 Fashion Show: Parade your pets and partner with local boutiques- get creative
- 🐾 Fifty/Fifty Drawing: Have everyone buy tickets for a raffle and at the time of the drawing, half goes to the winner and half goes to NHS.
- 🐾 Game Night: Host a game night at your home with an entry fee.
- 🐾 Garage Sales: Work individually or ask your neighborhood to participate and raise money for NHS.
- 🐾 Go Door to Door: Ask neighbors to donate money, pet food or supplies for NHS.
- 🐾 Golf Tournament
- 🐾 Gold Collecting: Ask friends, family and co-workers for all of their broken and unused gold jewelry and donate to NHS to cash in.
- 🐾 Hot Dog Cookout: have a tailgate party or a pregame cookout and charge \$5 for hotdogs with proceeds benefiting NHS.



- 🐾 Ice Cream Social: Plan at work, school or at public event.
- 🐾 Karaoke Night
- 🐾 Matching Gifts: Ask your company to match what you raise.
- 🐾 Mohawks for Mutts: Organize an event where supporters raise pledges to have their heads shaved in a Mohawk.
- 🐾 Movie Night: Have a movie night at work, school, etc. and collect money for NHS
- 🐾 Music Event
- 🐾 Newsletter Plea: Does your company or organization have a newsletter? Ask for donations and support for NHS through the newsletter.
- 🐾 Open House: Does your business offer a service that could be donated? How about a free yoga class with donations being collected instead of a drop in rate.
- 🐾 Pancake Breakfast: Hold a pancake breakfast at your work or church with proceeds benefiting NHS.
- 🐾 Parking Space Auction: Who doesn't want that prime front spot at work?
- 🐾 Percentage of Sales: Ask a local business, restaurant or retail location to donate a percentage of sales back to NHS and advertise to public to drive traffic.
- 🐾 Pet Races: Dress your little dogs up in costume and hold a race
- 🐾 Photography: Ask a photographer to donate a day to take pet portraits. Dress them up, pose with them and all money goes back to NHS.
- 🐾 Recycle: Collect old cell phones and ink cartridges that can be recycled for money and donated to NHS.
- 🐾 Silent Auction: get donations (goods, services and gift certificates) and have members of your organization bid on them.
- 🐾 Talent Show
- 🐾 Tee-Shirt Sales: Have tee shirts made with cute pet quotes or sayings and sell them with proceeds benefitting NHS.
- 🐾 Spay-ghetti Dinner: Host a spaghetti feed at your church or organization.
- 🐾 Sports Tournaments: Think about putting together teams and hosting a Dodge Ball game or Basketball game. Have teams dress up in themed attire to add fun.
- 🐾 Wish List Collection Drive: Have different departments collect needed items for NHS.
- 🐾 Wrap Presents: During the holidays, ask if you can wrap gifts in front of busy shopping centers with donations being collected for NHS
- 🐾 Yappy Hour: Have your local restaurant or bar hold a happy hour benefiting NHS.

These are just a few ideas that you can customize to make your own. The ideas are endless and are only limited by your imagination, so get creative and get involved!



# Nevada

**HUMANE SOCIETY**

## Donation Tracking Sheet

**Event Name:** \_\_\_\_\_

**Event Date:** \_\_\_\_\_

Name	Address	City, State Zip
Phone	Item or Amount	Value
Name	Address	City, State Zip
Phone	Item or Amount	Value
Name	Address	City, State Zip
Phone	Item or Amount	Value
Name	Address	City, State Zip
Phone	Item or Amount	Value
Name	Address	City, State Zip