



POPE MEMORIAL  
HUMANE SOCIETY

*Fundraising Toolkit 2021*



25 Buttermilk Lane, Thomaston, ME 04861  
207.594.2200  
[popehumane.org](http://popehumane.org)



Hello Pet Lover!

**Thank you** for wanting to support animals at Pope Memorial Humane Society through fundraising! You can make a positive impact in lives of local homeless pets. Your fundraising provides care, enrichment and health for them.

People and organizations who love animals can help through fundraisers, with proceeds benefitting homeless pets. We are so grateful to these kind-hearted folks! Enclosed you will find a fundraiser **proposal form, tips and tricks for hosting a great fundraiser, and guidelines** for how PMHS can support you. Please keep in mind that due to limited resources, we carefully consider our level of involvement in each fundraiser. We appreciate your understanding.

**As you begin your planning journey, remember to have fun – after all it is FUNdraising! Get creative and let your imagination lead the way. Once you have your idea, fill out the proposal form. PMHS will review it and contact you. Please be specific as possible as this will help us know how to best support you.**

We appreciate your interest in supporting PMHS! Please reach out to [events@PopeHumane.org](mailto:events@PopeHumane.org) if you have questions.

Gratefully,

A handwritten signature in blue ink that reads "Tracy Sala". The signature is written in a cursive, flowing style.

Tracy Sala  
Executive Director

# Getting Started

## About PMHS

Serving the mid-coast area since 1989, Pope Memorial Humane Society (PMHS) is an open-admissionshelter that takes in abandoned, abused, homeless, and unwanted animals in search of hope, healing, and a second chance at finding a loving home. PMHS rehomes animals and educates the community about humane treatment of animals.

## What is a “third-party” fundraiser?

This type of fundraiser is led by a group, organization, or individual which benefits PMHS animals. It is not considered a PMHS-run or -led fundraiser. PMHS has no financial responsibility for third-party fundraising fundraisers and PMHS staff is minimally involved. Fundraisers can be large or small and almost any kind of fundraiser can be used to support the animals.

PMHS supports third-party fundraisers to the extent possible and with resources available. These fundraisers should be approved at least 30 days in advance and follow guidelines outlined in this toolkit. **Approval must be received before advertising/promotion is permitted.** Proposal will be reviewed for alignment with PMHS’s mission, and PMHS reserves the right to decline approval or association with a fundraiser for any reason including but not limited to 1) the fundraiser does not support the PMHS mission, 2) no system is in place to ensure accountability of funds raised, 3) the proposal would conflict with current existing philanthropic relationships, 4) the fundraiser would conflict with a marketing or public relations campaign, or 5) the proposal is considered unethical, inappropriate, or conflicts with PMHS organizational values.

# Guidelines and Policies

To ensure the integrity of the PMHS name, image, and reputation, third-party fundraisers must abide by the following policies.

## Proposals

- Please submit proposal 30 days+ prior to the fundraiser/activity. You will receive a response within 10 days. Proposals are valid for one-use only. If a fundraiser is to take place annually, a new proposal must be submitted and approved each year.

## Advertising Logo Use and Promotion

- **Approval must be received before advertising/promotion of fundraiser is permitted. Once approved, permission will be given to use the PMHS logo on fundraiser-related materials, and it will be supplied. Please note that all fundraiser-related materials must be approved before use and the logo cannot be used for any other purpose other than what is described in the third-party proposal. You may not alter or recreate the PMHS logo, or create your own logo to represent PMHS, including but not limited to change of color, stretching, or removing words from the logo.**
- PMHS reserves the right to decline approval or association with a fundraiser for any reason including but not limited to 1) not supporting the PMHS mission, 2) no system is in place to ensure accountability of funds raised, 3) conflict with current existing philanthropic relationships, 4) conflict with marketing or public relations activities, 5) the proposal is considered unethical, inappropriate, or conflicts with PMHS organizational values.
- **All promotional materials must clearly state the percentage or portion of proceeds benefitting PMHS.** Please inform PMHS if another organization will also benefit from the fundraiser. Materials must clearly state that the fundraiser is sponsored by you or your organization with proceeds going to Pope Memorial Humane Society.
- The fundraiser must be promoted in a manner to avoid statements or the appearance that PMHS endorses any product, firm, organization, individual or service.
- To protect the privacy of our donors, adopters, and volunteers, PMHS does not provide mailing lists or access to our database for promotion of third-party fundraisers.
- All sponsors must be disclosed to PMHS to ensure there are no conflicts with PMHS philanthropic efforts or relationships.
- PMHS cannot guarantee promotion of any third-party fundraiser on our organizational social media pages. You are, however, welcome to tag PMHS. @popememorialhumanesociety

## Materials and Support

- PMHS can provide informational materials about the organization and our programs/services. Please give advance notice of quantity and types of information needed. PMHS does not provide custom signage for fundraisers. Fundraiser signage is your responsibility.
- Due to the number of requests, PMHS will attempt, but cannot guarantee, promotion of your fundraiser in publications, or on our website, staff/volunteer support at your fundraiser, distribution of promotional materials for your fundraiser, or attendance of PMHS animals at fundraiser.
- While PMHS may be able to provide guidance for your fundraiser, we do not have the personnel to handle the organizational and administrative tasks associated with third-party fundraisers. You are responsible for all details of the fundraiser, including underwriting or providing all the related costs, recruiting volunteers, creating flyers, obtaining permits and liability insurance (if applicable), and implementation of all fundraiser logistics.

## Finances

- PMHS cannot process or reimburse any expenses incurred as a result of a third-party fundraiser. It is your responsibility to settle all expenses prior to submitting final net proceeds to PMHS.
- Third-party and community fundraisers cannot be held at PMHS unless approved by the Executive Director.
- PMHS is happy to provide acknowledgements to individuals and businesses who have made donations to PMHS through your fundraiser. To do this, we require the full name of each person/business, address, donation type, and amount. A third-party donation tracking sheet is provided for this purpose within this toolkit. Please note that tax receipts can only be provided to donors who make checks payable to "Pope Memorial Humane Society" or "PMHS." **Donations made directly to a third-party fundraiser are not tax-deductible.**
- PMHS is not responsible for financial loss.
- PMHS requests that final net proceeds to benefit PMHS be submitted within 30 days of the fundraiser.

# Donation Impact

By supporting PMHS, you are providing food, shelter and medical care for homeless pets at PMHS. **Any** donation made to PMHS directly helps animals in the following ways:

- Providing food, shelter, vaccinations, and medical care at PMHS
- Providing spay/neuter surgery to prevent unwanted litters and reduce homelessness
- Educating the community on how to properly care for animals and reduce cruelty
- Creating healthier pet communities through humane education and other wellness initiatives

## What does my donation do?

Every gift, no matter the size, matters. PMHS is grateful for your support. Below is a chart that provides an idea of how each donation can make a difference.

Donation	How an animals is helped at PMHS
\$1	Gives a dog a "Kongsicle" - a favorite frozen treat
\$5	Supplies toys and a blanket for a litter of kittens
\$10	Provides one vaccination that helps keep a pet healthy
\$25	Provides one microchip that can help a lost pet get home
\$50	Provides 24 ounces of kitten milk replacement and five feeding bottles for an entire litter
\$100	Covers the cost to spay one shelter cat for health and future homeless kittens
\$250	Provides the exam and bloodwork for an older dog to help it get healthy and adopted
\$500	Provides a month of care for 10 cats or kittens
\$1,000	Provides complete care for a nursing dog and her litter of puppies

# Get Creative!

When planning your fundraiser, get creative! After all, this is FUNdraising! You're hosting a fundraiser that will really help animals in need. That is something to be proud of!

To help you get started, we've included some fundraiser ideas that have worked for others. The ideas are endless and only limited by your imagination.

- **Game/Bingo/Bowling Night** – Invite your friends to participate in games, donations, and prizes.
- **Party with a Purpose** – Invite all of your friends (and their friends) over and ask them to donate a few dollars to a great cause. Make it a block party!
- **Lemonade Stand or Bake Sale** – Whip up some delicious treats or tasty beverages and put them to work helping animals.
- **Charity Night** – Host a charity night at a local restaurant or coffee shop.
- **Car or Dog Wash** – Great for students. Instead of charging a specific price, ask for donations instead.
- **Coin Drive** – Set up coin jars at your school or office and start collecting! For more fun, make it a competition.
- **Garage or Yard Sales** – Declutter your house and help animals all at the same time!
- **Email** – Raising money does not have to be complicated. Sometimes the easiest thing to do is ask!
- **Concession Stands** – Have a local sports team concession stand and donate a percentage of the proceeds to PMHS.
- **Brown Bag Lunch Day** – Ask everyone in the office to bring a bagged lunch and donation what they would have spent eating out to PMHS.
- **Ice Cream Social** – Great for work, school, or a community fundraiser.
- **Yappy Hour** – Ask a local restaurant, bar, or tasting room to host a happy hour benefitting PMHS.
- **Percentage of Sales** – Donate a percentage of sales from a product you create, such as a t-shirt or piece of jewelry.
- **Facebook fundraisers** – Whether for your birthday, or to commemorate an event or special pet, this type of fundraiser is probably the easiest-and facebook does not charge PMHS any payment processing fees!



# Planning

We want your fundraiser to be a big success, so we have included some tips below to help you with your planning journey.

- **Start early.** The sooner you start asking for donations, the more time you'll have to grow your fundraising efforts.
- **Think of a catchy name.** Get creative with your fundraising names. They can be cute, funny, or full of animal puns. No matter what you choose, you'll want to make sure it conveys what your fundraiser is all about. When selecting a name, please be sure that you do not use a similar name to any event PMHS already does in order to avoid any confusion.
- **Set a goal.** Give yourself something to aim for. When people find out what your goal is, it makes them more likely to get involved and support you. Be sure to identify your expenses and any potential sources of donations (monetary and items you'll need for your fundraiser).
- **Keep your expenses low.** One of the best ways to increase the amount of money you raise is to keep your expenses low. Ask people or businesses to donate or discount fundraiser-related items.
- **Involve family and friends.** Ask for help brainstorming ideas, sharing the workload, or making connections with other who can help or get involved.
- **Send emails.** Send emails to your family, friends, and coworkers so they know what you are working on. People who care about you will want to hear your message.
- **Reach out on social media.** Send messages and share your fundraising progress with those who follow you. Ask them to support your efforts.
- **Let PMHS know!** While we cannot guarantee any promotion, we may be able to help hang up a flyer or include it on our fundraisers page on our website. At the very least, tag us on Facebook @popememorialhumaneociety.
- **Ask your employer about matching gifts.** Many companies match their employees' donations, which is a great way to double your impact.
- **Say thank you.** Remember to send letters to everyone who supports and volunteers for your fundraiser.
- **Stay organized.** Keep up-to-date lists, including contacts and information related to the fundraiser. This makes future planning super easy!





# Helpful Hints

Email and social media make it really easy to share your message and all of the exciting things you have planned. Below are some simple tips and templates you can use--but be sure to use your own voice when sharing.

## **Send out emails to family, friends and coworkers, asking them to contribute to your efforts.**

For best results, send multiple emails. In many cases, people want to support what you are doing, but it may slip their mind. Reminders are helpful. When promoting your fundraiser, whether it is through email or social media, provide pictures and share your own personal story. This is the “why” for doing this fundraiser. **Speaking from the heart and sharing your story is the most compelling way to engage others.**

### **Facebook**

- Post about your fundraiser on your profile. Include details do your friends can get involved.
- Like the PMHS (@popememorialhumanesociety) Facebook page
- Share posts from the PMHS page on your personal Facebook page.
- Create a “fundraiser” on Facebook and invite your friends. Be sure to tag PMHS.

### **Instagram**

- Follow Pope Memorial Humane Society (@popememorialhumanesociety) on Instagram.
- Re-gram PMHS posts and use #pmhsme, #pmhsfundraisers and #pmhsadopt
- Promote your fundraiser on your personal IG page.
- Post in your Insta story the reasons why you are so passionate about helping PMHS.

### **Sample Posts**

- Do you know that Pope Memorial Humane Society helps over 1,000 pets find homes every year? Sometimes a pet’s first warm bed or nutritious meal is at PMHS. I’m doing my part to help provide hope, healing and second chances to animals in need. Will you help?
- I’m excited to host an event for Pope Memorial Humane Society and I could use your help. Please support my efforts!
- I’m raising money to support Pope Memorial Humane Society in honor/memory pf (insert your personal story). Support me today!

# FAQs

## **Can you bring puppies or kittens to my fundraiser?**

We receive a large number of requests for appearances by our adorable pets. Unfortunately, due to limited resources, we cannot fulfill every request. We ask that you please know we wish you every success with your fundraiser are there with you in spirit, even if we (or the animals) can't be there in person. If PMHS can accommodate a request for an adoptable pet to be present, we can't guarantee a particular type or age of animals. We also will not be able to bring multiple animals to your fundraiser.

Typically, visits from an adoptable pet are limited to just one for safety.

## **Will a staff member or volunteers be able to attend my fundraiser?**

With the large number of requests we receive, we can't guarantee that a staff person or volunteer will be able to attend the fundraiser or assist you with your fundraiser. When completing your third- party fundraiser proposal, please include the help needed and we will do our best to make someone available to you.

## **What items are needed the most?**

Please visit our website at [www.popehumane.org](http://www.popehumane.org) to view our wish list. We update the list regularly to reflect items of greatest need.

## **What is the most beneficial, items or money?**

We accept all donations, no matter what form, and it all makes a difference. Typically, a monetary donation will make a greater impact as we can use it to provide direct care to an animal in need. If you wish to donate items, we ask that you use our wish list to see the items of greatest need.

## **What do you do with the money donated?**

Please see the donation impact section of this packet for specific ways your donation helps.

## **Will you share my fundraiser on your social media channels?**

We cannot guarantee sharing of your fundraiser on our social media channels. Please make sure to tag PMHS in your fundraiser because that will increase your exposure.

# Proposal Form

Thank you for choosing to support Pope Memorial Humane Society (PMHS). Please complete this proposal form and submit to PMHS at least 30 days prior to your fundraiser. *Please note PMHS cannot guarantee staff support or a visit from an adoptable animal.*

## **Section 1: Fundraiser Host Information**

Name of person/group hosting fundraiser: \_\_\_\_\_

Contact person: \_\_\_\_\_

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

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

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

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

## **Section 2: Fundraiser Information**

Name of Fundraiser: \_\_\_\_\_

Fundraiser Type (circle one): Monetary    Supply Drive    Other (If other, please describe):

\_\_\_\_\_

Description/ Summary of Fundraiser: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Location: \_\_\_\_\_

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

Are there any other organizations associated with this fundraiser? (circle) **YES / NO**

Other organizations involved: \_\_\_\_\_

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

How will you promote this fundraiser? \_\_\_\_\_

### **Section 3: Financial Information**

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

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

Are you approaching sponsors? (circle one) **YES / NO**

If yes, please list organizations/vendors being approached continue on back if needed): \_\_\_\_\_  
\_\_\_\_\_

Will the proceeds from your fundraiser be donated only to PMHS? **YES / NO**

If no, please list who else will be benefitting and what percentage each organization will receive: \_\_\_\_\_  
\_\_\_\_\_

### **Section 4: PMHS Participation**

What assistance would you like PMHS to consider? \_\_\_\_\_  
\_\_\_\_\_

Would you like a PMHS representative at your fundraiser? (circle) **YES / NO**

Would you like materials and information from PMHS for your fundraiser? (circle) **YES / NO**

If yes, please detail the type of information and quantity needed: \_\_\_\_\_  
\_\_\_\_\_

Are you requesting adoptable animals at your fundraiser? \*\* **YES / NO**

*\*\*Please note we cannot guarantee animal attendance as this requires a PMHS staff member or volunteer to attend. We also consider comfort and safety to be our number one priority, so specific conditions are necessary.*

Will you require the PMHS logo for promotional purposes? (circle) **YES / NO**

If yes, please indicate what type of promotional material you would like: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Fundraising Agreement

By completing and signing this document, I/we acknowledge receipt of the policies and procedures for third-party fundraisers benefitting Pope Memorial Humane Society (PMHS). The signature below indicates agreement to comply with all provisions in organizing and hosting your fundraiser. I/we agree with the collection of any and all information PMHS deems necessary to evaluate the fundraiser. I/we further attest that all of the information provided on this form is correct and accurately describes the proposed fundraiser.

I/we also agree that PMHS employees, volunteers, and members are not responsible for any injuries, damage, or theft sustained during the fundraiser and cannot assume any type of liability for the proposed fundraiser, participants, volunteers or employees. I/we understand that PMHS can't provide liability insurance or coverage for third-party fundraisers and fundraisers.

I/we understand and agree that net proceeds from the proposed fundraiser will be forwarded to PMHS within 30 days of the fundraiser conclusion. A donation will be considered tax-deductible only when made directly and entirely to PMHS.

I/we understand that this form is a proposal only, and that this proposal does not obligate PMHS to enter an agreement with me. I/we understand that approval is given only upon a complete review and written confirmation of approval by a representative of PMHS.

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Signature

Date

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Printed Name

Title

## **Please return this form and proposal by mail or email to:**

Pope Memorial Humane Society (PMHS)  
Attention: Development Department  
PO Box 1294  
Rockland, ME 04841  
Email: [events@PopeHumane.org](mailto:events@PopeHumane.org)  
Phone: 207.594.2200

### PMHS USE ONLY

Received on: \_\_\_\_\_ Approved? Y/N

Reviewed by: \_\_\_\_\_





Thomaston, Maine

**Thank you so much for  
considering Pope Memorial  
Humane Society (PMHS)  
as the beneficiary of your fundraiser!**

**Because we receive no government  
support, we rely on the generosity of  
people like you to  
care for animals at the shelter.**

**We envision a world where every pet has a  
safe, loving home of their own.**