



# GIVE HUMANE

San Diego Humane Society's Day of Giving

## ITEM TOOL KIT

### WANT TO SELL YOUR VERY OWN PRODUCT OR ITEM?

A fun way to raise money for Give Humane is selling merchandise created by you!  
Below are some easy steps to help kick-start your planning!

#### STEP #1

##### CREATE A PLAN!

Come up with an idea on your own or consider working with your teammates to develop a product you think others will enjoy. In the past, teams have created stickers, mugs, hats, shirts and more, but get creative to ensure your item stands out from the pack! Keep in mind that all designs should align with the mission and image of San Diego Humane Society.

**Pro Tip:** Keep it clean! No profanity or offensive language or imagery.

Consider how and where you will be selling your item. A popular choice is using a platform like Bonfire or Custom Ink, which are online stores that produce and ship items for you. You might also consider selling the item at your campus!

#### STEP #2

##### SUBMIT A PROPOSAL!

Once you've decided on what item you'd like to sell, please submit online at [sdhumane.org/itemform](https://sdhumane.org/itemform) as soon as possible.

This will help get the ball rolling on having your idea approved and will keep #TeamDOG in the loop about any help you might need.

LET'S GET READY  
TO FUNDRAISE!



# FUNDRAISING TIPS!

## STEP #3

### START PROMOTING!

Once your item is approved, it's time to spread the word about your cool merch for a great cause!

- Create a flyer!
  - Be sure to check out the [flyer guidelines](#) in the Peer2Peer tool kit before getting started, then submit it to #TeamDOG for review.
- Use social media!
  - Announce your fundraiser on the SDHS Employee and Volunteer Facebook pages.
  - If you're selling your item to the public, make a fun post about it on Facebook, Instagram, Twitter, TikTok, or even LinkedIn to share with your friends and family. We'll also list it with other fundraising promotions on the Give Humane website!
- Use word-of-mouth!
  - If you're selling your item in-person, bring some to gatherings like birthday parties or social events – you may be surprised who wants one!

## STEP #4

### TALLY UP THAT MONEY!

Review the "How to Process Donations" toolkit to make submitting your earnings a breeze!

## STEP #5

### HAVE FUN!

With the right planning and teamwork, your fundraiser is sure to be a ton of fun and a great success!

**Have questions? Need help?**  
**#TeamDOG is here for YOU!**  
**[givehumane@sdhumane.org](mailto:givehumane@sdhumane.org)**

